

Tribeca partners with Lego SA

Tribeca Public Relations has won the Lego South Africa account after a competitive pitch process. The PR company will manage and execute Lego's public relations strategy in the country.

Tribeca is familiar with the Lego brand having worked with The Great Yellow Brick Company to open the first Lego Certified Stores in Sandton, Pretoria, Cape Town and Durban.

The agency will also support the local office in launching limited edition and exclusive collectable sets.

For more, visit: <https://www.bizcommunity.com>