

Indigo Brands awards PHD South Africa

PHD South Africa has been awarded the media strategy and planning for Indigo Brands, a subsidiary of AVI Limited and the company behind Yardley, Lentheric, Coty, Rimmel amongst other world class trademarks. This is part of a new strategy by Indigo Brands, with the consolidation of the planning and buying within the Omnicom Group, with OMD continuing to handle the media buying.

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