

Donald Liphoko joins The MediaShop

The MediaShop recently announced the appointment of Donald Liphoko as an associate media director. “We have known Donald for a long time,” says Harry Herber, MD of The MediaShop, “and noted his accomplishments, aptitude, and very positive attitude, as well as his involvement in industry affairs.”

“We share passion and ‘can do’. He is a natural fit with our Open 24 hour philosophy,” added Herber.

Formerly strategic planning manager for commercial airtime sales at the SABC, Liphoko has written about the local advertising industry, focusing on media strategy. He co-authored the popular *South African TV Guide for Marketers*, and has written media strategies for blue chip brands in the retail, automotive and fast moving consumer goods industries.

As well as offering considerable media skills including strategising and planning campaigns, Liphoko considers it his duty to add to the industry by supporting educational initiatives. He is an advisory council member of the Vega School of Brand Communication and the Association of Media and Advertising in South Africa. He is a former vice chairman of the South African Advertising Research Foundation, and is a founding councillor of the Marketing Excellence Awards Council.

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