

## Cell C appoints The MediaShop

In a bid to consolidate all its retail, brand and segment media under a single media agency, cellular operator Cell C has appointed The MediaShop as its new agency with effect from May 1, 2006.

The appointment of the Johannesburg-based media agency marks the end of a four year relationship with Naledi Media Company and all retail media buying through InRoads Media.

Say's Talaat Laham, Cell C's CEO and chairman, "We undertook a rigorous and transparent tender process in awarding our media business to The Media Shop. We look forward to working closely with them. We also thank all the agencies that participated in the pitch and we especially bid farewell to Naledi Media Company with whom Cell C has worked with since inception. We wish them luck in all their future endeavours."

Commenting on the new business acquisition, Harry Herber, group MD at The MediaShop said, "I really believe the chemistry of Cell C and that of The MediaShop are the same. On top of this, I think we both see media and communication evolving the same way. Our mutual headspace will be one where we want to be quicker and smarter with media."

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