

McCain appoints Joe Public's fully integrated offering

As the year opens, [Joe Public](#) Johannesburg celebrates the arrival of their newest client, McCain Foods South Africa, adding to the groups FMCG stable. Having added digital services as well as public relations to the agency over the last six months, the group is delivering on its promise to provide a fully integrated offering to its clients.

The McCain account will be serviced as a TTL integrated account, with Ignite Joe Public looking after BTL and Engage Joe Public handling PR. Joe Public will also be responsible for ATL and the media strategy, planning and buying for the brand.

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