

Y&R and NATIVE VML win UCT Graduate School of Business Account

Y&R South Africa and sister agency, NATIVE VML, recently acquired the business for University of Cape Town (UCT) Graduate School of Business (GSB), with the three-year contract encompassing ATL, brand, communication and media strategy, BTL and digital services.

The account was awarded to the duo after a combined chemistry session, where it became apparent that the Y&R/NATIVE VML team was the perfect fit for UCT's GSB.

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