

Silver Echo for primaplus



Cape Town-based specialist direct marketing agency primaplus also recently scooped a Silver Echo Award for its MWeb Business Voice Box at the Direct Marketing Association (DMA) International Echo Awards held in Chicago. Only three South African agencies won Echoes. This win follows on from primaplus' recent Direct Mail Centre's 'Big Time' award and three Gold Awards and the overall Inkosi Award at the Assegai Awards 2007. Comments MD Peter Farrell, "It's great to be recognised internationally as well as locally. The work we're doing is setting a new benchmark in the industry!"

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