

Saratoga acquires World Wide Creative

Technology company, Saratoga, part of the JSE-listed Sekunjalo Group has acquired a majority stake in Cape Town and Johannesburg-based digital marketing agency, World Wide Creative, formed in 2003 by Fred Roed and Mike Perk. "The move underpins our commitment to creating remarkable products and campaigns in the digital space. The partnership with Saratoga enables us to ramp up our service provision in the key areas of e-commerce, application development, search and digital media advertising," says Roed, World Wide Creative's CEO and creative director.

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