

## **Publicis Machine wins Mercedes-Benz Cars contract**

Following a competitive pitch between four firms, Publicis Machine was awarded the contract to manage the Mercedes-Benz Cars digital/CRM account. Publicis Machine's tasks will include the development of new campaigns in addition to maintaining the brand's existing digital platforms across its web, social media and CRM platforms.

Mercedes-Benz Cars is a division of Mercedes-Benz South Africa and MBFS, a wholly-owned subsidiary of MBSA.

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