

Retroviral signs three new clients

Retroviral has signed up three new client campaigns including Truth About Money - a 1Life Initiative, Tabasco and RMB's annual graduate recruitment drive. For the second consecutive year, Retroviral will work with Rand Merchant Bank (RMB) on its graduate recruitment programme where the respected financial institution will seek to recruit top-notch graduates from South Africa's leading universities and business schools.

Retroviral is in the process of completing a video component with 1Life on their initiative "The Truth About Money", to help educate consumers about the importance of financial literacy. The campaign communicated to consumers to apply for benefits such as debt management, wills and estate benefits and money management tools, which also provides access to an eight week financial education course.

The agency's ongoing campaign for Tabasco, the hot, legendary pepper sauce, encompasses a full digital brand strategy, including content development, community management, brand tracking and reporting.

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