

JD Group appoints The MediaShop

The MediaShop has been appointed to handle the media strategy, planning and buying for the JD Group Traditional Retail Division, effective 16 September 2010. Comments Chris Botha, joint MD of The MediaShop Sandton, "When we started working with the JD Group in 2007, we handled one piece of business - Incredible Connection. Since then, and through our meaningful contribution to the business, we acquired Hi-Fi Corporation, and subsequently all the Traditional Retail business. We are very excited, and look forward to working with the JD Group in growing these brands."

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