

Initiative Media wins the Burger King media account

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Initiative Media is thrilled to announce that they have won the Burger King® media account, effective September 2017. Marc Taback CEO of Initiative Media, "This is a significant win for us and we are exceptionally proud to be working on the Burger King® business based out of our Cape Town agency."



"Initiative Media ticked all the boxes for us. They are a team that brings immense strategic insights, passion and energy to the table. They've already shown great enthusiasm and are a welcome extension to our team," says Ezelha Jones, Marketing Executive for Burger King® South Africa.

Get in touch:









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