

Firehouse Group signs Arik Air International account

Communications agency, The Firehouse Group, has signed the Arik Air International account; the partnership begins in June 2010. Arik Air International is a Nigerian commercial airline that has been operating daily flights to Lagos from Johannesburg since launching the route on 1 June 2009. "The Firehouse Group will run Arik Air International's South African communications. Combining the group's specialties - public relations and advertising - we're looking forward to create a seamlessly integrated campaign that communicates the essence of Arik Air International," says Sandy Greaves Campbell, CEO for the Firehouse Group.

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