

Wunderman Cerebra, SAB partner up for a centralised social media account

Wunderman Cerebra is to manage the entire social media community management function of SAB's brand portfolio in South Africa. SAB has partnered with Wunderman to establish a social engagement centre that will centralise the social media of Castle Lager, Carling Black Label, Castle Lite, Flying Fish, Corona, and Stella Artois.

SAB's former model involved multiple agencies running individual brands' social media accounts independently.

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