

JWT wins Loxion Kulca account

JWT Johannesburg has been appointed by Loxion Kulca as its Through the Line advertising agency of choice.

Loxon Kulca started in 1999 by Wandi Nzimande and Sechaba Mogale, Loxion Kulca (street slang for “Location Culture,” is a reference to the apartheid government’s designation of townships as “locations”) has grown tremendously, and already spawned two labels: Zweto and Deletso.

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