

Carat South Africa is the new agency for Virgin Active S.A.

Carat was awarded the media planning and buying for Virgin Active S.A.

Carat has also been tasked to manage the digital media for the brand through Isobar, an Aegis group agency.

Richard Lamb-Hughes, Head of Brand for Virgin Active says "We are looking forward to creating a great partnership between Carat and Virgin Active to produce some exciting innovative work together".

The account joins an impressive list of new business acquired by Carat in the past few months including Woolworths, The Democratic Alliance Election Campaign and Johnson and Johnson.

Carat (formerly Media Co-ordination) is part of the Aegis Group.

For more, visit: <https://www.bizcommunity.com>