

Casino Association of South Africa appoints Kaelo Engage

Sandton-based content development agency, Kaelo Engage has recently been appointed by the Casino Association of South Africa (CASA) to plan and implement a six month awareness campaign about illegal online gambling. The campaign highlights the consequences of illegal online gambling across print, broadcast, social and online platforms. Illegal online gambling in South Africa is defined as any gambling activity using digital platforms on the internet; this excludes sports betting with as South African licensed operator.

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