

## Comedy Central partners with VWV

Comedy channel Comedy Central (DStv Channel 122) has appointed leading experiential activations agency, VWV to work on this year's stand-out comedy event, The Comedy Central Roast of Kenny Kunene Fired up by Nando's.

Working hand in hand with Comedy Central creative, marketing, digital and PR teams, VWV has been appointed to deliver key parts of the Roast from scripting to staging and editing of the Roast TV show to booking talent, activation of surround events, and the creation of digital promotions and web content.

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