

Trace Mobile welcomes new brand ambassador

Trace Mobile has appointed rapper, actress, poet, and all-round creative Sho Madjozi as its brand ambassador.

The Mobile Virtual Network Operator (MVNO) announced its plans to launch the brand's #NeverExpire campaign with Sho Madjozi at the helm during a press conference on 27 June 2018 at the Ponte Tower in Johannesburg.

Trace Mobile released a video of Madjozi as part of its #NeverExpire campaign.

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