

33 Degrees to handle communications for Civicus

33 Degrees Interactive has been awarded the account to handle the communications for Civicus. The campaign will focus on increasing the awareness of what Civicus does as well as promoting the World Alliance for Citizen Participation in Gaberone in 2004. 33 Degress Interactive will produce a through-the-line campaign focusing on Print, TV and the Internet. 33 Degrees Interactive is a satellite agency within the BBDO Group.

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