

## **Bata SA extends Take Note account**

Bata South Africa has extended its account with Take Note Reputation Management. Take Note has managed Bata Retail since March 2017.

Take Note will now also carry out PR activities for the brands that fall into Bata South Africa's portfolio, namely Toughees, Tomy Takkies, Weinbrenner, Power, Bubblegummers, and Bata Industrials. Take Note has been tasked with running campaigns across the fashion landscape, manage events, issue press releases and focus on increasing sales across Bata brands.

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