

marcusbrewster launches on-demand PR service

Strategic communications firm, marcusbrewster, this month announced the launch of South Africa's first on-demand public relations service.

The on-demand economy has broadly disrupted traditional, established industries in ways not seen since the Industrial Revolution. Global companies such as Uber and Airbnb are generating huge revenues within only a few years of launching, beating more established competitors by offering convenience and accessibility while maintaining optimal cost efficiency.

Andre Fourie, MD at marcusbrewster, says "current economic uncertainty and budget pressures means corporates and brands are wary of long-term retainer commitments and are looking for new ways to optimise their marketing and communications spend. By matching a client's publicity needs to the agency's results-oriented approach and adding a layer of convenience via an on-demand service model, we can show measurable results linked directly to PR investment."

A beta version of the service is available to brands, businesses and individuals through a microsite which can be found at ondemandpr.co.za.

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