

Extending the sceptre over PR

Eighty five percent of the 28-year old PR company Westcom has been acquired by Sceptre Marketing, a 100% black-owned company. Sceptre Marketing, owned by Wanda Shuenyane, Abey Mokgwatsane and Jameson Hlongwane, already has a controlling interest in experiential and communications agency VWV, known for its work locally and abroad. Derek du Plessis, founder and majority owner of Westcom, will remain as senior account director, while Claudia Mpeta replaces him as MD today, 1 June 2006. Adrian English remains as PR director and retains his shareholding in the company.

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