

marcusbrewster appointed by SAP Africa

Integrated communications agency marcusbrewster has been appointed by SAP Africa, a market and technology leader in business management software, solutions and services for improving business processes, as one of its two new PR consultancy partners.

The PR agency will assist SAP Africa with a full spectrum of public relations and communication outreach.

"marcusbrewster will be driving various strategic communications projects for SAP Africa that will focus on building SAP Africa's positioning within the market, creating further awareness with stakeholders and to also entrenching key relationships with media" says Monica Braganca, account director at the firm's Johannesburg office.

"Having SAP Africa on board will open the door to some inspiring campaigns within the business and tech sectors. We look forward to working with such a blue-chip global business and brand".

Comments SAP Africa head of Communications Antonia Ashton: "We appointed marcusbrewster after a rigorous evaluation process to identify best-of-breed partners. We are excited about the collaboration as we believe it is a great fit with our organisation and will deliver for our business".

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