

Reputation Matters join Ecco network

Ecco International Public Relations, a global public relations and marketing services network, headquartered in London with independent, owner-managed agencies in 40 countries worldwide, has been joined by local consultancy Reputation Matters.

With representatives in major global markets, the network has strengthened its reach in the emerging economy of South Africa. Reputation Matters was recently rated the number one reputation management company in South Africa in June 2012 by TopSEO and took a bronze award at the 2011 PRISM Awards in the category, Corporate Communication. It has a national footprint in South Africa, with representation in most of the provinces and particular expertise in green issues, retail and technology.

For Regine le Roux, MD of Reputation Matters, membership of the network brings with it valuable global reach for the agency. "It will allow us to provide our clients with global expertise and communication support, whilst still providing the specialised services we are renowned for. We believe that the synergy with the network will give us an even greater edge when it comes to setting the pace in the local market."

Sara Render, chairman of Ecco, comments, "The network is pleased to receive Reputation Matters into the network as it facilitates its presence in Southern Africa. All our members are independent owner-managed businesses with a strong track record of good client retention and excellent work. The company meets the criteria and has principals with an international mind-set. South Africa is an important addition for our clients, as a strong emerging market. We are thrilled to have them on board."

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