

New international account for Greater Than

Following a four-way pitch, Greater Than has won the PR account for 2012/2013 for the Entertainer, an international Dubai-based company, a boutique publishing company established in 2001 by owner and CEO, Donna Benton that offers 21 books across 14 destinations and 11 countries.



The Entertainer is a book that arrive on the South African market with over 500 two-for-one vouchers that consumers can use at some of the best restaurants, cafes, nightspots, attractions, spas and hotel accommodation across the country. With vouchers for tourist-friendly outings, leisure activities and dining experiences, there is said to be something in the book for everyone.

To mark the launch of the first Entertainer South Africa, the book will also include the special offer of two-for-one hotel accommodation vouchers for 60 hotels across destinations such as Mauritius, Seychelles, Thailand, Dubai and more. All of this equates to over R120,000 in value.

Galia Kerbel, Greater Than MD, says, "We are excited to implement a full service PR strategy for the book, which includes publicity, media relations, daily press office, social media and event management."

Benton adds, "Through our 11-year history, the book has developed a brand that relies on the strength of its relationships amongst different stakeholders: our merchant partners, our customers and the media. When we made the decision to enter the South African market, we knew we needed a PR partner who would help us build relationships with local media and amplify our message throughout South Africa, which this agency is strongly positioned to do so. Additionally, in the pitch process, it clearly demonstrated that it understood the brand value proposition of delivering an experience that creates unbeatable value for our partners and customers."

The book will be launched both in South Africa and in Singapore simultaneously allowing consumers to 'Explore, Enjoy & Save' in December 2012. For more, go to www.theentertainerme.com.