

## Student Brands appoints new PR firm

Youth marketing specialists, Student Brands, as appointed Livewired Public Relations as its PR agency. The company provides businesses access to students and enables them to redefine an entire collection of products for the student market, connecting the youth, institutions and businesses throughout South Africa. "We are excited to have this account on board," says Lucinda Boddy, MD of Livewired PR. "We aim to exceed its PR objectives and help it grow to become the leading youth marketing specialist in South Africa."

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