

Kraft-y Brewster

Marcus Brewster Publicity has been named South African Agency of Record for Kraft Foods SA. The three-year Kraft PR contract will see Brewster's Johannesburg office working on some of the world's leading FMCG brands including Jacobs coffee, Cote d'or and Toblerone chocolate and Philadelphia Cheese.

"After a thorough process that included several agencies responding to an RFP, what set Marcus Brewster Publicity apart from the competition was their enthusiasm, results-oriented approach, relevant experience and creative thinking," explains Angela Brokke, Kraft's marketing director.

"We look forward to working with their Gauteng and Cape Town-based staff to continue to expand awareness and success for our brands year-round."

Comments Hein Kaiser, Marcus Brewster Publicity national strategic director, "We couldn't be more thrilled and proud to work with an organisation like Kraft who are the gold standard for global best-practice in the marketing arena."

"Kraft is a great addition to our current roster of FMCG clients which includes Canderel and Equal in the sweetener market.

New accounts at Marcus Brewster Publicity announced in the second half of this year include Planet Fitness, I-Touch's 35050 brand, *True Love* magazine and the launch of *True Love Bade*.

The agency received two trophies at this year's PRISM Awards for PR excellence and was named runner up for *FinWeek's* inaugural PR Agency of the Year award.