

Empowering communications

A new empowerment communications company has launched in Johannesburg, as specialists of niche communications strategies.

Called Prop & Gander, their strength lies in a local focus, which encompasses an understanding of increasingly sophisticated emerging and youth markets, marketing peculiarities, as well as escalating public expectations in respect of communications.

The company is uniquely positioned to provide effective communication to our multicultural society. This is reflected in the management team comprising of individuals from diverse backgrounds, skills, races, gender and experience.

Headed up by Candice Moodley, an SABC presenter on Eastern Mosaic, who has broadened her horizons within the communications world thus forming Prop & Gander. Prop & Gander also boasts another celebrity - Vuyo Tofile of Big Brother 1, who holds the position of Creative Strategist.

"We seek to form income-generating partnerships with companies, rather than just forming an outsourcing alliance. Our approach is to do more than just service our clients," explains Tofile.

"As corporate image has never been more important than at present, we function as image custodians and managers for corporates, NGOs parastatals and institutions to ensure that the criteria of the new transformation mandates are being met. These include correct governance, transparency and deliverables. We communicate our clients' transformation programmes, their corporate citizenship status, as well as creating a more focused approach towards their brand, product or service."

Companies' realisation of diversely segmented markets has lead to the need for specialised, relevant and direct marketing, which Prop & Gander facilitates through its range of targeted solutions and services. The added bonus of flexibility and affordability offered by Prop & Gander is not usually available from larger agencies. Prop and Gander's area of expertise further extends to special events management and branding.