

marcusbrewster wins Movember charity account

Following a four-way pitch, marcusbrewster has been appointed as the South African PR agency for Movember, the global men's health charity. Last year some 18,000 South African Mo Bros and Mo Sistas registered as active participants in Movember and R4.9 million was raised.

MOVEMBER'SONS

Every November, thousands of men (known as Mo Bros) around the globe get clean-shaven in preparation for the month long moustache journey to initiate a conversation around prostate and testicular cancer.

"Movember started in 2003 as a conversation between mates," says Movember SA country manager Garron Gsell. "Today it's a bigger conversation about men's health across South Africa and the rest of the world. In South Africa, Movember partners with CANSA (Cancer Association of South Africa) as the official beneficiary partner. All funds raised in South Africa through the Movember campaign go directly to the association's men's health programmes for prostate and testicular cancers."

Commitment to making a success

"Regarding our choice of PR partner, we were comfortable with the agency's approach, its understanding of the brand values, goals and objectives to deliver our messaging for our surrounding Movember communities and networks. Its commitment to making a success of the 2012 campaign has been reflected in the generous pro-bono allocation of resources afforded to our account."

"We are passionate about the opportunity of working with the Movember team," says chairman Marcus Brewster. "The movement has re-written the rules about consumer engagement with health education programmes and it is a privilege to be exposed to this level of best practice."

Jeanri-Tine van Zyl has been appointed as account manager on the campaign. For more, go to www.movember.com.