

# Brandfundi PR consultancy launched this month

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This month, after 16 years of working in public relations and marketing, Michelle Cavé announced the launch of her PR Consultancy, Brandfundi. The boutique agency name is founded on the idea of being an expert or authority on brand communications and reputation management.

Cavé has effectively headed up, and in some cases started up PR divisions within companies and has worked across various industries and categories, tackling multiple brand briefs and challenges successfully.

For the past seven years, Cavé established the PR division at global, award-winning advertising agency, Y&R SA. Commenting on her time there, New York based Aviva Ebstein Kroninger, Chief Communications Officer for Y&R Advertising and VML said, “Her relationships with journalists are deep and strong. She is proactive and persuasive. She not only has the relationships and experience, but also strong instincts that make her manage communications thoughtfully and sensitively. She knows how to make the best of good news and how to contain unfavourable stories.”

Although still in it's infancy, Brandfundi has already achieved noteworthy results, with a few clients currently in its stable including iKineo (customer engagement agency), Pangea Ultima, (boutique advertising agency) and Impact Therapy Centre (psychology centre). The company is also managing several projects comprising research focus groups, activations and content generation.

Commenting on the consultancy launch, Cavé said, “It has been a long-term vision to go out on my own and I’m incredibly excited about the potential for growth. I’m highly ambitious, and have a well developed sense of responsibility. I pride myself in being a professional partner to my clients.”

Brandfundi offers core competencies across brand and corporate public relations services, including strategy, content generation, media relations, event management, marketing communications, internal communications, corporate responsibility and issue and crisis management.

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## Brandfundi



Brandfundi is a boutique brand communications agency, specialising in Public Relations and Marketing. We exist to provide expert brand communications services to companies in the B2B space, helping to build, repair and/or protect brand reputations with integrity and professionalism.

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