

Mustard Marketing, Fivestar PR to rebrand Culinary Academy

Mustard Marketing and Fivestar PR have been appointed to rebrand the Culinary Academy (TCA) in 2013. Mustard will design and develop the new corporate identity, website and mobisite, and manage its social media activities strategy, while Fivestar will drive the company's strategic media and communications strategy to raise the public profile of the academy.

Richard Gradner, director of Mustard says the company believes that good work stems from the effort to understand its client's needs, criteria and objectives, no matter what service they provide. "We aim to find a brand's unique voice, one that resonates with its audience and differentiates it from the competition, with a strong focus on sales."

Janie van der Spuy, who heads up the PR agency adds, "As hospitality PR specialists, we have a deep understanding of this industry and the urgent need to train the next generation of not only talented young chefs, but also front of house staff, food & beverage managers, caterers and entrepreneurs. TCA offers a modern way of learning in a unique 'rural winelands campus' environment and has some very exciting developments to be rolled out within the next year or two."

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