

Wetpaint Advertising launches a PR campaign for Huawei Device

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Huawei Devices South Africa embarks upon a fresh-thinking PR drive contracting the services of Wetpaint Advertising's PR division. This new and substantial account has been awarded to the Wetpaint team in light of the fact that their expertise in the telecommunications and mobile industry is difficult to beat.

Naturally, acquiring a contract from a company like Huawei (who provide the infrastructure which keeps two thirds of the global population online) is a significant milestone for Wetpaint's PR division. Wetpaint, who have been in advertising the game for 14 years, prides itself on being a boutique agency offering a full spectrum of services and the addition of PR services in early 2011 was one of the final steps toward achieving this goal.

"Working on accounts like this is really rewarding," states Andrew Sprawson, the Account Manager responsible for the account, "journalists are very receptive to the Huawei brand, which carries a great deal of weight in the telecoms industry. There is so much interest in these new mobile products it's difficult to make sure there are enough demo units!"

The PR drive for Huawei will be focussing largely on acquiring product reviews for Huawei Device's newest product releases, the much awaited Media Pad and the Honor smartphone. The Media Pad is Huawei's answer to the battle of the tablets offering top of the range specifications on an Android platform. The Honor is Huawei's first truly high-end smartphone and, as such, is a significant step in the development of a product which will capture and amaze an entirely new market for the group.



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