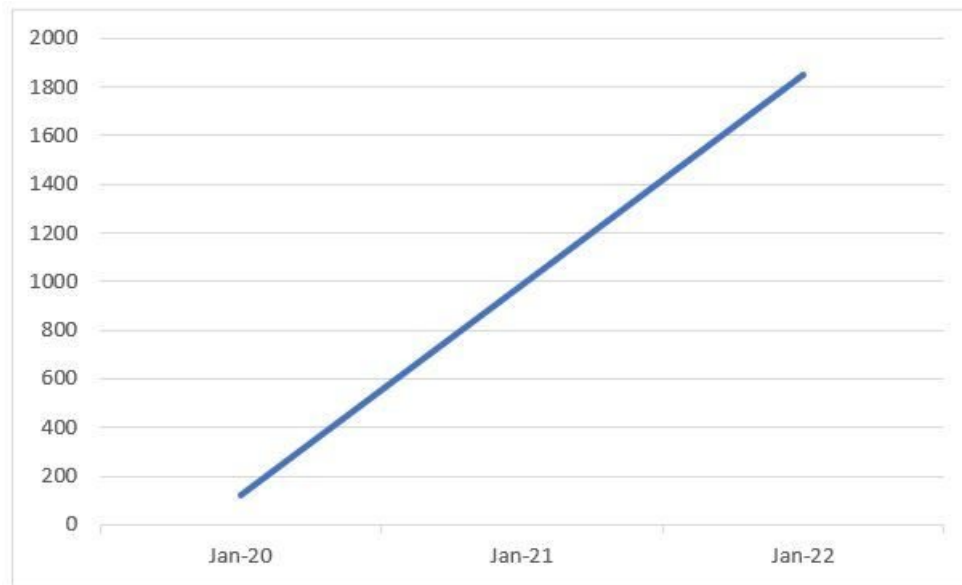


TenacityPR grows brand awareness by 90% using native PR and newsrooms to reach the target market

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TenacityPR recently raised brand awareness by 90% for an advertising agency on the Bizcommunity platform, reaching the top five against competitors which are bigger and have marketing departments. The results included invitations to pitch for big business and winning accounts for JSE listed companies.




TenacityPR specialises in online newsrooms, the home for media coverage and company news, the public-facing heart of your brand, and the place where you can control your own narrative. An online newsroom is often listed as 'best practice' in public relations for an important reason - it dramatically increases both the volume and quality of your media coverage.

As a specialised PR consultancy, our knowledge and experience mean optimising newsrooms to their maximum potential through an in-depth understanding of what and how to create quality content that resonates with the market of the newsroom platform.

NEWSROOM PR


When Savanna gets serious, it n be serious. Deadly serious.

It is a well-known fact that South Africa's annual road accident statistics are significantly higher than the world average. Surpassing the numbers in even our own continent when other African countries, this is a concerning statistic that all our country's road users need to be aware of.




The AA team joins Grey

The automotive world's leading consumer body, the AA, has joined forces with Grey to work on the motorist's portfolio and across the Channel for one brand. After doing their bit for the motorist, they are now helping to build the brand's reputation in the automotive world.




Savanna takes funny to the streets

Savanna Premiums Order is at it again this time taking to the streets with the #Pretoria project. The project takes the country's funniest stories, shows on Twitter and turns it into a custom-designed brochure and wall murals, providing 'humor' during some of the year when people are on holiday and about being their best selves.




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Burger King and Grey launch humorous campaign for "King of the Day" value deals

These days, the word "King" has become redundant amongst both consumers and in other related industries, and, as a result, has had to be re-invented.




Fostering creativity in the fourth industrial revolution

The world is being reshaped by the fourth industrial revolution, and the marketing industry is no exception. The marketing industry is being reshaped by the fourth industrial revolution, and the marketing industry is no exception.




The Mazda CX-30 is launching a you're invited. And you, and you, and you

The brand new and much anticipated Mazda CX-30 was recently launched in South Africa. Only one brand with introducing this world-class car for the country's car enthusiasts, one thing was certain from the get-go: it's an incredibly and meticulously designed car that is made for you.



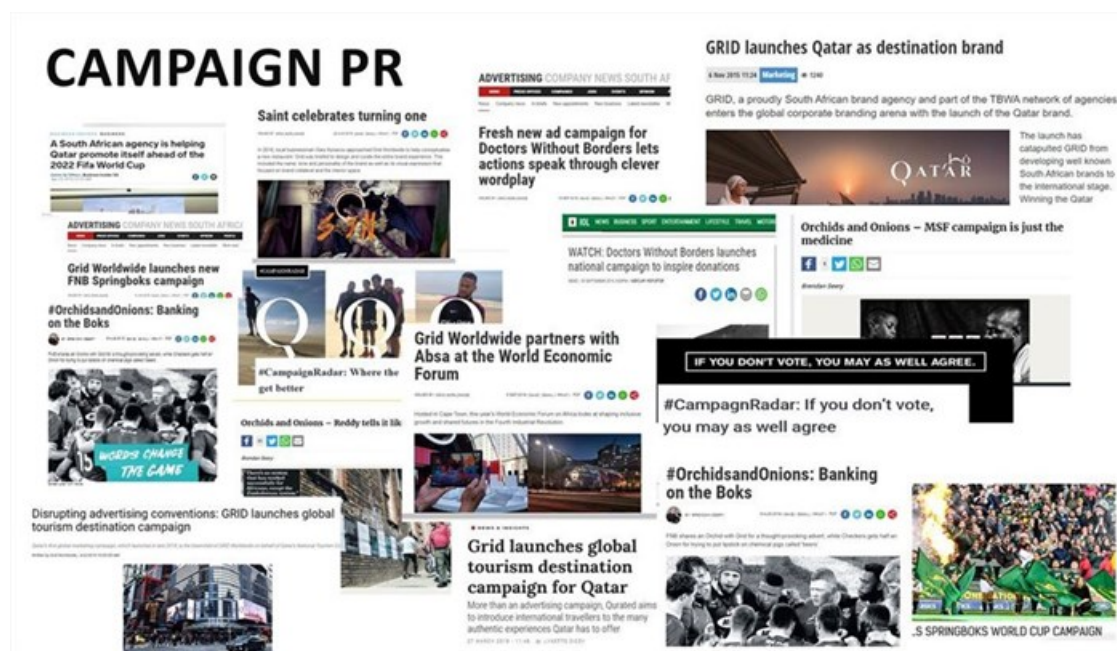
Make it mean something

Grey's 'Make it mean something' philosophy has already stood the age in good stead.



Known as 'native' PR, the even gentler, more modern version of an advertorial, newsrooms have grown significantly since Covid... The main difference is the way the user experiences the advertisement - Native PR is meant to make the reader feel like they're gaining some valuable knowledge.

When done right, an online newsroom makes it ridiculously easy for journalists and potential clients to find a company's news. Because we know this, we have spent over 10 years fine-tuning the skills of both PR and journalism that it takes to manage newsrooms across industries. A journalist or potential business partner can literally find out what a company does, and why, in seconds.



TenacityPR' knowledge in growing company brands has become a dedicated specialised service, providing global trends in the communications industry. TenacityPR is proud of the prowess and knowledge of creative B2B campaigns that are often covered as editorial, not relying completely on the newsroom but across the platforms which we are working on.

TenacityPR fuses data-driven creative, digital marketing and traditional public relations into a communications agency built for the future.

- **Amazon South Africa launch: A world of opportunity for brands, but expertise is key** 23 Oct 2023
- **TenacityPR welcomes The Bar Africa onboard** 15 Jun 2023
- **Tenacity launches its Digital Newsroom Management services** 19 Apr 2023
- **'People on the Move' exhibition includes renowned artists and photographers** 14 Mar 2023
- **'People on the Move: Stories of migration beyond 'us' and 'them'** 1 Mar 2023

TenacityPR



TenacityPR is a generator of content for ideas, angles, pitches and storytelling. We see content differently, and through our expertise in multi-platform PR, we have worked across the board for well known brands from financial to arts and entertainment.

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