

PR agency launches in Cape Town and Joburg

A new full-service PR agency, Epic Communications, has been launched this week. It is headquartered in Cape Town, but also represented in Johannesburg. It also has a satellite office in Israel to handle Israeli and US clients.



Epic's MD, Elian Wiener, was previously head of external communications for Old Mutual South Africa, as well as a partner in the Cape Town division of Fleishman-Hillard. He is a former financial journalist and has extensive experience in media and investor relations. He has an honours degree in corporate finance and investments from WITS. "Understanding our clients and the industries in which they operate is the key to effective public relations," he says, adding that this is made possible by the agency's unique staff complement, whose diverse backgrounds range across the public relations, journalism and professional services spectrum. This has already resulted in the agency securing a number of high-profile clients, including Old Mutual South Africa, Nedbank, Vered Estates, PPS Investments, Quintessentially, Eisenberg and Associates and Cleardata, he says.

Assisting Wiener in leading the South African team is account director Gavin Etheridge, who has 10 years' experience in the PR industry, with PRISM award wins for MWeb, Madison Properties and AA Test & Drive. Lead accounts have also included ArabellaSheraton, Mahindra (SA launch), Shell V-Power, Cobra Beer (SA launch), Quest Flexible Staffing Solutions, Media24 Digital and Gardener Ross Golf & Country Estate (Ernie Els).

The leadership team has experience in providing strategic communications and public relations services for clients across a range of industries, including finance, property, IT, legal, medical, HR, motoring, travel and tourism and select consumer brands.

For more information visit www.epiccommunications.co.za.