

Irvine Bartlett new PR for Google South Africa

Irvine Bartlett has secured the public relations account of the South Africa division of tech giant Google. Google is the most recognisable name in internet search engines, and has grown to offer services far beyond that. In Africa, it works to get more people to use online tools by developing an internet ecosystem that is accessible and relevant to them. The rigorous pitch and vetting process saw Irvine Bartlett beat off five other agencies to secure the account.

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