

NEWSROOM PR

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

SAVANNA (SAVANNA) 10/10/2012 10:00:00 AM

It is a well-known fact that South Africa's annual road accident statistics are among the world's worst. Exceeding the numbers in even our own continent when other African countries, this is a concerning statistic that all our country's road users should be aware of.

SAVANNA (SAVANNA) 10/10/2012 10:00:00 AM

The dynamic, multi-award winning team, Andre de Jager and Karyne Karyne, have won the 2012 South African Road Accident Statistics Award for their work on the 'King of the Day' campaign. The team has been busy working on making the road users aware of the dangers of driving while drunk. The team has been busy working on making the road users aware of the dangers of driving while drunk. The team has been busy working on making the road users aware of the dangers of driving while drunk.

The AA team joins Grey

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Savanna takes funny to the streets

SAVANNA (SAVANNA) 10/10/2012 10:00:00 AM

Savanna's latest campaign is all about taking the streets by storm. The project takes the country's funniest jokes and turns them into a series of posters. The posters are designed to be funny and to make people think. The posters are designed to be funny and to make people think. The posters are designed to be funny and to make people think.

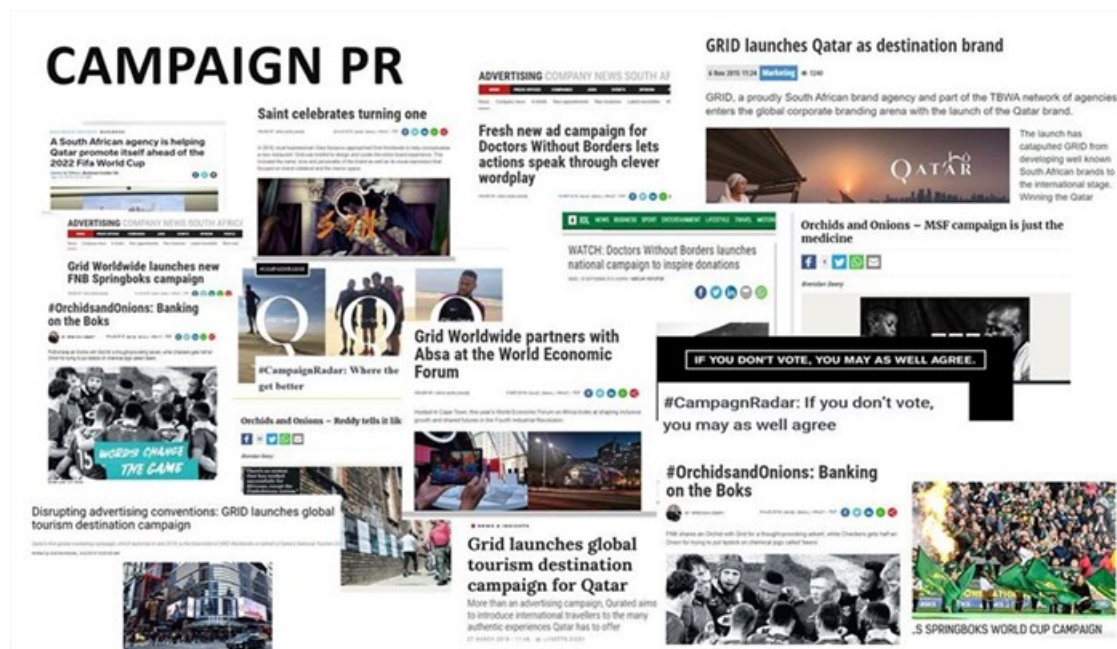
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Known as 'native' PR, the even gentler, more modern version of an advertorial, newsrooms have grown significantly since Covid... The main difference is the way the user experiences the advertisement - Native PR is meant to make the reader feel like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

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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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