

Iconic Collective expands service offering to include PR service division

Fully integrated and hybrid advertising agency, Iconic Collective has announced a new PR division, Fableist & Co, adding to its existing capabilities and multi-disciplinary services suite.

“The addition of a PR division is an exciting development for Iconic Collective. Fableist & Co.’s approach is intentionally framed in its name - creative brand storytelling. We are dedicated to aligning with our client’s needs and expectations to achieve maximum results for their brands. The creation of a communications omnichannel to execute on client’s communication needs has always been a key priority for us. PR plays a vital role in every brand’s communication strategy, the expansion of our offering to include PR will ensure we service our client’s brands in an integrated communications strategy”, says Dermot Latimer, CEO Iconic Collective.

Natural progression

Latimer added that the inclusion of a PR service offering was a natural progression for the business as it had become increasingly important to

create a holistic integrated communications programs for their existing and prospective clients that align messaging, drive business awareness and build greater brand equity.

With the addition of Fableist & Co. clients can achieve greater visibility to a broader audience. We are eight agencies with one voice, operating as a collective of creative businesses. Our expertise encompasses shopper marketing, UX, development, and technology, design, experiential, print, digital, creative production, and post-production.

Iconic Collective has also welcomed Tia Mthethwa in her appointment as Fableist & Co.’s PR business unit director. In her new role, Tia will oversee PR requirements across the collective’s clients.



Tia Mthethwa, Fableist & Co.'s PR business unit director.

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