

# **SAB appoints Marcus Brewster Publicity (MBP) to handle PR for Sarita**

South African Breweries (SAB) has appointed Marcus Brewster Publicity (MBP) to handle PR for Sarita, a new apple flavoured alcoholic beverage.

MBP secured the business by creating a lateral communication and activation platform for the FMCG brand, "delivering a 360 degree campaign that integrates activations, brand and product PR" according to CEO Brewster.

Part of the PR creative is the launch of a designer range of brand inspired everywear, the Sarita Collection, to secure non-traditional PR brand exposure outlets. The range will be available in selected fashion retailers nationwide reports Sarita's Tinyiko Mageza.

The account will be handled out of Brewster's Gauteng office under national strategic director Hein Kaiser.

For more, visit: <https://www.bizcommunity.com>