



Laverick Media Communications cc

LMC Public Relations

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Press Release

4th May 2015

LMC establishes two specialist business divisions to accommodate future growth

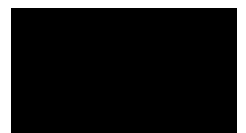
Laverick Media Communications (LMC), specialist PR and Advertising agency, is pleased to announce the establishment of two divisions – LMC PR and LMC Creative, effective 1st May 2015.

Sonia Laverick, who heads up LMC, explains that there are three main reasons that led to the decision to restructure: “Firstly, we would like to offer an even more specialised PR and Advertising service to our clients, secondly we plan to expand our current marketing offering and finally, the restructure will accommodate future growth within the company.”

LMC was established in 1997 to provide Public Relations services for clients within the South African industrial, automotive and mining market sectors. “As the agency grew, we soon realised that a strong advertising campaign drastically enhances the power of the written word (PR). In order to offer our blue-chip client portfolio a successful results-driven marketing plan that includes the crucial elements of both public relations and advertising, we added advertisement schedules and bookings as well as graphic design (which we outsourced) to our marketing tool box.”

This move proved to be so successful that only a few years later in 2011, LMC opened an in-house design department. This uniquely positioned the agency to be able to offer a full menu of in-house marketing solutions.

LMC’s two new divisions are managed by competent, dedicated and highly experienced personnel. Graphic designer, Melissa Ferreira and Advertising Manager, Wilson Malete, head up LMC Creative which is based on the East Rand. The LMC PR office north of Johannesburg is managed by Sonia, together with Thembekile Ntuli and Olivia Maduna. Morgan Brink will be touching on both divisions as writer and photographer/videographer.



It is the aim of each division to maintain the high standards that LMC has become known and respected for. “With an eighteen year history, our extensive experience positions us to offer clients a comprehensive menu of marketing activities. The value adds we offer our clients give us a competitive edge.”

- Affordable, results-driven B2B marketing solutions that include both a professional Public Relations service as well as targeted and creative advertising.
- Technical writing skills
- Advertising - from concept and design to media bookings - online & print
- Creative design and repro services
- Excellent knowledge of and solid relationships with B2B trade magazines
- Professional photographic and videography service (including training videos)
- Function and trade show coordination
- Social Media

“Our success is based on a team of three dedicated partners – client, media and agency. The LMC team extends a sincere thank you to all our loyal clients and the media; we cannot do it without your support.”

Sonia points out that right up there with service excellence is the ability to offer clients value for their marketing Rand. “The restructuring will help to bring us closer to our clients, speed up response times and enable us to keep our overheads down so that we can offer our clients top quality, bumper-to-bumper, results-driven marketing services at highly competitive rates.”
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Caption: Top-notch marketing services from the LMC team

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