

Brewster signs Estée Lauder

Estée Lauder Companies (Pty) Ltd have contracted Marcus Brewster Publicity to handle PR duties for the Estee Lauder brand.

Part of Brewster's responsibilities will be promotion of Estee Lauder's massively successful SABC2 program "Looks 2 Live By".

Estée Lauder Marketing Manager Kerry Evans commented that the brand was in a stage of revitalization and renewal to further cement its positioning as the market leader in cosmetics. "As the number one beauty brand in South Africa it was obvious that we would partner with the number one publicity agency in the country".

The Lauder account will be managed out of Brewster's Johannesburg office.

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