



## **PLATINUM PUBLIC RELATIONS CELEBRATES FIVE YEARS OF SUCCESS**

Armstrong, in all his glory, is revered for his words: “One step for man, one giant leap for mankind.” We embrace such milestones with enthusiasm and pride, for when humanity makes progress, it is cause to celebrate.

Platinum Public Relations made that step in 2003, and today celebrates five years of serving clients with premier communication solutions. Establishing itself as one of the sought after public relation agencies in Johannesburg, Platinum Public Relations looks back on their journey of development with a satisfaction synonymous with achievement, but also with the humility which marks true success.

A hundred percent black female owned, Platinum Public Relations has fast developed into an institution which is set apart by its ability to go beyond the mediocre. Over the five years Platinum Public Relations has consulted to Wits Business School, WorldsView Consulting, Clicks, The National Heritage Council, BANKSETA, ESPN – SA Basketball Club, Rakhee Investment Group, Danne Montague-King, RI Consulting, Tiens Southern Africa, Global Business Solutions, The National Consumer Tribunal, NAFCOC and Reinsurance Solutions to name a few. These names are testimony to the fact that rapid success is tangible when a quality service is delivered and maintained.

The eclectic nature of their work is also indicative of Platinum Public Relations’ ability to serve clients in different discourses, and work independent of the generic norms.

Director, Nevasha Naidoo a Chartered Public Relations Practitioner, believes firmly that, "Identifying the individual need of each client and providing for this need is fundamental in achieving successful communication results.

The dynamics of this fundamental is however learnt with time.

Naidoo added that the pressure of perfection in the public relations industry, as well the challenges of directing a new enterprise can be very disillusioning at the onset. The key is to remain focused and passionate about everything you set your mind to doing and secondly be dedicated to making your business stand out despite the odds.

Platinum Public Relations offers an integrated communication service such as public relations, marketing, advertising, strategic event management, and training development in the PR industry.

They have formed associations with key players within the communication sector and these alliances empower them to conquer new territory.

In addition, Platinum Public Relations are proud to be associated with The Public Relations Institution of South Africa, The Black Management Forum and The Businesswomen's Association of South Africa. These affiliations ensure that Platinum Public Relations are kept abreast of the ever changing times and also ensure that their standard of excellence is maintained.

Concluded Naidoo, "As we embrace our fifth year of "*Offering high impact communication solutions for effective outcomes,*" there's no doubt that we will grow to reach the epitome of success within and beyond the bounds of public relations."

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