

Atmosphere rises to new heights

Atmosphere Communications, one of South Africa's fastest growing corporate reputation agencies, has successfully signed a range of new accounts. New consumer clients in 2006 include ghd, Baileys, Hygenix and YDE. The business division has secured MWEB Corporate, HBD Venture Capital, Carter Harris and Sable Square Shopping Village and also launched the new credit card for airline kulula.com.

Nicola Nel, MD of Atmosphere, credits the company's success to a creative, modern approach to public relations. "We take pride in our ability to utilise new technologies like blogging to our clients' benefit and finding great cross-promotional opportunities for brands. Our team has grown to 13 - based in Cape Town and Johannesburg - and we remain focussed on our core mission of delivering PR that translates into positive business results. "

The new signings join the agency's long-standing clients, Coty, MWEB Home, Windhoek Beer, Sonnenberg Hoffmann Galombik, Educor, INTEC and Media 24 Digital, among others.

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