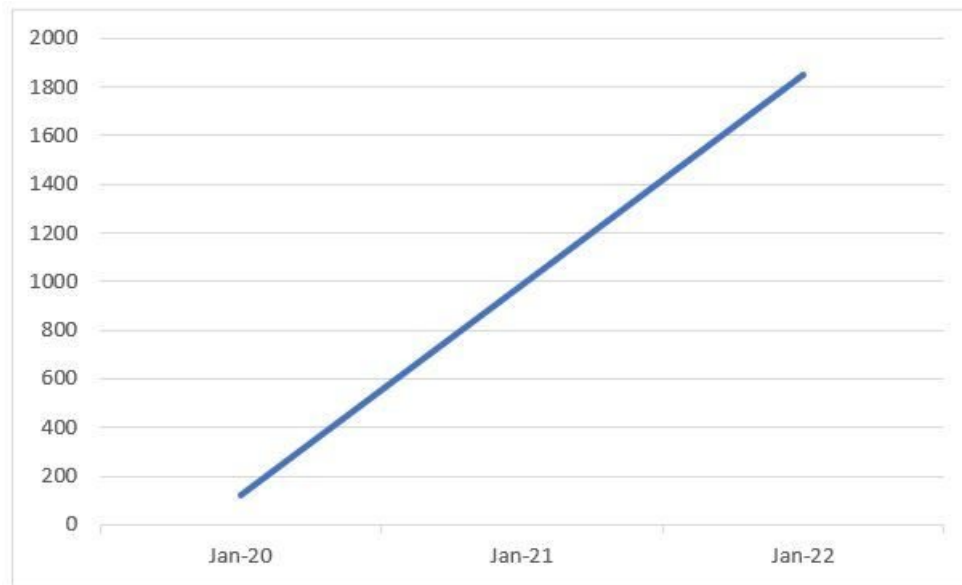


# TenacityPR grows brand awareness by 90% using native PR and newsrooms to reach the target market

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TenacityPR recently raised brand awareness by 90% for an advertising agency on the Bizcommunity platform, reaching the top five against competitors which are bigger and have marketing departments. The results included invitations to pitch for big business and winning accounts for JSE listed companies.



TenacityPR specialises in online newsrooms, the home for media coverage and company news, the public-facing heart of your brand, and the place where you can control your own narrative. An online newsroom is often listed as 'best practice' in public relations for an important reason - it dramatically increases both the volume and quality of your media coverage.

As a specialised PR consultancy, our knowledge and experience mean optimising newsrooms to their maximum potential through an in-depth understanding of what and how to create quality content that resonates with the market of the newsroom platform.

## NEWSROOM PR

**When Savanna gets serious, it n be serious. Deadly serious.**

*When Savanna gets serious, it n be serious. Deadly serious.*

*It is a well-known fact that South Africa's annual road accident statistics are significantly higher than the world average. Surpassing the numbers in even our own continent when other African countries, this is a concerning statistic that all our country's road users need to be aware of.*

*Watch on YouTube*

**The AA team joins Grey**

*The AA team joins Grey*

*The AA team joins Grey*

**Savanna takes funny to the stre**

*Savanna takes funny to the stre*

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**The AA team joins Grey**

*The AA team joins Grey*

*The AA team joins Grey*

**Fostering creativity in the fourth industrial revolution**

*Fostering creativity in the fourth industrial revolution*

*Fostering creativity in the fourth industrial revolution*

**Burger King and Grey launch humorous campaign for "King of the Day" value deals**

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**The Mazda CX-30 is launching a you're invited. And you, and you**

*The Mazda CX-30 is launching a you're invited. And you, and you*

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**Fostering creativity in the fourth industrial revolution**

*Fostering creativity in the fourth industrial revolution*

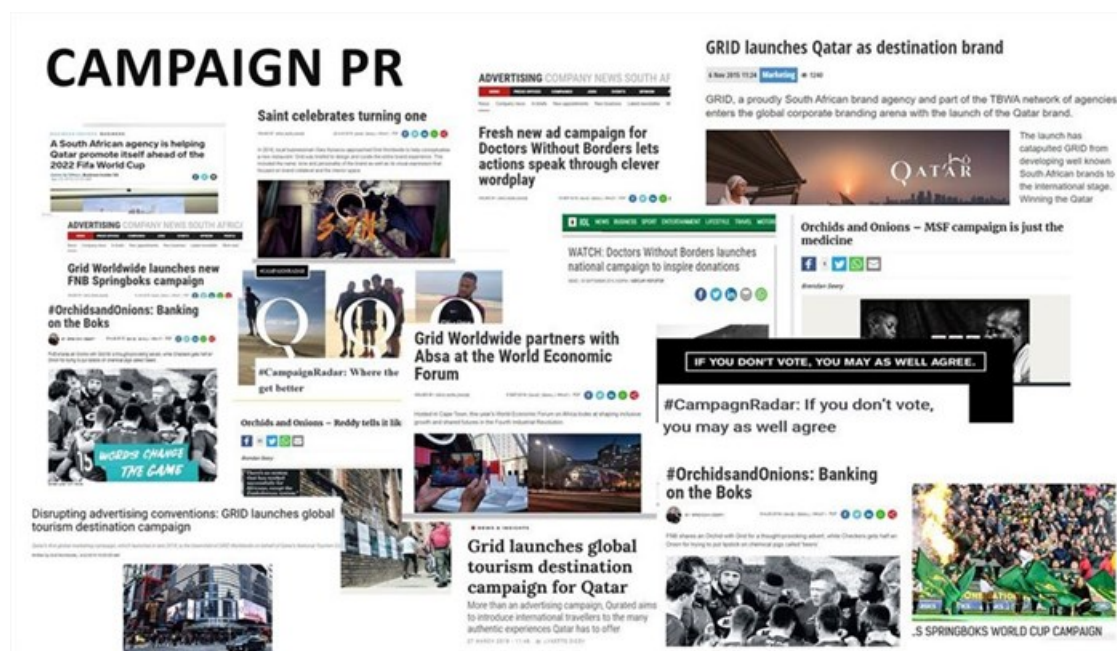
*Fostering creativity in the fourth industrial revolution*

**Make it mean something**

*Make it mean something*

*Make it mean something*

When done right, an online newsroom makes it ridiculously easy for journalists and potential clients to find a company's news. Because we know this, we have spent over 10 years fine-tuning the skills of both PR and journalism that it takes to manage newsrooms across industries. A journalist or potential business partner can literally find out what a company does, and why, in seconds.



TenacityPR fuses data-driven creative, digital marketing and traditional public relations into a communications agency built for the future.

- **Amazon South Africa launch: A world of opportunity for brands, but expertise is key** 23 Oct 2023
- **TenacityPR welcomes The Bar Africa onboard** 15 Jun 2023
- **Tenacity launches its Digital Newsroom Management services** 19 Apr 2023
- **'People on the Move' exhibition includes renowned artists and photographers** 14 Mar 2023
- **People on the Move: Stories of migration beyond 'us' and 'them'** 1 Mar 2023

**TenacityPR**

tenacity<sup>PR</sup>

TenacityPR is a generator of content for ideas, angles, pitches and storytelling. We see content differently, and through our expertise in multi-platform PR, we have worked across the board for well known brands from financial to arts and entertainment.

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