

# icandi COMMUNICATIONS to market luxury lifestyle estate

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Basil Read has appointed icandi COMMUNICATIONS as their agency of choice to market and promote St Micheil's international lifestyle estate. icandi COMMUNICATIONS will be responsible for conceptualising and activating all ATL, BTL, Direct Marketing and PR activities.

As a strategically driven, full service communication, branding and advertising agency with specialist knowledge of the property and financial industry, icandi COMMUNICATIONS will be providing strategic advisory services; and will partner with Basil Read in developing a winning marketing and brand strategy.

The strategic team at icandi COMMUNICATIONS is already developing an integrated marketing and brand strategy and activation plan that will target a select audience looking to purchase a property that combines luxury modern comforts with country living on this golf, equestrian and fly-fishing lifestyle estate, located in picturesque Dullstroom.

"We are excited about marketing St Micheil's locally and internationally as a country lifestyle estate of choice. We look forward to a long-term partnership and executing creatively rich and strategically driven services," says Kim Nelson, Managing Director: icandi COMMUNICATIONS.

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