

# My Beauty Luv names Hook Line & Sinker as its PR agency

Nutricosmetic brand, Beauty Luv has appointed Hook Line & Sinker (HLS) as its PR and media relations agency to implement and manage the official launch and introduction of the award-winning luxury consumer brand to the South African market.

Following a competitive pitch with three contenders, HLS, the integrated communications agency, will execute a robust 12-month PR and media relations campaign spanning paid, earned, shared and owned channels and including media events, influencer marketing, social media and advertising, while working with the brand's digital agency and partners.

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