

R340 000 engaging editorial for MSA Africa

After just over a year as safety-specialist MSA Africa's public relations company, Ngage Public Relations has more than delivered on its promise of good service and results.



Hayley Arnesen, MSA Africa
Marketing Director

In September 2008, **Renay Tandy** - co-founder and account director of Ngage - approached MSA with the services that Ngage could offer to the company. These included developing and implementing communication strategies specifically for MSA and its target market; writing and distributing media releases; creating in-depth case studies that show potential MSA clients the value that the company offers; sourcing and developing story angles for local and international press and CSI communication.

Impressed with the service offering - but more impressed with Ngage's attitude towards its business and its clients - MSA Africa's marketing director **Hayley Arnesen** says: "I feel like Ngage understands our business completely, and is constantly thinking of new ways to get exposure for us. Staff members are super-energetic, and have taken the time to get to know the 'newsmakers' in our company."

According to Ngage co-founder and account director **Russell Tandy**, 2009 saw many companies cut back on advertising and public relations budgets due to the recession. "It is; therefore, quite encouraging that Arnesen says that MSA didn't suffer as badly as some, due to the 'excellent exposure that we have been getting in publications from the work that Ngage is doing'. It is feedback like this that encourages us to continue putting in extra effort," he says.

Tandy says that during 2009, Ngage generated over R340 000 worth of editorial for MSA Africa - measured according to the Advertising Value Equivalent (AVE) rating given by media monitoring companies. "However, we believe that the value of editorial far outweighs advertising value equivalent, especially in the trade and technical media," he says. "Where adverts may be seen as a company hard-selling its goods and services, editorial is more of a 'soft' sell. It enlightens without pressurising potential customers."

The enormous amount of editorial generated by Ngage resulted in an increase in sales enquiries at MSA Africa, with many of the company's Product Managers noting an increase in enquiries for goods that were not advertised, notes Arnesen.

Ngage's efforts have even been acknowledged by MSA as far afield as Germany and the USA, Arnesen says. "Two international colleagues commented on the coverage that MSA has received. A Marketing Manager from Germany says he often sees technical articles from MSA Africa on a safety product network that he subscribes to, and an American colleague mentioned seeing an article published in the USA," she adds proudly.

She says that the Ngage team's professional writing skills, good relationships with journalists and publications, innovative ideas and fresh concepts have cemented a successful relationship with MSA Africa. "Ngage has exceeded our expectations, and we foresee a long and fruitful partnership with the company," Arnesen concludes.