

# Litha Communications expands marketing collateral offerings

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With the appointment of Jenny Roodt and Mireille Beaufils as consultants to Litha Communications, the PR and marketing firm is able to extend its marketing collateral offerings for clients considerably.

Roodt started her career at Grey, Phillips, Bunton Mundel & Blake, one of the largest advertising agencies in the country at that time, including working on the Damelin account for six years. From there, she went to Ogilvy, Mather, Rightford, Searle, Tripp & Makin working in client service on the Nestle business. At JWT, she worked on the Unilever and ABSA business and then moved to The Jupiter Drawing Room, where she concentrated on the Edcon Edgars business. Her career spans a 30-year period where she worked her way up from a junior account executive to business unit director. Her work experience covers FMCG, retail and through-the-line advertising.

After completing her AAA studies in copywriting and design, Beaufils joined the advertising world 15 years ago. Starting at a publishing house, where she was a junior designer, she worked her way up to becoming a shareholder and manager over a seven-year period. Moving to JWT, she worked on accounts such as Unilever. From there she moved to Purplehat, a below-the-line agency whose clients included Revlon, BIC, MTV and Nando's. She then joined The Jupiter Drawing Room where she predominately worked on the Edcon Edgars business. Other clients in her portfolio include Transnet, Gautrain and 1time. Her 15-year career spans concept, design, art direction and DTP.

## Services

With the advertising expertise of both and the input of an experienced freelance writer, the company is now able to focus on value added service offerings including:

- Conceptualising and implementing creative campaigns
- Design including corporate identities, advertising, packaging and other design-related needs
- Traditional advertising covering print, radio and television
- Below-the-line promotions (banners, posters, in-store collateral)
- Corporate gifts
- Newsletters
- Magazines
- Annual reports

"This extension of our services comes at a time when the agency is considerably expanding its traditional offerings of PR and events management, as our client base grows from the public sector to the private," comments Teresa Jenkins, md of Litha Communications.

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