

The background of the entire page is a dark, monochromatic image of water ripples, creating a textured, organic pattern. The ripples are more pronounced on the right side and fade towards the left.

# RUBICOMM

— TRANSCEND —

**COMPANY PROFILE**

Rubicommm is a specialist, proudly South African provider of public relations and communications services targeted at a broad range of industries across numerous key sectors of the country.

Since Rubicommm was created at the turn of the new millennium, it has continued to represent a powerful force in modern corporate communication.

These sectors include high-growth markets such as market retail, manufacturing, Information Communication Technology, corporate and government.

We engage with all media platforms to secure maximum exposure for businesses. We emphasise the important role of broadcasting, as well as online and print publications to communicate the strength and value of the company and its services.

As an established, progressive service provider with offices in Gauteng and Cape Town, Rubicommm is focused on leveraging the power of social media to build the profiles of our clients.

With the advent of social media and social networks, including the fact that Facebook has reached over 1 billion subscribers, there is no doubt about the power of these platforms as part of an immediate, relevant and efficient communications strategy.

We house the very best talent the market has to offer and our experience in the ultra-competitive PR and marketing services space is what differentiates the company.

Rubicommm's vision is to be the premier PR and marketing services provider and partner to businesses that make up Africa's diverse commercial landscape.

### **The company adheres to a strict code of ethics and key business principles that include:**

- Accurate, relevant communication ■
- Fair, balanced and strategic messaging ■
- Focused Public Relations ■
- Open-door policy ■
- Adherence to corporate governance processes and procedures ■
- Affiliation to industry regulators ■
- Leadership ■
- Intellectual capital ■
- Employee empowerment ■
- Meeting customer expectations ■

**Rubicomm** is your **all-inclusive PR** and **marketing service**.

We have a comprehensive solution and services portfolio designed to empower clients to maximise their investment in communications strategy.



### Copy writing & editing

We have the expertise and experience in-house to provide copy that is relevant to the market. Our writing staff are trained to draft copy of the highest quality, with the additional ability to edit documents quickly and accurately.

### Script writing



An effective script is an important, highly-strategic and practical resource. It can be used to accentuate both internal and external communication.



### Distribution of news releases

We distribute news releases to our established database of leading industry journalists and editors. This service includes following up on the progress of all material submitted to the public domain.

### Managing media coverage and monthly publicity reports



One of our core services is the proactive management of media relationships, fundamental to the success of any PR and marketing activity. Rubicomm has the resources and expertise to consistently manage media coverage by compiling and providing you with monthly publicity reports. These reports provide you with an up-to-the-minute overview of PR activity and relevant progress.



### Media conferences & corporate events

Rubicomm has earned a solid reputation in the market for its ability to arrange and assist with media conferences and its efficiency in handling corporate events. We understand the importance of achieving all objectives and 'getting it right' first time, every time.

### Press clipping & media tracking services



Press clipping and media tracking services not only enable us to monitor and document our efforts, it serves as a useful tool through which you are able to measure the return on your investment.

### **Social networking services and blogging**

Any viable corporate marketing and communications strategy has to position social media and social networking at the epicentre. The digital and public forum is where brands are weighed up and where a captive audience and market is ready to engage. We can manage your social media portfolio and ensure that corporate identity is protected and effectively communicated.

### **Branding**

We offer a range of services dedicated to helping you establish brand recognition and leadership, including corporate profiles, intellectual property, marketing material and corporate identity.

### **Website services**

As a specialist in corporate communication and digital media, Rubicomm is able to advise and direct the design and content provision for websites, as well as relevant maintenance and content management.

### **Corporate clothing and gifts**

Rubicomm can arrange branded corporate clothes and gifts as the need arises.

### **Company newsletters (internal & external)**

Keep customers and partners informed of the latest developments within the company by using a proven and effective newsletter compilation and distribution system.

### **Arranging of interviews with the media**

We arrange and facilitate face-to-face and telephonic interviews with the media. This is an effective and reliable mechanism to speak directly to those responsible for drafting and directing editorial.

### **Features**

The media regularly run features or in-depth, thoroughly-researched articles. Our objective is to position our clients as thought-leaders in their respective fields. Our goal is to ensure that the media view your company as a respected and credible source of information.

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To be a part of the digital communication revolution and stake your claim in this opportunity, **contact us.**

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