

Atmosphere Communications welcomes 4 new clients

Atmosphere Communications has expanded its client list with four new additions. The PR agency has been appointed to manage German airline Lufthansa's public relations locally.

Additionally, Atmosphere has been tasked with handling Procter & Gamble's external and internal communications as well as the promotion of its CSI initiatives. British brand Childs Farm, which will launch in South Africa soon, has also looked to the expertise of the agency.

Finally, Dutch urban clothing brand G-Star Raw has also signed on; the agency had previously localised and launched its global 'Uniform of the Free' brand campaign.

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