

# MediaVision

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Suite 111, Dorp Street Square, Lower Dorp Street, Bosmans Crossing  
Stellenbosch  
Stellenbosch

Phone: +27(21) 8869694

MediaVision is a focused media relations and communications consultancy which manages the reputations of various companies and organizations through strategic media campaigns. This it does by driving initiatives whereby the desired messages of a company or organisation are communicated to relevant target audiences, with the ultimate goal of making the clients' products and services enticing, and creating a reputable environment within which sales can be driven. At the heart of MediaVision's activities lies the generating of unpaid-for editorial publicity. This it does by using its relationships with key journalists in tandem with strategic relationships between itself and its clients. To support this, MediaVision also engages in various internal communications initiatives, mainly at corporate level where staff have to be kept abreast of developments within that company. MediaVision is owned and managed by Gerhard Cloete and Emile Joubert, both former journalists who have a combined experience of 25 years in the PR industry. Emile mainly handles clients in the liquor, tourism and agriculture industries, while Gerhard - a former financial journalist - specialises in financial and property related clients. To achieve its clients' communication goals, MediaVision's functions include: Media relations programmes, strategy & media releases Web site management and design Videos Social media campaigns Advertising

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