

# Total Media to grow Instant Grass

PR consultancy, Total Media, has been appointed to handle the public relations portfolio for youth insight agency, Instant Grass. Total Media's Consumer Division will focus on implementing a creative media relations campaign highlighting the viral marketing and youth trend forecasting capabilities of Instant Grass.

Instant Grass provides real-time trend monitoring and analysis through innovative market research techniques. The agency maintains a network of over one hundred trend spotters across South Africa and has recently expanded across Africa with operations now in Kenya and Nigeria.

Since its launch in 2003, Instant Grass has expanded rapidly and completed youth insight projects for many top international and local brands. Clients have included MTV, Levis, British American Tobacco, Red Bull, First National Bank, Adidas, Sportscene, MTN, Distell, Unilever, Lowe Bull, Grey Worldwide and Ogilvy.

Instant Grass is led by directors Ian Calvert and Greg Potterton who both have extensive experience in the advertising and marketing industry.

For more, visit: <https://www.bizcommunity.com>