

ABPR

STRATEGIC COMMUNICATIONS COUNSEL

RETAINER STRUCTURE

2026

PR is not exposure. It is control.

ABPR provides strategic communications counsel to organisations of impact.

We do not operate as a traditional PR agency. We work as a strategic partner – shaping narrative, protecting reputation, and unlocking influence across press, policy, and partnerships.

Our retainers are structured around one principle:

The scale of the problem we solve –
not the time we spend.

Three levels of influence

Each tier reflects a different stage of market positioning:

Visibility – You are not being seen

Consistency – You are seen, but not remembered

Authority – You are known, but not dominant

ABPR aligns strategy and execution to move you through these stages – deliberately and measurably.

TIER ONE

Foundation

R25,000 / month | \$1,350 / month

For organisations ready to be seen

CORE PROBLEM

Your work exists – but your presence does not. There is a gap between what you do and what the market recognises.

OUTCOME

Consistent, credible visibility in the right media environments.

STRATEGIC SCOPE

- Positioning refinement
- Press narrative development
- Targeted media outreach
- Press release development & distribution
- Media list curation
- Monthly reporting & insight

RESULT

You move from invisible »» visible

TIER TWO

Visibility Builder

R40,000 / month | \$2,150 / month

For organisations ready to be recognised

CORE PROBLEM

You are visible – but inconsistently. Your presence is reactive, fragmented, and not building authority.

OUTCOME

Sustained visibility with strategic narrative control.

STRATEGIC SCOPE

- Everything in Foundation
- Narrative development & story mining
- Consistent media placement strategy
- Thought leadership development
- Commentary aligned to news cycles
- Active media relationship building
- Quarterly strategy recalibration

RESULT

You move from visible »» relevant

TIER THREE

Authority Engine

R60,000 / month | \$3,250 / month

For organisations ready to lead

CORE PROBLEM

You are present – but not definitive. You are part of the conversation, but not shaping it.

OUTCOME

Market authority and narrative ownership.

STRATEGIC SCOPE

- Everything in Visibility Builder
- Category positioning strategy
- Tier-1 media and feature positioning
- Executive profiling & personal brand strategy
- Strategic opportunity sourcing (speaking, partnerships)
- Integrated communications ecosystem
- Reputation management counsel

RESULT

You move from relevant »» authoritative

OPTIONAL INTENSIVE

The ABPR Approach

R15,000 – R20,000 | \$800 – \$1,100 (once-off)

For organisations requiring immediate clarity

INCLUDES

- Strategic positioning deep dive
- Messaging refinement
- 90-day PR roadmap

OUTCOME

Clarity, direction, and a defined path to visibility.

Influence is engineered.

ABPR works with a limited number of clients to ensure discretion, precision, and impact.

All retainers are subject to alignment and availability.

Email your preferred package to anneke@abpr.co.za to get started.