

Fully-fledged Redhouse Advertising agency unveiled

...as Redhouse Group's US\$ 5 Million investment plan gains steam

Integrated Marketing Communications (IMC) company Redhouse Group, has announced the launch of its fourth marketing division – Redhouse Advertising Limited – and appointed seasoned adman George Ojing as Managing Director to steer the group's new business division. Until his appointment, Ojing was Managing Director of Ogilvy & Mather Kenya.

Group Chairman Anthony Wahome also announced the appointment of John Muoria as Group Head of Finance. Edward Sekento was named Creative Director in the newly formed division Redhouse Advertising.

Wahome said the launch of the new division and appointment of Ojing put paid the second phase of the group's ambitious rollout announced by the company during its launch in August 2012. The US\$ 5 Million rollout plan, anchored on a 2-pronged model infuses the setting up of fresh upstarts together with acquisitions of existing medium-size, professionally run and profitable integrated marketing communication outfits. The plan initially targets Kenya and extended home markets Uganda and Tanzania.

This has been the plan that culminated into the joint venture with Media Edge Group – bringing together Media Edge Interactive (one of Kenya's leading advertising firms), Media Edge Public Relations and the setting up of a new PR division - Redhouse Public Relations. With Redhouse Advertising now in place, Redhouse Group hosts 4 fully operational Integrated Marketing Agency divisions. Wahome further announced the formal office move and migration of all the group agencies into a new US\$ 500,000.00 office campus at 14 Riverside Drive, where contractors have over the last 3 months been fitting out a state of the art office campus providing generous and independent space for each of the four group divisions. The various agencies have been resident at two separate addresses across the city in Muthangari Residence and IKM Place.



**From left to right:
George Ojing
John Muoria
Edward Sekento**

Wahome described the new offices as tasteful, airy and detailed. "The Redhouse Group Campus has been single-mindedly designed and tastefully detailed to deliver a perfect, creative workplace with the right fittings, infrastructure and technology to support our people, commercial systems and the back office functions," Wahome explained. He added, "We even took into account those often ignored workplace wellness details - for that all-important rejuvenating juice, coffee or a wine break now available in our retro-designed office lounge branded Redflight. These should be the finest agency offices in this market."

Redhouse Group has enjoyed a fast-paced growth over the last 5 months, buoyed by exceptional client and business wins as well as tremendous growth in revenue and advertising bookings. A recent advertising booking survey conducted by Research firm Ipsos Synovate for the advertising market published in November 2012 showed a major leap in its billings through one of the agencies Media Edge Interactive – a growth from Kshs 10M in Q1 to 340M in Q3 of 2012.

Redhouse Chief Executive Koome Mwambia says he is pleased with the group business traction across board – Clients, People and Commercial. Citing people as a key index of his company's dramatic growth, Mwambia revealed that Redhouse Group had, since entering into the joint venture with Media Edge, seen its staff compliment grow from 38 people in July 2012 to 54 by end of January and targets to hit 65 by end of Q1 2013.

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