



**REDHOUSE
GROUP**

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Redhouse Group bags record 10 Creative Awards in local Annual Ad Contest

Win brings to 15 total number of accolades won by Redhouse in 2016

Association of Practitioners in Advertising



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THE
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AWARDS

Nairobi, November 14, 2016...Redhouse Group collected a total of 10 Awards in the Association of Practitioners in Advertising (APA) Awards held on Friday last week.

Last week's record win brings to 15 the total number of Awards that Redhouse Group has won during 2016 in three different industry contests across the continent.

The integrated marketing communications agency bagged **3 Gold Medals**, 2 for KBL's Tusker Lite; "**Tusker Lite the Way Campaign**" and 1 for Tusker Lager; "**Team Kenya Campaign**".

This was in addition to **1 Silver Medal** for KBL's "**Team Kenya**" and **2 Bronze Medals** for Population Services International (PSI's) "**Mbu Fake**" campaign and Stanbic Bank's "**Bridge**" Campaign in the Business Banking segment. The *Disruption Philosophy* famed agency also collected **4 Craft Certificates** including Doublemint's "Hakuna Wifi" campaign for Wrigley in the hotly contested APA competition.

Last week's sterling performance comes barely a month after the agency group was ranked among the top continental agencies during the TBWA Africa **Africannes Awards** held on 3rd November in Windhoek, Namibia. TBWA\Redhouse picked **2 Bronze Medals** in the print advertising category.

Elated with the wins, Koome Mwambia Redhouse Group CEO said, "Collecting 12 creative awards within a month is an affirmation of the agency's commitment to produce and deliver great work for our clients, as well as generate effective campaigns that grow brands and drive business"

In August this year, Redhouse Group through one of its creative agencies BBDO Mediaedge won Kenya's first Loeries Grand Prix, in addition to a Gold and Silver for the

Tusker "**TwendeKazi**" Campaign. The inter-continental award that recognizes excellence in Advertising in Africa and the Middle East was held in Durban, South Africa.

Redhouse Group, which is the Omnicom Worldwide partner in Kenya representing both the TBWA and BBDO advertising agencies, has in 2016 alone collected a record 15 creative awards. "The performance of our agencies across multiple geographies is a pointer to our ability to deliver winning cross-border and cross-cultural work targeting multiple audiences in the continent. The wins demonstrate recognition by local, regional and international peers within a fast changing and disruptive industry," said Koome.

The coveted APA Awards aim to recognize and reward excellence, innovation, originality and effectiveness in the local advertising industry. The APA Awards event was last held 12 years ago; it made a grand return this year with entries from leading agencies across the country.

Redhouse Group is an integrated marketing communication agency founded in 2012. Within the group are 6 independent agencies covering the full marketing spectrum of Creative Advertising, Public Relations, Media Planning and Digital Marketing. Redhouse Group currently boasts over 100 clients supported by 115 employees in Kenya alone.

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