

BBDO joins forces with Redhouse Group in East Africa

BBDO



MEDIAEDGE INTERACTIVE

BBDO Worldwide announced today that it has joined forces with Media Edge Interactive, the flagship advertising division of Redhouse Group, alongside Omnicom's TBWA to reinforce its presence within East Africa.

The move comes as part of a wider vision to build a powerful BBDO operation across East Africa, reflecting the network's ambitions for the region overall. BBDO originally launched in East Africa two years ago.



Chris Thomas, Chairman & CEO, BBDO Asia, Middle East and Africa.

The decision to forge the BBDO affiliation with Media Edge Interactive was announced today by Chris Thomas, Chairman & CEO, BBDO Asia, Middle East and Africa. Thomas commented, "BBDO has already made a fantastic start in Kenya. The partnership with

Redhouse Group under the leadership of Koome Mwambia will accelerate that dramatically. It gives us access to greater resources, world class Kenyan talent and strong market insight."

Thomas said that after nearly two years of operation in Kenya, it had found in Media Edge Interactive and Redhouse Group an agency partner group with the critical ingredients mix to deliver a faster in-market and regional penetration, which is part of BBDO's long-term ambition. He cited Redhouse Group's strategic planning, creative capabilities, scale and shared ambition.

To cement the affiliation, BBDO's Creative Director Robert Nganga, who has been instrumental in the set-up of BBDO East Africa, will join the much larger

BBDO / Media Edge agency. "By partnering the global creative credentials of BBDO with the solid commercial capacity built by Media Edge over the last 14 years, we are bringing together a rare combination of talent, senior creative leadership and experience to the market," said Thomas, adding, "in teaming up with Media Edge and Redhouse Group, we have created a powerhouse to accelerate our growth and produce the region's most compelling commercial content: 'The Work, The Work, The Work'".



Koome Mwambia, Redhouse Group CEO.

Koome Mwambia, Chief Executive Officer, Redhouse Group, commented, "This opportunity further consolidates our partnership with Omnicom Group through BBDO and sister agency TBWA, and goes to demonstrate the fulfilment of our stated

goal to be the Integrated Marketing Communications hub of choice for national and multinational brands seeking world-class creative in our region."



Esther Ngomeli, MediaEdge Interactive Managing Director.

Commenting on the partnership, Esther Ngomeli, Managing Director of Media Edge Interactive, said, "It is a real privilege to be entrusted with this opportunity to work with BBDO, recognized as the most creative and effective global network."

About BBDO. BBDO's mantra is "The Work. The Work. The Work." Every day, BBDO people in 289 offices in 81 countries work day by day, job by job and client by client to create and deliver the world's most compelling commercial content. For eight years in a row, BBDO has been the most creative agency network in the world in The Gunn Report and for six years in a row, BBDO was also ranked the most awarded agency network across all marketing communications in The Directory Big Won. In addition, BBDO has been named Network of the Year at Cannes five times and was named the world's most Effective Agency Network in the inaugural Effie Effectiveness Index. More recently, BBDO was ranked the smartest agency network in the world by Warc, the global online resource. BBDO has been chosen Agency of the Year multiple times by the leading industry trade publications.

BBDO is part of Omnicom Group Inc. (NYSE-OMC) (www.omnicomgroup.com), a leading global marketing and corporate communications company. Omnicom's branded networks and numerous specialty firms provide advertising, strategic media planning and buying, digital and interactive marketing, direct and promotional marketing, public relations and other specialty communications services to over 5,000 clients in more than 100 countries.

About Redhouse Group. Redhouse Group (www.redhousegroupke.com) is Kenya's fastest growing Integrated Marketing Communications (IMC) Company with five independent business divisions - Media Edge Interactive, Media Edge PR as well as TBWA/Redhouse Advertising, Redhouse PR and a digital arm RedhouseDigital. The group specializes in the core marketing communication categories of Advertising, Public Relations, Strategic Planning and Digital.

Redhouse is currently at the peak of completing its two year growth and consolidation plan that has included rollout of new service lines through acquisitions and partnerships across the region as well as the creation of powerful linkages with global partners having recently signed up affiliation and agency of record partnerships with Omnicom Group's TBWA, Magna Carta/Ketchum and most recently with BBDO.

As a brainchild of local Kenyan investors, Redhouse Group has its sights beyond the Kenyan market targeting the larger Eastern African region initially with Uganda and Tanzania through acquisitions, to be followed with joint venture partnerships in the extended home markets of Rwanda, Ethiopia and Burundi. Redhouse Group employs some 86 full time professionals; with its associated companies being members of Association of Practitioners in Advertising (APA) and the trade association for Kenyan firms engaged in Public Relations and Communications services (APReCoM)