

Media Edge **Public Relations** takes off

as local communications environment light up.



Media Edge public relations general manager Alfred Ng'anga (left), client service director, Ms Grace Karuga and group managing director Esther Ngomeli (right) skim through a clients communication strategy.

Fast growing integrated marketing communications house Media Edge Group has moved to enhance its service delivery capacity with the launch of a fully-fledged Public Relations company.

In a bold move geared at deepening the local marketing communications practice, Media Edge Group has formally announced the unveiling of Media Edge Public Relations and proceeded to make executive appointments as part of the firm's corporate growth plans.

While confirming the move, Media Edge Group Managing Director Esther Ngomeli said the new outfit would seek to strategically provide Public relations counsel to Public and private Sector organizations in Kenya, which is emerging as the undisputed commercial hub for regional and multinational businesses across Africa.

To spearhead Media Edge Public Relations Market entry, Ngomeli confirmed the appointment of a strategic operations leadership team to be spearheaded by Alfred Ng'ang'a as the General Manager. A seasoned corporate communications executive, Ng'ang'a joins in from Ogilvy Kenya's Blueprint Marketing PR unit where he'd served in the same capacity.

"Media Edge Group's commitment is to continue growing its service offering covering all the major Integrated Marketing Communications disciplines which continue to be our key focus; therefore the launch of Media Edge Public Relations is one of our business development cornerstones," Ngomeli explained. She added, "We are investing heavily to develop a leading edge talent and capacity position as we pitch ourselves as a value driver for our clients."

As the new kid in the local communications scene, Media Edge Public Relations has already made credible inroads, slowly retaining a mix of clients drawn from both blue chip private companies as well as in the growing public sector.

According to Ng'ang'a who has been the Project Development Leader, the setting up of a PR company as part of Media Edge Group's diversification strategy is expected to further beef up the firm's capacity to handle all round marketing communication categories for the expanding client portfolio in the group.

"The local marketing communications space is growing at a furious rate and providing contemporary demands for world-class agencies to deliver value based solutions," Ng'ang'a explained. He added, "for the last 2 years, Media Edge Group has curved a niche as an integrated marketing and business solutions provider; and the launch of Media Edge PR will simply serve to meet our ambitious growth plans."

In Kenya, the public relations space has been steadily growing; effectively gaining ground as a key plank in the Integrated Marketing Communications solutions category among private, corporate and public sector organisations.

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