

Redhouse Advertising acquires TBWA license in Kenya

Marketing communications agency, Redhouse Advertising, has acquired the TBWA Worldwide license in Kenya.



Redhouse Advertising was founded early this year under the Redhouse Group of Companies.

In a joint statement issued by TBWA and Redhouse Group, Derek Bouwer, Group CEO of TBWA South Africa said that after several years of active operation in Kenya, and TBWA's pursuit for a partnership informed by both strategic and commercial interests; it had found Redhouse Advertising to be an agency that identifies with its long term view of the market, to grow the category as well as harness the vast integrated marketing communications opportunities present in Kenya.

Commenting on the new partnership, Koome Mwambia, CEO of Redhouse Group said that it will help Redhouse Advertising to tap into a rich wealth of knowledge resource base as well as TBWA's global best practice, client base and a Pan-African and global footprint.

For more, visit: <https://www.bizcommunity.com>