

## Saatchi & Saatchi Afrika move into Ghana

Cape Town headquartered Saatchi & Saatchi Afrika has extended its pan-African network by appointing an affiliate agency in Ghana. Origin8, the country's top marketing communications agency, is also number one in creative award wins for the last three years in the region.

Saatchi & Saatchi Afrika has long maintained an extensive network within the African continent and had earmarked Ghana as a strategic development territory. The affiliation with Origin8 aims to grow business traffic within the country. Origin8 will fully integrate, becoming an important extension of Saatchi & Saatchi Afrika. The agency will be responsible for the creative needs and advertising responsibilities for the wide variety of Saatchi's prestigious clients.

Commenting on the rigorous selection process, MD of Saatchi & Saatchi Afrika Eric Frank said, "Our clients have come to know and expect the same highest creative standards and professionalism from Saatchi & Saatchi offices. Whether in the UK, SA or, in this instance, Accra. We needed to find a partner that could live up to these expectations. Origin8 was chosen after an extensive search for a partner agency. It was vitally important we select a company with the right corporate culture and beliefs. Origin8 was the obvious choice and we are certain that they will live up to the Saatchi style of doing business which is to surpass all expectations."

"We are thrilled at the appointment and I'm confident that as a team, Origin8 and Saatchi & Saatchi Afrika will prove to be a powerful force within the industry," comments Daniel Twum Jnr, Chief Executive of Origin8. "We're excited about what our partnership means for business development in Ghana."

Saatchi & Saatchi operates 134 offices in 84 countries around the globe, and is staffed by more than 7000 of the most creative minds in the industry. Saatchi's staff believes passionately in the power of ideas to transform its clients' businesses, brands and reputations and its unique campaigns around the world reflect this passion. The agency works with more than half of the top 50 most valuable global brands, their garnering thousands of industry awards since Saatchi & Saatchi's inception in 1970.

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