



# Gina Din PR wins SABRE African Consultancy of the Year

By [Carole Kimutai](#)

17 Jun 2011

East African PR agency Gina Din Corporate Communications (GDCC) has been awarded the African Consultancy of the Year Award at the 2011 SABRE awards held in Prague, Czech Republic. The agency bagged the international award for their consistency in delivering PR strategies and campaigns over the years.

Some of their recent campaigns are in the fields of financial communications for the KCB Rights issue and public sector campaign for General Motors East Africa which received certificates of excellence.

This is the second time that GDCC and its work, have received an honour from Holmes Report, the organisers of the award ceremony, having scooped a similar award for Best PR Campaign in Financial Communications for the Safaricom IPO and Public Sector Campaign for the CEO Forum in 2008 and 2009 respectively.

## First Kenyan agency recognised at the awards

"Being the first agency in East Africa to be awarded African Agency of the Year is truly remarkable and is a measure of the talent we possess at GDCC, and the creativity we bring to our clients' campaigns," said Gina Din Kariuki, MD.

The Holmes Report 2011 recognised GDCC as "one of the best in East Africa since its inception a little more than a decade ago, picking up the Public Relations Society of Kenya's Agency of the Year Awards for three consecutive years and becoming the first from Kenya to earn recognition in the SABRE Awards."

The SABRE awards recognises achievement in branding and reputation in North America, EMEA and the Asia-Pacific region. GDCC is an exclusive affiliate to Arcay Communications Africa for East Africa, a pan-African integrated communications consultancy based in South Africa.

## ABOUT CAROLE KIMUTAI

Carole Kimutai is a writer and editor based in Nairobi, Kenya. She is currently an MA student in New Media at the University of Leicester, UK. Follow her on Twitter at [@CaroleKimutai](#).

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