

# Dentsu Aegis Network signs affiliation agreement with Impact Africa Limited

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KIGALI, Rwanda - Dentsu Aegis Network, one of the leading global media and digital marketing communications networks, has extended its footprint in Africa with the signing of Impact Africa Limited (iAfrica), a leading marketing and public relations agency, as its affiliate full-service agency in Rwanda.



Dentsu Aegis Network Sub Saharan Africa (SSA) is part of the global media group that specialises in media, digital and creative communications and spans over Southern Africa, Nigeria, Ghana, Kenya and Tanzania with owned businesses and affiliates and affiliate partnerships in another 32 markets across SSA.

iAfrica offers a diverse range of services which includes public relations, media planning, advertising, media research, out of home and events, creative strategy and sales promotion. Their business strategy is deeply invested in research intelligence and they take an in-depth approach to understanding their audiences.

The team at iAfrica consists of 11 talented and passionate people who service blue-chip clients including BBC, Coca-Cola, KLM, Canon, Colgate, East African Breweries and African Trade Insurance Agency to name a few.

iAfrica is based in Kimihurura in Kigali City, Rwanda, and was incorporated in 2005. iAfrica has offices in Rwanda and Burundi with affiliates in Tanzania, Kenya, Congo DRC, Congo Brazzaville, South Sudan, Ethiopia and Uganda. They execute a wide range of services in the East African region through this network which will complement Dentsu Aegis

Network's existing footprint in the region.

Speaking on the affiliation, the Group Chief Operating Officer for Dentsu Aegis Network Sub Saharan Africa, Bevis Hoets, stated, "Impact Africa have been providing research, planning, strategic and buying services to their clients in the region for over twelve years. This experience, over multiple product categories, has positioned them as thought leaders in the region and we, as Dentsu Aegis Network, are excited about partnering with them to deliver innovative brand experiences for our clients. They will also assist us in rolling out our unique operating model in the region as we continue to extend our footprint into Africa."

Hoets also revealed that the new affiliation will significantly increase the collective firepower of Dentsu Aegis Network and iAfrica to provide industry-leading solutions for clients.

Also speaking on the affiliation, George Keango, Managing Director for Impact Africa Limited, said, "This partnership opens up a great new era not only for DAN and iAfrica but for our clients too. Together we will be able to provide our clients with more services and coverage area. As iAfrica, we are proud to be part of the great DAN family."

This affiliation opens up a whole new level of opportunities not just for Dentsu Aegis Network, but for the industry and clients within the East African region.

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