

## DHL Express launches campaign across Africa

The words, "Aint no mountain high enough" from the popular song has become the anthem to 100 000 employees at DHL Express as they launch their latest global advertising campaign, The International Specialists, across markets in Africa. [video]



"We pride ourselves on our international expertise and helping businesses grow across the world. No campaign can better capture this emotion than our latest International Specialists campaign" says Sumesh Rahavendra, head of marketing for DHL Sub Saharan Africa.

"We are launching this campaign across three key African markets - South Africa, Nigeria and Kenya where it will be seen across TV, print, outdoor and digital media" Rahavendra adds.

The campaign, launched in Hong Kong earlier this year, is being rolled out across 42 key markets worldwide, demonstrating DHL's international capabilities to meet the express shipping needs of all industries.

The television commercial, dubbed as delivering at the "Speed of Yellow", depicts a DHL van leaving a pick-up point and turning into a beam of light that weaves through various international locations and different businesses. All this of course, to the backdrop of an updated "Aint no mountain high enough" song.

### DHL's commits to Africa

Trade between countries in Africa is increasing at a rapid rate, *The Economist* predicts that seven of the world's ten fastest growing economies for the period 2011 to 2015 will be in Africa, with Ethiopia topping the list followed by Mozambique, Tanzania, Congo, Ghana, Zambia and Nigeria. A growing middle class in Africa is expanding the consumer market which helps stimulate cross-border trade in Africa and trade with the rest of the world.

"Africa is one of our absolute key growth markets", remarks Charles Brewer, MD for DHL Express Sub Saharan Africa. "We are present in all 50 African markets and our investment in this continent is unparalleled. DHL is committed to making Africa a part of us and us a part of Africa".

"We have invested significantly this year across Africa in various projects ranging from upgrading our infrastructure, expanding our network, updating our IT platforms and training our people." Brewer adds.

DHL is keen on training over 3 200 of their staff to know their customers and business better. They launched a training program, Certified International Specialist (CIS) course earlier this year.

"Designed by DHL, the accreditation program is aimed at increasing employees' expertise in helping our customers grow their business internationally. By end of this year, all our staff in Africa would have attended and been certified through this course" commented Brewer.

"The Certified International Specialist program fits wonderfully with the International Specialists Campaign and the key pillars of our global strategy - Motivated Employees, Great Service and Loyal Customers".

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