

Imago gains majority stake of Michael Hogg Young & Rubicam

Michael Hogg, the owner and major shareholder of the Michael Hogg Young & Rubicam (MHY&R) Group of Companies has announced that he has finalized the sale of a majority portion of his shareholding to Imago Communications (Pvt) Limited. Imago Communications ("Imago") is an indigenous communications company offering a full spectrum of marketing, advertising, and public relations services to a diversified local and regional client base.

MHY&R, which consists of an advertising agency, Network Public Relations, Wunderman Action Marketing and the production unit provides the most comprehensive corporate communications offering in Zimbabwe.

This acquisition by Imago of the stake in MHY&R effectively transfers ownership of the MHY&R corporate communications group with immediate effect. One of the founding directors of Imago, Sharon Mugabe, is a prominent marketer within the region and she will be the Group's new Chief Executive Officer while Michael Hogg will continue as Executive Chairman.

Sharon Mugabe holds a Bachelor of Science degree in Marketing as well as an MBA from the USA.

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