

Joe Public grows in Africa

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Communications group Joe Public is excited to announce its partnership with integrated communications agencies Cosse (Nigeria and Ghana) and HWMiT (Zimbabwe).

Cosse Joe Public has two offices in Nigeria, namely Lagos and Abuja as well as one in Accra, Ghana. The agency comprises six specialist divisions and 98 employees. Its clients include Nigerian Breweries (Heineken), MTN and P&G.

Joe Public South Africa and Cosse Joe Public Nigeria will be working closely together, as equal partners, to strategically develop a network of partner agencies across Africa.

Funmi Onabulo, CEO of Cosse Joe Public, and Gareth Leck, CEO of Joe Public South Africa, commented, "It is so refreshing for a Nigerian agency and a South African agency to be collaborating as equal partners in establishing a continental network with true African roots. Our agencies share a common entrepreneurial approach as they are both independent and owner-managed, which creates a great platform for working together and enables decision-making that is nimble and swift. A style that our clients embrace. We are not encumbered by offshore holding companies and this works for us. Our collective vision is to create a network that inspires greatness across Africa."



*Nigeria Group Picture:
Cosse Joe Public have offices in Lagos & Abuja
Nigeria as well as Accra Ghana.*

*Left-Right: Onuora Molokwu-COO COSSE TTL;
Jayne Okoronkwo-COO MEDIA INTEGRA; Funmi
Onabolu-GROUP MD; Yomi Omotehinwa-Creative
Director; Kayode Olagesin- CEO TOWNCRIERS*

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Zimbabwe Group Picture:

*Made up of 15 team members HWMiT Joe Public
is based in Harare, Zimbabwe.*

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HWMiT (Hardest Working Man in Town) Joe Public, based in Harare, Zimbabwe was established in Singapore in 2008 as a film and music collective and later merged with Digitech, Zimbabwe in 2011 to offer clients digital and strategic creative solutions. HWMiT Joe Public's clients include Ster-Kinekor, Hauwei, Frog Cables and Econet.

"We are proud to be a part of the vibrant, independent group that is Joe Public. We look forward to growing brands and our country with the group," says Peter Gono, CEO HWMiT Joe Public.

Cornerstone Joe Public, based in Windhoek, Namibia is already an established partner in the network. These three operations mark the continued growth of Joe Public throughout the continent, offering clients a bigger scope for African growth.

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