

# A-Listers to facilitate connections between African brands, celebrities

Conceived as an hybrid platform, A-Listers is a new online directory/selective social network, coupled with an agency, to connect the best African celebrities with brands.

## A-LISTERS

In a true effort to develop more opportunities for the African top influencers (in sports, music, film, and other entertainment fields), [A-Listers](#) will be a place to emulate more partnerships, diversifications (and conversions), ad campaigns, developing new interests and passions, and even help push further their own brands with social networks and appearances.

It will reportedly allow easier targeting and access to the right influencers for brands and their next generation of creative campaigns - whether they are looking for the perfect muse for a product launch nationally, a few trendy celebrities for a social media push, or simply in need to be up-to-speed with celebrities and their influence.

"It is the ultimate interactive network and agency where we play matchmaker to celebrities and brands from the continent. As a network, we are all about data aggregation. On one hand, our true influencers can present their incredible achievements in a premium and modern online space and on the other hand, we are giving brands access to celebrity profiles and an easier reach to their teams, thanks to our search engine and filters," says founder, Laura Eboa Songue.

"As an agency, we will be the intermediary and make sure brands and celebrity influencers are the right match for each campaign. We really want to put the emphasis on excellence, allowing and crafting amazing deals that will make an impact but also save time, legal hassle, fit budgets, and create solid standards for an incredibly fast-growing industry."

The beta version will be launching soon.