

# TBWA\Africa conference to focus on scope for sustained business expansion

In a quest for continued strong growth, Zimbabwean communication businesses aligned with the Africa network of the global TBWA\ advertising group are about to plug into the latest creative trends and marketing industry developments. The scope for sustained business expansion across sub-Saharan markets is high on the agenda at the annual TBWA\Africa conference in Maputo, Mozambique, from 22-24 October.



Sapi Bachi, Managing Director at TBWA\Zimbabwe, says: "The Conference theme is 'Vanguarda' or forefront, indicating our excitement about areas where we have the potential to win a position at advertising's leading edge."

"At least two opportunities stand out - the chance to achieve competitive advantage by raising the creative game and the prospect of accelerated development in specific disciplines such as digital formats."

The conference is designed to foster already strong growth at agencies across the network by sharing insights on creative techniques and trends - including strategic collaboration - examining developments in various markets, categories and media types, exploring the use of creativity as a growth engine and analysing innovative approaches in disciplines such as youth and shopper marketing.

## Conference speakers

The event will be addressed by 21 communication industry executives and advertising specialists, including representatives of Google, Vodacom, SOICO Media Group, Yellowwood strategic consultancy, Magna Carta PR, Integer shopper marketing, TBWA\Hunt\Lascaris advertising, Tequila Digital, HDI Youth Marketeers, Grid Design and Openco Communications.

TBWA\Africa comprises 29 offices in 16 sub-Saharan markets. Fifty-four delegates from 15 national markets are expected to attend the conference.

The event includes a gala awards night and presentation of the Africannes, annual awards recognising the network's most creative campaigns.

Said Sapi "At TBWA/Zimbabwe we are searching for new platforms which our client's brand not only stand out but also we are about solving business solutions and real bottom line value to our clients. The conference gives us an opportunity to tap into experiences from the continent and sharing with colleagues who understand what doing business in Africa is all about.

"Across our network we are building volumes by providing more services in each market while exploring cross-border opportunities. Our agencies are eager to pursue every avenue for growth and leapfrog to the forefront whenever they can."

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