

King James Group launches new Kenya-based agency, KingJames34°

Last night the King James Group launched KingJames34° in Kenya, a partnership between the South African independent agency and the local arm of recent acquisition, 34°.

Following the growth of many corporate clients across the continent over the last few years, the new agency is a committed intent to match this expansion in the creative space.

“ So [@jbarts101](#) and I are just a little bit excited. We are en route to Kenya to introduce our brand, spanking new company. [#KingJames34](#) [pic.twitter.com/N2M0slgh6f](#)— alistair king (@ALsparkles) [February 3, 2020](#) ”

“ This announcement really marks the introduction of King James Group Africa. We've always wanted to expand into other parts of the continent but wanted to make sure we did it in a way that was true to King James – through local partnerships that bring local talent and expertise. – James Barty, co-founder and CEO of the King James Group ”



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“Kenya was always our dream so this is the exciting culmination of a long-held ambition for the group,” he said.

For Alistair King, co-founder and CCO of the King James Group, it's all about the creative opportunity. “Having been involved in the creative community across the continent for many years, being able to play an active part in creating, and driving creative talent and excellence is extremely exciting for us.

“ There are just so many opportunities for creativity to move the needle on growth for Africa. – King ”



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KingJames34 will become the group's third office with other offices located in Cape Town and Johannesburg. It is the start of a future-focused journey for King James Group Africa, which aims to drive creative excellence across the continent through its independent agency network approach.



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