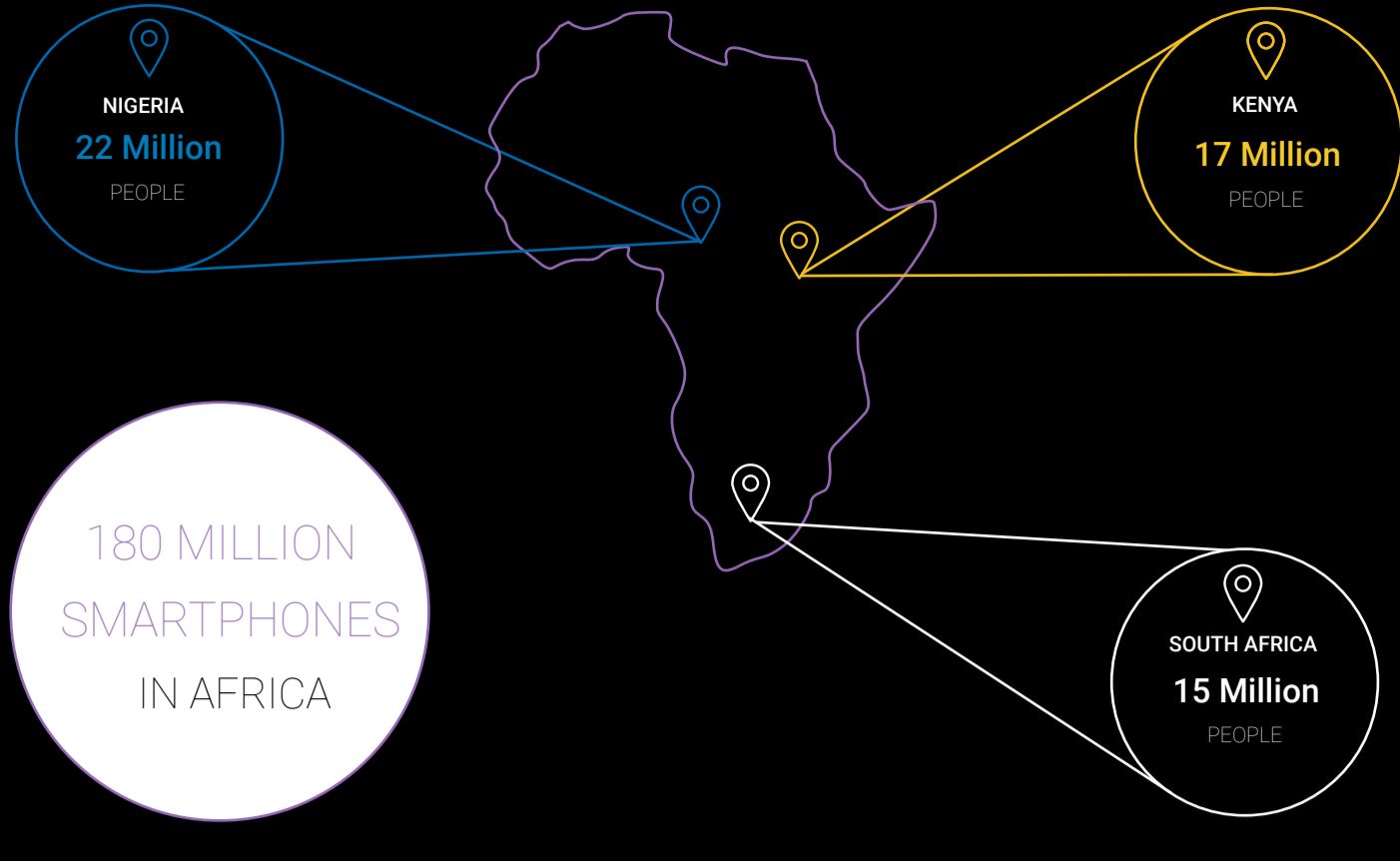


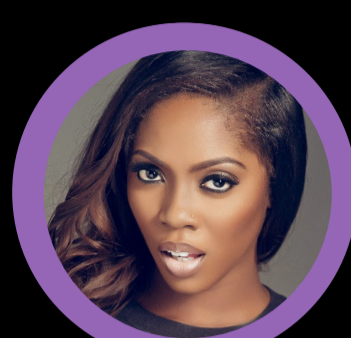
INFLUENCER MARKETING IS A HIGHLY EFFECTIVE WAY TO MARKET IN AFRICA

KEY AFRICAN AUDIENCES RESEARCH ONLINE AND PURCHASE OFFLINE



THROUGH INFLUENCERS BRANDS CAN ALREADY REACH 60 MILLION PEOPLE

INFLUENCERS IN AFRICA



TIWA SAVAGE



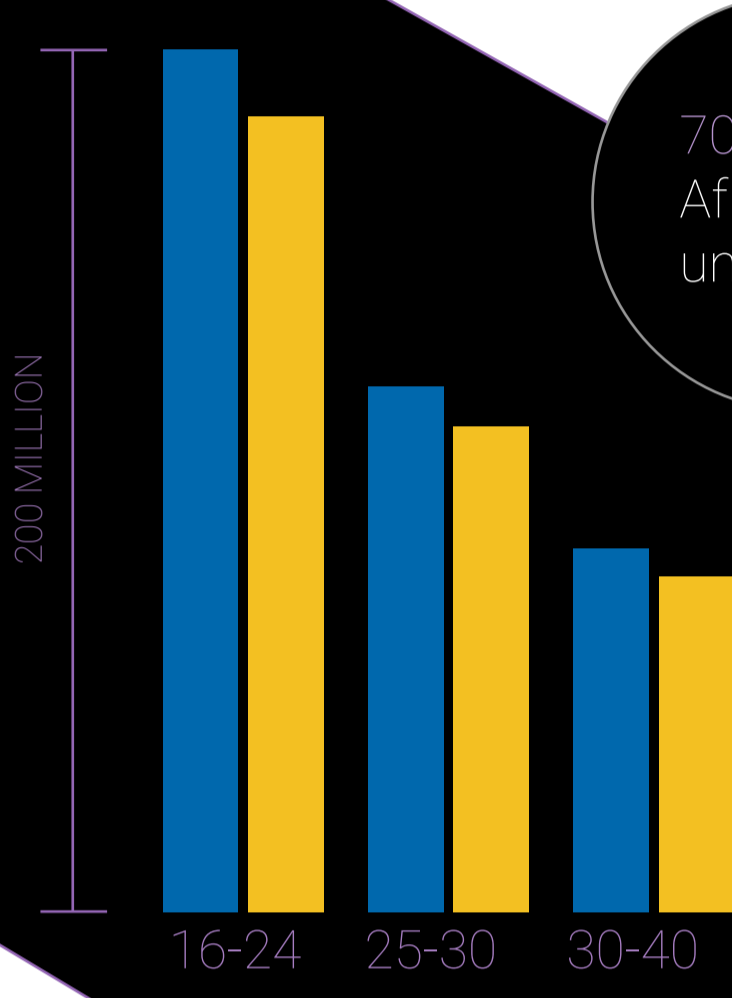
D' BANJ



TREVOR NOAH

TARGET AGE GROUPS

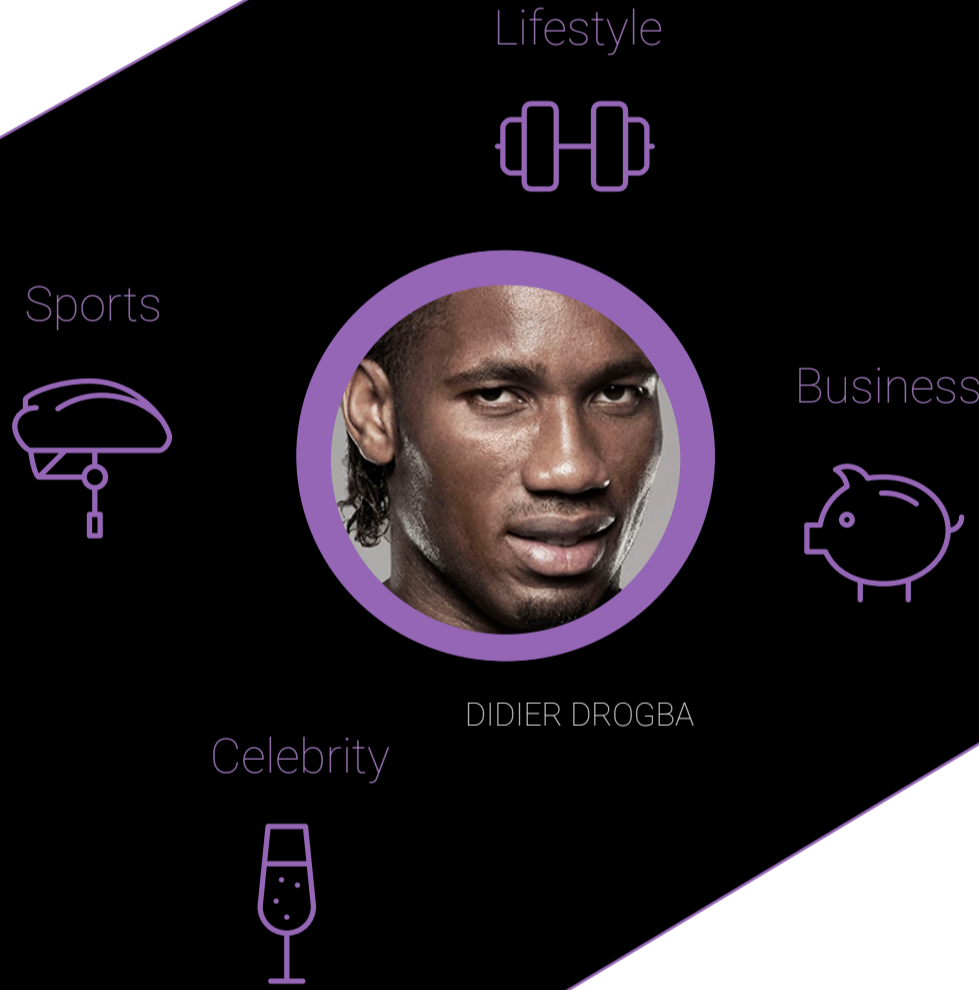
MALE
FEMALE



70% of Africans are under 25

More mobile users than US and Europe

AUDIENCE INTERESTS



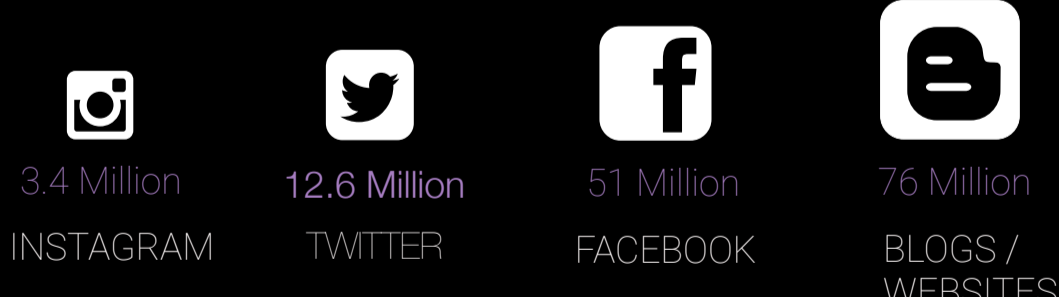
AUDIENCES

ACCESSIBLE VIA SOCIAL CHANNELS



GENEVIEVE NNAJI

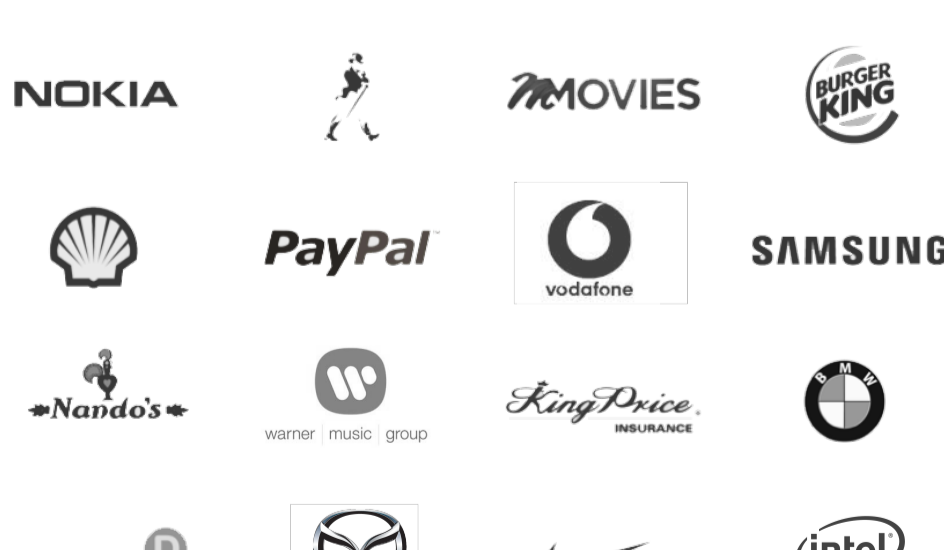
Influencers have global reach



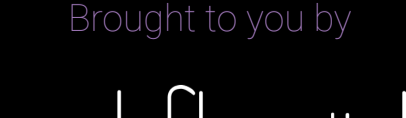
BRANDS

BRANDS USING INFLUENCER MARKETING

AUDIENCE REACH IN AFRICA



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