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Barclays Africa Group Limited appoints Dentsu Aegis Network across 10 sub-Saharan Africa markets

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Dentsu Aegis Network has emerged as the winner in the Barclays Africa Group Limited's (BAGL) media agency review and will be taking over media planning and buying duties across 10 sub-Saharan African (SSA) markets including Absa and the Barclays Africa network.



Bobby Malabie, Group Executive, Marketing and Corporate Relations (BAGL), commented: "We are very pleased with the outcome of this process as it helps us achieve our aspirations on the continent. We were looking for a partner that was data-driven and insights led with strong digital and strategic skill sets."

BAGL embarked on this review with the purpose of finding agency partners to reduce complexity across their regional business through: smart centralisation, digital leadership and commercial efficiencies.

According to the agency, BAGL transitions to a bespoke unit in South Africa called Carat Possibilities from 1March 2018.

Dawn Rowlands, CEO for Dentsu Aegis Network Sub-Saharan Africa, commented: "We take great pride in the progress we have made in Africa to establish joint ventures with exceptional media entrepreneurs. This structure has seen our capability grow to ensure we can *Innovate the Way Brands are Built* in Africa. Our values are very closely aligned with those of BAGL and we look forward to seeing immense collaboration in the future in Africa."

Koo Govender, CEO for Dentsu Aegis Network South Africa, commented: "Our team displayed their strength of collaboration in their cross-capability, with support from the Dentsu Aegis Network Brands, and the vital input from the Regional SSA team to ensure that a winning vision was carried throughout. The digital and data leadership was one of our key strengths, playing a central role in convincing BAGL that we are the right partner. The pitch involved a huge amount of people, resource and dedication from Dentsu Aegis Network colleagues across the sub-Saharan region, and it is only through this consolidated and unified effort through our operating model that we have secured this monumental success."

This appointment marks a step-change for Dentsu Aegis Network providing immediate scale and talent.

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