

EKasi: Africa's backbone economy

Issued by [Dentsu](#)

24 Nov 2023



EKasi (township economy) is an economy generating millions monthly. Do you understand the eKasi market, is your brand actively part of the market and how do you build your brand and really communicate with this market?

Dentsu invited industry expert, Michele Thackwray, AmaKonekXin in to share some key insights, tips, advice and opportunities into this incredible economy.

[To listen click here.](#)

- " **The future of Africa's automotive industry: Key insights and trends** 28 May 2024
- " **The power of place in modern marketing** 23 May 2024
- " **Amazon is here: Dentsu South Africa is ready!** 22 May 2024
- " **Dentsu Africa's unstoppable rise: Triumphs at 2024 Pitcher Awards** 21 May 2024
- " **Game changer: How data science is reshaping esports** 8 May 2024

[Dentsu](#)

dentsu

Dentsu is the network designed for what's next, helping clients predict and plan for disruptive future opportunities in the sustainable economy. Taking a people-cantered approach to business transformation, dentsu combines Japanese innovation with a diverse, global perspective to drive client growth and to shape society.

[Profile](#) | [News](#) | [Contact](#) | [Twitter](#) | [Facebook](#) | [RSS Feed](#)

For more, visit: <https://www.bizcommunity.com>