

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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