

# HKLM Nairobi opens its doors

Strategic brand and communication design consultancy, the HKLM Group, has taken a step towards cementing its position as sub-Saharan Africa's leading brand consultancy with the opening of its new Nairobi office recently.



HKLM Nairobi will service the East African region, with particular focus on Kenya, Uganda, Tanzania, Rwanda and Burundi. The region, with a population of 132 million and an estimated GDP of \$149 billion (at PPP), includes three of the top 10 fastest growing economies in Africa with Nairobi boasting a commercial hub that is home to an increasing number of multi-nationals. Recent discoveries of substantial oil deposits in Kenya and Uganda, and gas in Tanzania, add to the region's fine growth prospects.

## 'Solutions-neutral' approach

HKLM Nairobi will look to bring the group's unique 'solutions-neutral' approach to brand building and communication to the emerging brands of the region, as well as to those brands seeking to make in-roads with an increasingly affluent and sophisticated consumer-class.

HKLM's broad skill set, ranging from traditional agency creative to environmental design, stakeholder communication and internal brand alignment, is driven by rigorous methodology and local insight, and represents a significant elevation in the level of professional marketing services available in the region.

## The HKLM Nairobi team



L to R: Jerry Nyagah, Gina Din-Kariuki and Graham Leigh

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Present at the signing ceremony to mark day one of HKLM Nairobi's operations were Graham Leigh, HKLM group director, Gina Din-Kariuki and Jerry Nyagah. Gina Din-Kariuki, who will chair HKLM Nairobi, is the managing director of Gina Din Corporate Communications, a PR firm in Kenya, which has worked with a host of blue chip clients including Barclays, Kenya Airways and Safaricom.

Jerry Nyagah, HKLM Nairobi's managing director, brings over ten years experience from Nairobi's increasingly thriving advertising industry, having worked in both creative and client service roles for clients such as Safaricom, Stanbic, Nivea, Nissan and Virgin Atlantic.

"Speaking as a true-blue Nairobiian," Nyagah said, "I am very excited by the opportunity that HKLM's entry into our market gives us. It will enable us to raise the standard of work produced for brands in the region to a whole new level. Speaking as an African, I truly admire HKLM's commitment to the development of the continent, and speaking as the newest member of the HKLM family, I look forward to adding some East African flavour to the group's portfolio of work and its client list."

Graham Leigh, director of the HKLM Group, said that having a dedicated East African office would serve to further broaden and deepen the group's existing expertise in emerging markets and in Sub-Saharan Africa in particular.

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