

Matrix Communications Group announces SoulProviders Collective acquisition

The Matrix Communications Group (MCG) has acquired 100% locally-owned creative agency, SoulProviders Collective (SPC).

The agency was founded by Sarah-Jane Boden in 2011 and has worked across a multitude of local, pan-African and global brands and organisations, acquiring vast experience in the ever-evolving digital and communications space.

Boden will step down from her creative director role at the end of June 2021 and the agency will appoint a new managing director to ensure a smooth handover to the new owners.

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