

Exclusive pan-African PR affiliate partnership announced

Global PR and communications consultancy Burson-Marsteller earlier this week announced an exclusive affiliate partnership with South African consultancy Arcay Communications, which has an extensive affiliate network throughout the African continent. The agreement covers operations in countries including Ghana, Nigeria, Kenya, Zambia, Botswana, Morocco, Rwanda and Burundi, Ethiopia, Zimbabwe, the Democratic Republic of Congo, Mozambique, Namibia, Mauritius and Tunisia, with operations extending to the countries around them. “This deal offers us and our clients the ability to undertake communications campaigns across the whole continent of Africa and this is something we have seen increasing client demand for,” commented Jeremy Galbraith, CEO Burson-Marsteller Europe, Middle East & Africa (EMEA). “We are committed to growing in Africa and delighted to partner with Arcay who have a long and distinguished history there, having been established in Johannesburg for over 18 years.”

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