

The Coca-Cola Company appoints Carat across the WIMA region

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Carat Sub-Saharan Africa is thrilled to announce that after a rigorous pitch process, The Coca-Cola Company has selected the agency to lead the media planning, strategy and buying for the brand.



Dentsu Aegis Network, together with Carat, displayed their strength of collaboration in their cross-capability, with support from, iProspect, Posterscope, Isobar, Amnet, Amplifi, the data experts and the vital input from the global team to ensure that a winning vision was carried throughout.

A strong regional presence brought through a united team across 15 markets namely; Burundi, Congo, DRC, Rwanda, Mauritius, Reunion, Madagascar, Comoros, Mayotte, Seychelles, Ivory Coast, Cameroon, Senegal, Mali and Burkina Faso with the regional hub in Kenya. This appointment is a testament to the strong global relationship between Dentsu Aegis Network and The Coca-Cola Company in the following countries: Japan, China, Spain, Turkey, The Nordics, Ghana, Germany, Brazil and the US.

Dawn Rowlands, CEO for Dentsu Aegis Network Sub-Saharan Africa, commented:

“We are extremely excited for the opportunity to innovate, one of the biggest brands globally. Our team are eager to collaborate and disrupt the media marketplace, to harness unique opportunities, for the brand. We are committed to continuing to expand upon our mobile, data first approach with our unique ability to balance both global and local consumer needs.”

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