

# Dentsu Aegis Network announces Crimson Room Communications officially rebrands as MKTG

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## *Rebrand signifies MKTG's first official outpost in sub-Saharan Africa*

Dentsu Aegis Network has announced the rebrand of Crimson Room Communications, a leading below-the-line marketing, promotions, strategy and public relations agency based in Johannesburg. The agency will rebrand to MKTG, a global network brand of Dentsu Aegis Network, specialising in lifestyle marketing via sport and entertainment, live experiences, retail marketing, enterprise/B2B engagement and sponsorship marketing.



The rebrand of the 12-year old Crimson Room Communications is part of the integration plan that was established in 2014, when Dentsu Aegis Network South Africa acquired a majority stake in the agency. This rebrand will allow the team in South Africa, and their well-established client base including African Sales Company, SAB, Cavi Brands and Nestle, to leverage the full capabilities of the global MKTG offering, immediately providing even stronger creative, strategic and lifestyle marketing expertise to current and future clients.

The leadership team will remain the same with joint Managing Directors, Richard Lewis and Pauline Parker. When asked about the rebrand Lewis and Parker said: This is an extremely exciting time for our agency and staff. With brands activating more and more to support consumers' increasing desire to be immersed in brand experiences and sentiment, we believe MKTG's approach to humanizing brands and connecting them to passionate communities will resonate well with our local market and those on the continent. We are incredibly honoured to be launching the MKTG brand into Africa, and excited about the benefits to our current and future clients and our employees.



Pauline Parker

**Koo Govender, CEO for Dentsu Aegis Network South Africa** stated: We are thrilled to incorporate the MKTG brand into our market as it marks further growth for our region. The rebrand opens up possibilities to act as part of a global experiential marketing agency with a deep-rooted understanding of our local market and provide the best value proposition to our current and perspective clients."



Richard Lewis

**Charlie Horsey, US CEO and Global Brand President, MKTG**, said: Providing innovative, insight-driven, unified marketing and consulting services to our clients around the globe is a priority at MKTG. We are thrilled with the opportunity

to work with the well-established team in South Africa to build out our service offering in sub-Saharan Africa and look forward to achieving great success together.”

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