

Young & Rubicam wins Essar Telecom Kenya account

By [Carole Kimutai](#)

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Essar Telecom Kenya has signed a deal with Young & Rubicam Brands that consolidates all marketing communications activity behind the YU brand. The partnership allows the advertising agency to provide the YU brand with integrated marketing communication solutions through advertising, media buying, direct and digital marketing, as well as public relations.



YU country manager Atul Chaturvedi (right) and Young & Rubicam Brands Africa chairman Chris Harrison congratulate each other after signing the partnership deal.

Wunderman, a subsidiary of Young & Rubicam Brands has handled YU's digital advertising presence since it launched two years ago.

"We expect to see our brand grow as all our communication efforts will now be consolidated under one group - YU is a young, vibrant brand and we are looking forward to experiencing the expertise that Young & Rubicam brings to the table," said YU CEO Atul Chaturvedi.

Role for differentiation in the sector

Young & Rubicam Brands Africa chairman, Chris Harrison said the company is delighted to rejoin the telecoms market at a time when brand equity is at an all-time low and the major players are resorting to price cuts. "There is clearly a role for better differentiation in this sector and we are delighted that the senior team at YU shares this view. We believe that YU is strongly placed to be the brand of choice for a new generation of Kenyans. We are, and always have been, in the business of building great brands for our clients," he said.

Essar has significant interests in telecommunications services, spanning mobile telephony, telecom tower infrastructure, telecom retail and IT/telecom enabled services. Essar holds a 33% interest in Vodafone Essar, a joint venture with the Vodafone Group, and is one of India's largest cellular service providers, with over 115 million subscribers.

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Carole Kimutai is a writer and editor based in Nairobi, Kenya. She is currently an MA student in New Media at the University of Leicester, UK. Follow her on Twitter at @CaroleKimutai.

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