

Dentsu Aegis Network SSA scoops FM Adfocus African Impact Award

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We are thrilled to announce that Dentsu Aegis Network sub-Saharan Africa walked away with the coveted FM Adfocus African Impact Award, at the annual event held at The Venue, Melrose Arch, Johannesburg last night. To further amplify this win, Vizeum South Africa took the coveted Media Agency of the Year Award.



Since 1990, the Financial Mail Adfocus Awards have grown to become a much-anticipated event in South African marketing and communications industry. The awards celebrate SA's leading advertising agencies, and recognise those individuals making the biggest impact on the industry.

Dawn Rowlands, CEO for Dentsu Aegis SSA commented: "We are delighted to be recognised by South Africa's leading Financial Journal and our peers. This is a culmination of nine years of work across the African continent with some of the most passionate, cleverest and tenacious people I have had the privilege of working with. Our investment in entrepreneurs across the region has paid off, with many Dentsu Aegis businesses being recognised, and best in class in the countries they operate. I salute you and the global leadership team for their support in Africa."

Dentsu Aegis Network sealed the deal by showcasing how they execute and measure their impact across their SSA Network, which operates and provides value to clients across 4 time zones, 35 languages, 49 African countries. Dentsu Aegis has created a unique culture across the African region that has allowed them to thrive. In 2014, the network had 272+ talented people in 3 offices. Today, they have surpassed 1500+ people across 49 countries, of which 10 are fully owned offices - a truly remarkable accomplishment.

The Dentsu Aegis Network SSA team has once again proved their network's "different and better" credo. Well done!

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