

Squad Digital wins global award for local design talent

Squad Digital, sub-Saharan Africa's leading digital advertising firm, has been recognised by Global Website Awards, Awwwards, for 'great talent and creativity' of their website (www.squaddigital.com), becoming the first Kenyan company to be recognised by the global awards system.



The website also bagged another accolade, "Website of the Day", from the internationally acclaimed CSS Winner, a unique global platform showcasing and awarding the best websites globally. The prestigious Awwwards recognise creativity and effort of the best web designers and developers globally and have seen Squad Digital's website get an "Honorable Mention" award from a shortlist of global entries.

Squad Digital's General Manager, Manish Sardana acknowledging the award, said the Squad website is designed in the format of a storybook, aligned with the firm's philosophy of storytelling and has captured audiences' imagination leading to global recognition from top creative platforms.

Manish noted that from concept, strategy, design, coding and copywriting, which was done by young Kenyan designers, the website represents a locally generated journey into how the firm wants to tell African stories for both brands and people.

"These incredible designers went out of their way to create a powerful digital storybook. It is a visual representation of an ethos that Squad Digital is cultivating to increase value to clients by delivering experience beyond face-value", said Sardana.

The recognition comes even as Kenyan innovators in ICT continue to make in-roads into the innovation space with creative ideas that have changed how brands interact with the continent. According to Sardana, this is a step in the right direction for Kenya's top creative and technology minds and should inspire more creativity for novel ideas which will open up more opportunities for wealth creation. Sardana believes that Kenya has the capacity and resolve to play at the global level and create solutions that impact on people's lives.

"The Squad Digital website points to the very heart of who we are as a people and the culture we want to create in Africa. It

tells a story of where we have been and paints an image of where we are heading. We are honoured because this recognition will help us tell Kenyan stories to an even larger audience" added Sardana.

Squad Digital, part of Scanad Group, is a leading regional digital advertising firm providing digital marketing services. The firm has offices in Kenya, Ghana, Tanzania, Nigeria, Uganda, Rwanda, Dubai and Bahrain.

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