

Ogilvy Africa to drive Eskom brand north of the Limpopo

Ogilvy Africa has been appointed as Eskom's communications partner to grow the Eskom brand, extend its awareness in targeted African countries, as well as to help develop an understanding of Eskom's contribution to growth and development in Africa.

Eskom's strategy aims to improve energy use and capacity in Africa, as well as to establish a continental electricity network that will allow a free flow of electricity to Europe and the Middle-East. This effort could serve as the backbone for the establishment of a telecommunications network that spans the African continent.

John Little, Managing Director of Ogilvy Africa, says Eskom's strategy for Africa will see the company move from a purely South African enterprise to one of international business dealings and global stature. "The aim is to create brand awareness in countries such as Mozambique, Angola, DRC, Libya and Tunisia prior to Eskom's full operational involvement.

Ogilvy Africa is represented in 40 countries, with 44 offices in 24 countries and affiliates in a further 16 countries.

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