

Media Fuse Dentsu Aegis Network launches in Lagos

Media Fuse Dentsu Aegis Network Limited has officially announced the launch of its services in Nigeria to a cross section of the media in Lagos.

The investment will enable the provision of specialist services from Carat and Vizeum (both full service communications strategy and planning agencies) Posterscope (specialist out-of-home media services) Isobar (digital strategy creative and production) and Iprospect (digital performance) as well as skills transfer driven by access to tools, training and systems such as the Consumer Connection Studies, Dentsu Aegis Network Academy, Route 500 etc. and also position the country as a veritable destination for foreign investment in the marketing communications sector.

Dawn Rowlands, Chief Executive Officer Dentsu Aegis Network in sub-Saharan Africa had this to say about the partnership: "Dentsu Aegis Network is making an investment in Media Fuse based on our belief in Nigeria and the ability of Emeka Okeke and his team to bring our unique operating model to life in Nigeria. Our partnership with Media Fuse enables us to launch our unique and proprietary tools like CCS and Convergence Planning, which will help local and our global clients grow the value they derive from media significantly."

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