

Kenya: Consumer Options launches ENGAGE



Kenyan-based market research company Consumer Options launched one of its home grown tools: ENGAGE, late last week. ENGAGE aims to allow companies to immerse themselves into their consumer's lives, understand their world and real situations which in turn could translate into opportunities to grow business. The launch was held at a breakfast event at Intercontinental Hotel with the Chris Kirubi, chairman of Haco Tigerbrands (EA) as a guest. Also in attendance was Patricia Ithau, CEO L'Oreal; Margret Mwaura, brand builder Unilever; Peter Nduati, CEO Resolution Health, among others.

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