

Bosch hires Stratitude to manage its Africa EVP strategy and employer branding

Bosch in Africa has appointed Stratitude to assist with localised employee value propositions (EVPs) and employer branding.

The project is a key element in positioning Bosch in Africa as a preferred employer in the Africa region. The first rollout will be in four African countries - South Africa, Nigeria, Morocco and Egypt.

Stratitude is an integrated marketing agency that provides strategic and creative solutions focused on making an impact on their clients' brands and their bottom line

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