

## AB InBev Africa appoints Dentsu Aegis

AB InBev Africa has appointed Dentsu Aegis as its media planning and buying agency for its Africa business. This follows the completion of a review of the company's media planning and buying capabilities at a global level to reduce complexity and structure the approach to marketing into one consistent operating model.



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The African division will be transitioning from Initiative Media to Dentsu Aegis, a decision that was based on strategic and commercial criteria.

AB InBev Africa Marketing Vice President Andrea Quaye said: “We have had a fruitful nine year relationship with Initiative Media and would like to thank them for their custodianship, hard work and partnership over this period.

“We are looking forward to working with Dentsu to build a Pan African relationship across the Continent, given their capabilities and passion for our business and our brands. We are pleased to have Dentsu as a strategic partner to help us evolve our media buying strategy and implement a focused data driven approach.”

To avoid disruption the company will be working on this transition through the remainder of the year with the new agency on board by 1 January 2018.



Andrea Quaye

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