

# Nigeria's 'brand agency of decade' announced

At the recent Nigeria Brand Awards, Centrespread Grey was announced as the 'Iconic Brand Agency of the Decade' Award at the 2017 edition of the awards.



Centrespread Grey receives award.

The honor, which came in the Customer Services Excellence Category, attests to the agency's professionalism and numerous achievements in the Nigerian marketing communications industry for over three decades.

The coveted Nigeria Brand Awards, in its seventh edition, is an annual event designed to honor outstanding achievements and innovation in the marketing communications space. At this year's edition, awards were given in about 25 categories across different market segments.

Chairman of the award committee, Mike Samson, said in his address that the 2017 edition of the Nigeria Brand Awards was geared towards encouraging greater innovation and customer service excellence in the private and public sector.

Centrespread Grey managing director, Tola Obi, said the acknowledgement is an acknowledgement of the agency's track record in client service and business management.

"The award is a testament to the fact that in our over three decades' journey as an agency, we pride ourselves in co-creating with the client to identify what matters most in order to offer bespoke solutions to address the business needs and

achieve the desired return on investment for our clients,” she said.

Centrespread Grey commenced its operation in the Nigerian market in 1982 and has over the years, built up a formidable reputation as one of the country’s most successful marketing communications entities.

It recently signed an affiliation with the Grey Communications Network in April 2017. The agreement grants the Nigerian agency access to global tools and resources from the Grey network.

For more, visit: <https://www.bizcommunity.com>