

# Dentsu Aegis Network signs affiliation agreement with Mojo New Media Limited

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LUSAKA, Zambia - One of the leading global advertising networks, Dentsu Aegis Network has strengthened its footprint in Africa with the signing of Mojo New Media Limited (Mojo), a leading advertising agency in Zambia, as its affiliate creative agency in the market.



Dentsu Aegis Network Sub Saharan Africa (SSA) is part of the global media group that specialises in media, digital and creative communications and spans over Southern Africa, Nigeria, Ghana, Kenya and Tanzania with owned businesses, affiliates and affiliate partnerships in another 32 markets across SSA.

At the core of Mojo's success, is the outstanding ideas of their 12 professional and passionate employees who make up their unique team. The strength of their business' capability lies in their specialisation in advertising. Their offering includes; strategy, design, photography (event, corporate studio and location), audio advertisement production, artists management, audio for film and music production. This dynamic team exudes fresh, innovative and powerful ideas which is evident from their portfolio of work.

Mojo has a credible client base including blue chip clients; Zambeef, FNB, Super Sport, WWF Zambia, FSDZ, Huawei, Pick N Pay, Restless Development, Proflight Zambia, JICA, Harvest Plus, to name a few. Having worked with 120+ clients, spent 500 hours recording and completed 240 projects, this is true a testament to their high performance culture.

Group Chief Operating Officer for Dentsu Aegis Network Sub Saharan Africa, Bevis Hoets stated, "Mojo is a team of talented young individuals who are passionate about their work and their ability to service their clients. Their culture is innovative and their desire to make things happen is perfectly aligned to the values of Dentsu Aegis Network. We welcome

them to the DAN family and look forward to using Mojo as a platform to offer the other services provided by our unique operating model.”

Speaking on the affiliation, John W. Mwanza, Founder and Managing Director for Mojo said, “Mojo New Media was founded on the firm belief that we can change the advertising status quo. We are a team of creative individuals passionately challenging the conventional. We have been enhancing our client’s brands by finding alternative methods to engage the target audience in a way that is fun, personal and unexpected. The Dentsu Aegis Network provides a global platform for us to collaborate and reach beyond the borders of our country and this is very exciting for us. The affiliation will allow us to tap into the wealth of resource within the network which will in turn upgrade our service offering to our existing and prospective clients.”

With the common grounding of innovation and creativity from both parties, we can expect to see some incredibly innovative and creative things to come from this partnership.

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