

Brand Communications appointed to strengthen Azito Energie brand

In an aim to strengthen its brand and to develop communication materials in both English and French, Azito Energie, an electricity provider in Côte d'Ivoire, has appointed specialist pan-African agency, Brand Communications.

Terhas Berhe, Managing Director of Brand Communications says: "We are very pleased to support Azito Energie in Côte d'Ivoire, West Africa. As a specialist pan-African branding agency we are passionate about Africa's development and economic growth and realise that energy is imperative to Africa's development."

The logo for Brand Communications, featuring the words "Brand" and "Communications" stacked vertically in a bold, black, sans-serif font.

Brand Communications has a staff complement of over 40 in-house specialists from across 17 African countries.

The Azito Power Plant Project can be described as a success story in which a well-designed approach to Public Private Partnerships (PPP) benefits all stakeholders. The project was initiated originally in 1998 with the aim to supply natural gas to the population with a total capacity of 420 MW. The modernisation of the Power Plant has resulted in positive effects such as an increase of the employment both at the national and regional level according to a Summary of the Environmental and Social Management Plan published by the African Development Bank.

The logo for Azito Energie, featuring the word "AZITO" in blue and "ENERGIE" in a lighter blue, with a red lightning bolt graphic integrated into the letter "E".

Since its creation, Azito Power Plant Project has paved the way for similar projects and is a model to replicate to bridge the continent's infrastructure gap.

Yvan Guéhi, Senior Account Manager at Brand Communications, responsible for Côte d'Ivoire and surrounding regions says: "We are pleased to include Azito Energie as a valued client in this region. Côte d'Ivoire is a key market for our company and we look forward to strengthening our presence in the country."

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