

FCB Africa and FCB Cape Town win new business in Africa

FCB Africa and FCB Cape Town have been awarded the French micro lending company, Advans, account. The contract is to develop a new marketing and brand strategy for Advans in Africa. This will include localising the marketing and media strategies for each market as well as producing the creative. The FCB team will visit Ghana, Nigeria, Cameroon and Tanzania to workshop with the local clients.

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