

Y&R Gitam rings up another win

It seems Africa is certainly becoming a good hunting ground for South African business and for Y&R Africa in particular. Y&R Africa CEO Chris Marais and his team have just returned from Lagos where they held their first workshop with MTEL, the government owned cellular company. The work that will flow out of the appointed agency will be a branding and awareness drive for the newly energised network.

MTEL is the third and smallest network in Nigeria, MTN and Econet dominate with over a million subscribers to MTEL's 120 000. The government has outsourced the operations and marketing of MTEL to a Dutch company which has been given a mandate to grow the business dramatically," says Marais.

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