

# FCB Redline for Africa

## **Netmark**

FCB Redline has been awarded the PR account to launch the Netmark campaign in Nigeria. NetMark is a pan-African anti malaria programme which is funded by USAID. Redline will be co-ordinating the Commercial Launch for Netmark, which is taking place in April 2002 in Lagos. Redline previously worked with Netmark to launch in Zambia last year.

## **SoftSheen-Carson**

FCB Redline has won the PR account for SoftSheen-Carson in Southern and East Africa - excluding South Africa. Initially, they will be managing and staging the African roll-out of the Golden Scissor Award. The award is a celebration of excellence in ethnic hair care and styling, and is a platform for the promotion of the Dark and Lovely and Dark and Lovely Excelle professional products.

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