

# Publicis opens doors for business in Ghana

Publicis Worldwide has announced the opening of a new agency in Ghana - currently alleged to be one of the fastest growing economies in sub-Saharan Africa.



Kofi Amoo-Gottfried, Shehzad Chaudhry and Promit Mbulik - out to "reclaim Africa's birthright".

Publicis Ghana launches business with a strong portfolio of Nestlé brands and is headed by a world-class management team - Kofi Amoo-Gottfried joins as MD and director of strategic planning. A native of Ghana, born and raised in Accra, Kofi returns home by way of Minneapolis, Chicago, London and Portland. He has fast-tracked his career through Leo Burnett Chicago, Leo Burnett London and Wieden + Kennedy, building brands and business for Kellogg's, Diageo, Coca-Cola and Nike among many others.

Award-winning Promit Moulik joins as executive creative director from Lowe India where he has landed awards for a raft of major brands in India including the BBC, British Airways, Coca-Cola, P&G and Croma. With a career spanning more than 11 years with stints in India, the UK and South East Asia, Promit brings a wealth of cross-disciplinary skills to the agency.

The management team is completed by Board Account Director Shehzad Chaudhry who arrives from D'Arcy Lahore where he was both founder and managing director. During Shehzad's tenure, the agency grew its Nestlé Waters business from a nascent category to the profit and visibility driver for the entire Nestlé portfolio. As a key member of the global launch team for Nestlé Pure Life, Shehzad was instrumental in setting the communications strategy for what is today one of the world's largest water brands.

Publicis Ghana offers the full range of marketing communications disciplines including advertising, direct marketing, digital marketing and CRM.

Kofi and his team report directly to Richard Pinder, chief operating officer, Publicis Worldwide.

Comments Kofi Amoo-Gottfried, "We fully realise what an amazing opportunity we have here, a chance to reclaim Africa's birthright as an inherently creative and expressive place through the contagious ideas we create at Publicis Ghana to build

business for our clients”.

Concluded Richard Pinder, COO Publicis Worldwide, “Kofi and his team are world class talent who share Publicis values of entrepreneurship, multiculturalism and business focus. Our new agency continues our global strategy to establish strong beachheads in emerging economies. We wish them well”.

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