

## Burson-Marsteller announces partnership in Nigeria

Global public relations and communications firm, Burson-Marsteller, today announced the launch of CMC Connect Burson-Marsteller in Lagos and Abuja, Nigeria.



Burson·Marsteller

The announcement marks the further strengthening of the long-standing relationship between the two companies, and brings the total number of Burson-Marsteller branded operations across the continent to 2

This follows the earlier announcement in February 2014 of 27 branded operations, and the subsequent launch of Brainchild Burson-Marsteller in Uganda in November 2014. The full Burson-Marsteller Africa network covers 53 of the 55 countries on the continent.

In addition, after building a very strong partnership on a non-exclusive basis over a number of years, Burson-Marsteller today announced the signature of an exclusive affiliate agreement with Blast Communications covering the Indian Ocean Islands including Mauritius, where the company has its hub office, Madagascar, the Seychelles, the Comoros Islands and Reunion. The announcement of Blast Communications in Angol joining the Burson-Marsteller Africa network on an exclusive affiliate basis rounded off the announcement.

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