

Mobile boom in Africa a boon to ad agencies

Paris: Drive around Nairobi these days, jokes Michael Joseph, chief executive of Safaricom, a Kenyan mobile phone operator, and every building is painted in his company's colour, green, or that of one of its rivals.

That is a bit of an exaggeration. There are still a few ad-free walls left in Nairobi, and a few advertisers outside the mobile phone industry.

But both are becoming scarcer. Outdoor advertising is one of the biggest marketing media in Kenya. Mobile operators are already the biggest spenders, and their outlays are set to rise as several new players enter the market.

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