

ICOM expands into Africa

ROLLINSVILLE, COLORADO: ICOM, a global network of independent advertising and marketing communications agencies, has appointed Gullan&Gullan Advertising, Johannesburg, South Africa and Noah's Ark Communications, Lagos, Nigeria, to represent the network in their respective countries.



ICOM is also represented in a third African country, Ghana, by Primus Advertising. These agencies are part of ICOM's EMEA region, now comprised of members in 30 countries.

Africa, according to ICOM, is an important region to the network's clients which are looking to expand in fast-growing markets. Advertising and promotional activity is expected to increase in South Africa next year because the country is host to the 2010 FIFA World Cup starting in June.

Gullan&Gullan provides integrated marketing communications services, including digital and PR, to its client list that includes Barclays Bank, CNBC Africa, Radisson Hotels, South African Breweries, Vespa scooters and other local accounts.

The agency was founded and is run by husband-and-wife Michael Gullan, managing director, and Desiree Gullan, creative director. Mr. Gullan said he is looking for a sense of community in the global marketplace. "Our agency has been growing consistently since we opened four-and-a-half years ago. We are eager to interact with our global peers to better understand their insights as agency owners from a diverse range of cultures, and we want to learn from, contribute to and cooperate with agencies from around the world," he said.

Noah's Ark was founded two years ago by one of Nigeria's Lanre Adisa, who worked at Saatchi & Saatchi, Leo Burnett, Grey and left TBWA as creative director to start Noah's Ark. The agency's clients include Cadbury's Bournvita, Dulux, Indomie, Lotus Capital, Yardley and restaurant chains: Chicken Inn, Creamy Inn and Pizza Inn.

Adisa says he represents a new generation of agencies in his country determined to put Nigeria on the world map of advertising by producing top quality work guided by international standards.