

## **Carat appointed Southern, East Africa Coca-Cola account**

Media agency, Carat has been appointed the Coca-Cola account in Botswana, Namibia, Lesotho, Swaziland, Kenya and Uganda. In the first four of these countries Carat Africa will be responsible for the Coca-Cola, Fanta and Sprite brands, while in Kenya and Uganda it will be responsible for Novida, a non-alcoholic malt-based drink.

"The Carat team from sub-Saharan Africa, Uganda and Kenya all began their careers in media by working the Coca-Cola account. We are totally excited about winning the Coca-Cola account. For most of us it feels like the return home of a long-time love," said Adriana Prista-Johnson, media manager for Carat Africa.

"I believe that the client was also impressed by the focus that Carat Africa places on training throughout the continent," she added.

Other accounts held by Carat Africa include Nokia (throughout the continent) and the Procter and Gamble account, which the company recently won in West Africa. In South Africa, Carat holds several key accounts including Cell C, Old Mutual, Johnson & Johnson, Nokia, Woolworths and - its most recent success in South Africa - Kraft Foods.

For more, visit: <https://www.bizcommunity.com>