

ICOM+IN appoints Niche IMC in Nigeria

ICOM+IN, a global network of independent advertising and marketing communications agencies has appointed Niche - Integrated Marketing Communications in Lagos, to represent the network in Nigeria.

Niche IMC becomes the ninth agency member of the rapidly growing ICOM+IN Africa Network, joining agencies in Angola, Ghana, Ivory Coast, Mozambique, South Africa, Tanzania and Zambia.

"Niche's appointment reinforces what is already the largest group of independent agencies stretching across Africa," said Peter Jackson, regional director of the ICOM+IN Africa network and CEO of the Volcano Group in Bryanston, South Africa.

"With other regional key appointments in the works, ICOM+IN is on track to be the largest network of advertising and marketing communications agencies most effectively covering sub-Saharan, North Africa and the Middle East," he said.

Founded in 2006, Niche IMC handles a variety of local and international consumer and B2B accounts in insurance, finance, beer, power generators, telecom and other categories in the second largest economy sub-Saharan Africa.

As with many of ICOM+IN's members, Niche IMC is looking to grow through joint business opportunities and by gaining access to extensive global resources through ICOM+IN's international and Africa network, said Ola Awosemo, managing director and CEO.

"Africa is an increasingly important part of the world and increasingly important to our network," said ICOM+IN's managing director, Gary Burandt.