

TBWA\ signals Africa growth plans with new appointment

Continued focus on the Africa-wide growth has been signalled by [TBWA\](#) with the appointment of Graham Cruikshanks as the group's new director of Africa operations. The appointment is with immediate effect.



Graham Cruikshanks

Cruikshanks will be based in Johannesburg, South Africa. The TBWA\ Group's Africa network covers 13 national markets outside South Africa and includes affiliates in high growth economies in East and West Africa.

Derek Boucher, group CEO of TBWA, said the appointment would further strengthen group management expertise at a time when many brands and major corporates were looking to proven, well-resourced and geographically well-represented partners to assist in their penetration of Africa's fast-growing consumer markets.

Boucher added: "We welcome Graham at an exciting time. His experience in the strategic development of consumer brands in Africa and Asia will be invaluable in view of the on-going growth of African consumer markets and the opportunity to reach out to increasingly youthful and urbanised populations."

Cruikshanks has a 19-year track record in the marketing, advertising and communication industry. While at Saatchi & Saatchi (Cape Town), he worked as an account director on the Diageo Africa business, before taking up the post of deputy managing director.

He commented, "The group has already established a strong base in Africa. A great deal of attention has been given to knowledge sharing, skills development and the creation of robust local relationships. Proven expertise and infrastructure are in place.

"Substantial growth opportunities are apparent in many consumer markets in Africa. Numerous brands are excited by largely untapped potential, especially as growth has stalled in so many developed markets.

"There is a risk that sophisticated marketers will be tempted to impose their own model on markets that have their own unique characteristics. However, the TBWA\ network is underpinned by strong local partnerships and has been shaped by a process of information-sharing and two-way engagement that has bedded in over several years.

"This creates an ideal base from which to leverage continued growth on behalf of our clients."

Cruikshanks holds a Post-Graduate Diploma in Marketing Management from the University of Cape Town

and a B.Sc in Economics and Business Economics from the University of Southampton (UK).

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