

Posterscope Worldwide opens office in Kenya

Out-of-home media agency Posterscope Worldwide earlier this week launched its Nairobi office which will also act as the headquarters for the greater East African region. Kenya is the 23rd market globally that Posterscope is venturing into and the second after South Africa in sub-Saharan Africa.

Christian Skipper, Posterscope Worldwide international development director, said that the decision by the global giant to venture into Kenya was necessitated by the growing influence and economic strength presented by the East African Community and Kenya being the regional hub presented a natural choice for office location. He further lauded the remarkable economic recovery exhibited by the country in the wake of the post poll chaos and the global economic slump.

Kenya, a significant market - Skipper

"Kenya is a significant market for us and our multinational clients as is exhibited by the fact that it is the second market we are venturing into in Africa. We are indeed very excited to be here and I want to assure you of our commitment to this market," said Skipper.

George Mugendi, MD, Posterscope Kenya added that the company will also provide data on particular out-of-home sites and platforms to enable clients make informed decisions and justify returns on investment.

"Nowadays, brands want to know detailed specifics on their prospective out-of-home investment. Where is my billboard in proximity to my audience and competitors? Who will be looking at my billboard, and when? Is my target audience actually seeing my message? What will my billboard look like as I drive around that bend? Thankfully, Posterscope's proprietary tools take the guesswork out of out-of-home investment," said Mugendi.

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