Kenya's advertising association admits two new members

By Carole Kimutai: @CaroleKimutai

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Media Edge Interactive and BluePrint Marketing have been admitted into the Advertising Practitioners Association (APA), Kenya's advertising industry association. Media Edge Interactive is the advertising arm at Media Edge Group, a Kenyan owned integrated marketing communications house while BluePrint Marketing is a Kenyan subsidiary of Ogilvy.



L to R: Monty Dhariwal, chairman of Advertising Practitioners Association, Esther Ngomeli, managing director of Media Edge Group and Sandeep Sura, creative director of Media Edge Group.

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The two agencies will join 13 other agencies looking to control a sizeable chunk of Kenya's local advertising spend valued at more than KSh 65 billion. According to statistics from Ipsos Synovate in 2011, advertising spend by 33% and currently stands at KSh65.4 billion.

APA is the umbrella advertising forum that enforces advertising standards through adherence to a code of conduct and advocates for professionalism among its members.

Review of membership applications

"APA has been undertaking a rigorous review of all recent membership applications and we are proud to confirm the admission of the two agencies as part of our efforts to raise the quality of service provision," said Monty Dhariwal,the chairman of APA.

Agencies seeking to join APA are required to meet a rigorous criterion which focuses on financial operations, professional management and ethical operating standards.

Proposed reforms

Earlier this year, APA, announced proposed reforms to cover the highly competitive client pitching process in far reaching guidelines aimed at improving current market practices.

The proposals are still undergoing discussions by the APA leadership council. Part of the suggested guidelines include the need for recognition of resources and time that agencies deploy into marketing pitches by requiring clients to extend a rejection fee to agencies whose proposals are deemed unsuccessful.

The move is intended to encourage more focused pitches, as well as modest but fair reward for access to ideas through tender processes; an internationally accepted model under intellectual property guidelines.

ABOUT CAROLE KIMUTAI: @CAROLEKIMUTAI

Carole Kimutai is a writer and editor based in Nairobi, Kenya. She is currently an MA student in New Media at the University of Leicester, UK. Follow her on Twitter at @CaroleKimutai. View my profile and articles...

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