

Redhouse Public Relations partners with Magna Carta

Kenyan reputation management firm, Redhouse Public Relations, has announced an agreement with Magna Carta, which is Africa's exclusive affiliate of global communications consultancy Ketchum, to bring global reach to Kenya and the East African region.



Redhouse PR is one of the four independent divisions of Integrated Marketing Company Redhouse Group founded in September 2012. Other divisions in the group include TBWA\Redhouse Advertising, Media Edge Interactive and Media Edge Public Relations.

With the agreement, Redhouse PR will now be the exclusive East African affiliate of Magna Carta, representing both the Africa network and the global footprint in Kenya, Uganda, Tanzania and Rwanda.



Said Vincent Magwenya, Magna Carta's Chief Executive Officer: "We are extremely excited about this partnership. In Redhouse PR, we have found a solid partner with strong market credentials, reputation, knowledge and standing that is critical in building a credible pan-African partnership and business as part of a global outfit."

The partnership agreement will enable Redhouse to tap into Magna Carta's Africa-wide network as well as Ketchum's global footprint, knowledge base and best practices.

Magna Carta has developed a 16-country African network that spans a significant portion of sub-Saharan Africa, while Ketchum has more than 100 operations in more than 70 countries. Additionally, the agreement will enable Redhouse to tap into the greater TBWA global network, which provides access to 275 offices in 100 countries.