

New Nairobi office extends Isobar's global footprint

The new Nairobi office will extend Isobar's global footprint to over 70 locations in over 45 markets. The move comes in response to an increased demand for digital expertise and service in the region and builds on Global CEO Jean Lin's strategy in continuing to build Isobar in key emerging markets as well as established markets. Lin also recently extended the network's offering to include Brand Commerce.



Chris Madison

Chris Madison has taken up the MD role and is responsible for the agency's growth in addition to driving clients' digital strategy and increased ROI. He joined Isobar from TBWA where he was Head of Digital. Madison has also sat on the global digital advisory board for WPP, and was on the senior management at Millward Brown, in the digital analytics team.

"Kenya's digital maturity is developing at an exciting rate. Chris Madison's high calibre digital capabilities, married with Isobar's global insights, means he has access to a wealth of international support and experience to help bolster the growth of our new agency. We're proud to be the first global digital agency enter the market at this critical time," says Jean Lin, Isobar Global CEO.

Dawn Rowlands, CEO Dentsu Aegis Network SSA adds, "Chris Madison and his teams' capability pose an excellent opportunity to disrupt the market. The market is maturing digitally and clients are looking for quality large scale digital solutions."

"Kenyan creativity is meeting high-tech for the first time. Clients in Kenya have been thirsting for award-winning creativity and digital expertise and now they have it," concludes Madison.