

Y&R get Jubilee Insurance PR account

Jubilee Insurance Kenya has appointed Young & Rubicam Brands to provide it with marketing and advertising support across the East African region, the Indian Ocean and West Africa.

By [Carole Kimutai](#) 7 Feb 2011

"In addition, to fuel our continuing and bold expansion plans in Africa, we needed an advertising and promotion agency that could cope with our needs. From a number of agencies that made representation to us, we were pleased that Y&R met our standards and were ready to take the challenge. Our team is looking forward to working with them in 2011," said Jubilee Group chairman Nizar Juma.

Young & Rubicam Brands is currently handling multi-market assignments for Colgate Palmolive, Cadbury, Nation Media Group, Sony Ericsson, and Del Monte among others. The Nairobi office became the Africa headquarters for the global group in 2007.

Jubilee is the only ISO certified insurance group listed on the three East Africa stock exchanges - The Nairobi Stock Exchange (NSE), Dar es Salaam Stock Exchange and Uganda Securities Exchange.

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