

Y&R Kenya wins big at 2011 MSK Brand Warriors Awards

At the recent 2011 MSK Brand Warriors Awards, the Y&R Group in Kenya announced that five its clients were among the top winners.



Top advertising campaigns included: Pay-TV challenger brand, Zuku winning the Best Product Launch award; yuMobile, the mobile telecommunications company achieved a second place for Best Promotion Campaign for the 'No Monkey Business' campaign and positioned fourth in the Best Market Offense category.

Other Y&R Kenya clients winning awards included: Toyota and Ecobank in the Best Corporate Launch category; Aga Khan Heart and Cancer Centre in the Best Product Launch category and Co-op Bank was ranked in the Best Promotion Campaign for its BizWise SME loan campaign.

Chairman of Y&R Africa & Indian Ocean, Chris Harrison commenting on the agency's performance said, "this era of cut-throat competition we are pleased to note that most of our clients choose to be with Y&R because our work is effective. These awards acknowledge those clients and our teams who work closely with them to deliver results."

"Great ideas drive business, and great ideas are our business" Harrison concluded.