

Eunisell chooses HKLM to build its brand in West Africa

Eunisell, a Nigerian supplier of chemicals & additives to the oil industry, has chosen strategic brand consultancy HKLM to revamp its image in the West African market.

HKLM's Charles Kuzmanich says the agency's extensive experience in branding in Africa clinched the deal: "We know that what works for brands in London or Johannesburg won't necessarily work in Lagos. Our clients trust us to tailor specific brand solutions to suit their unique markets."

HKLM will undertake a complete corporate identity revamp and application for Eunisell.

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