

East African expansion for TBWA Africa

TBWA Africa has signed an affiliate agreement with digital Ugandan agency, Kinaya, as part of the group's drive to grow its African network and strengthen its African digital offering. Kinaya, based in Kampala, was formed in 2009 and currently has 11 employees. It specialises in social media, digital creative development, branding and PR with a client list that spans financial services, telecommunication, hospitality, public health, retail & entertainment. Kinaya is in its second year of working with Stanbic Bank Uganda, TBWA's biggest Pan-African client.

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