



Committed to
Being More

NETWORK OF THE YEAR 2017

BURSON-MARSTELLER AFRICA IS ...

...RELEVANT

Solutions-focused, we deliver locally-relevant, world-class communications by blending research to understand client challenges with our combined knowledge of the communications environment, media and stakeholder relations expertise and local, regional and global insights.

This has made us strategic communications partners to some of the world's most admired organisations and sees companies like SES, CNN, Colgate, Oracle, Total and Equip Health, seek our services.

...FRESH

Even after 25+ years, we still earn kudos for innovative thinking.

Our evidence-based approach is the foundation to our work, providing fresh insights that underpin strategies while our integrated communications approach marries innovative services to address business challenges. From educating consumers about oral health for Colgate, to unbedding internal culture for Pernod Ricard, to putting children's rights in the spotlight for the Global Child Forum and advising Westinghouse on issues management, our range of client work reflects our versatility and innovation.

.... DYNAMIC IN OUR LEADERSHIP

Paul Holmes described Chairman and CEO, Robyn de Villiers, as "a leader in the industry". In May 2016, the Holmes Report awarded Robyn the SABRE Award for *Outstanding Individual Achievement*, the first African honoured in this way, for **creating a unique network of indigenous, in-country communications consultancies providing communications services in 53 African countries - the leading African agency network.**

This position was entrenched further in October when Blast Burson-Marsteller launched in Mauritius, Reunion, Seychelles, Madagascar and the Comores, MO Burson-Marsteller in Angola and we extended our partnership with Icon Burson-Marsteller, Cameroon, into Congo-Brazzaville and Gabon, making 36 Burson-Marsteller branded consultancies across Africa.

Robyn also holds industry leadership positions including Training Chair - African Public Relations Association, and is increasingly sought after as a speaker at industry events including, in August 2016, The Sunday Times Best Brands Conference.

Robyn and director, Ruth Kolevsohn's selection as industry award judges in 2016 is further acknowledgement of our leadership strength: Ruth for the South African Public Relations Association; Robyn for the inaugural African Excellence Awards and the Financial Mail Adfocus Awards for the second year.

... STRATEGIC

In December, we realised the next step in our African strategy to strengthen longstanding partnerships across the continent in a structured way, helping our partners to achieve their business objectives as we achieve ours, by acquiring a minority stake in Engage Burson-Marsteller, our exclusive partner covering Kenya and Tanzania, and our second acquisition in Africa.

... COLLABORATIVE

Our partnership approach underpins client partnerships which continue to develop across Africa with clients like Colgate, SES (2 years), Oracle (1 year) CNN and Turner Networks (6 years), and Total (5 years).

Our work with our African affiliates is based on partnership. Whether attending their important occasions in their countries, facilitating in-situ training, supporting our affiliates' clients or hosting the annual Burson-Marsteller Africa conference, this collaboration, built up over two+ decades, sees us continuing to win recognition as the leading network in Africa, comprising award-winning agencies.

Our Ugandan, Kenyan, Nigerian, Angolan and Mauritian partners' 2016 awards attest to this: Blast Burson-Marsteller's EMEA Sabre Award for *African Campaign of the Year*; Engage Burson-Marsteller being named a finalist in the EMEA Sabre Award *New Agency of the Year* category and winning the *Best Public Affairs Campaign* award from the Public Relations Society of Kenya; and, Brainchild Burson-Marsteller's recognition as *Best PR Agency* in Uganda by the Public Relations Association of Uganda. In April 2016, Burson-Marsteller Africa received another accolade winning a *Gold PRISM Award for the African Network of the Year* and later in the year, the Adfocus *African Agency Network of the Year* award for the second successive year.

.... EMPOWERED

Although fully-integrated with Burson-Marsteller, we are a South African company, our representative team being 91% female and 57% black, with 26% of our shares being owned by an employee share incentive scheme. We are a certified Level Two B-BBEE contributor. Our staff complement across Africa of approximately 500 makes us a force to be reckoned with.

.... THOUGHT PROVOKING

Burson-Marsteller is recognised globally for its thought leadership - for Twiplomacy, the Arab Youth Survey and its Corporate Purpose and Crisis Surveys, and for Advantage Women, a new offering in response to the demand for powerful communications strategies to promote gender balance and create opportunities for women leaders.

Across Africa we launched our inaugural study on African youth in April 2016. "The A-Generation Study" showcased six trends that reflected the mindsets and changing priorities of Africa's youth in 2016 – of key importance to marketers wanting to build brands in Africa.

.... ADVANCING THE PR INDUSTRY

We have a long-standing commitment to advancing the public relations industry across Africa through communications training under the Burson-Marsteller Africa Training Academy umbrella.

Whether delivering training through Starting Blocks, our internship programme now in its 23rd year, training our people in our ASSET programme, increasingly exposing them to top international training opportunities, providing work experience for local and international students or assisting our clients to improve their communications skills - training is the bedrock of our purpose.

(821 words)