

Diageo appoints Pathfinder Africa for brand activation in Africa

Diageo Plc, the world's leading drinks company with brands such as Johnnie Walker and Guinness, has appointed Pathfinder Africa as their brand activation agency across all venture Africa markets spanning sub-Sahara Africa and the Indian Ocean Islands.

Pathfinder Africa, founded by Jonny Cohen, is an innovative BTL and POSM export agency based in Cape Town, with expertise in brand activation across myriad diverse African markets.

www.pathfinder-africa.com

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