

# Turner Africa appoints sales agency in Nigeria

Turner Africa has appointed Greenworld Communications as its media sales representative for key TV channels in Nigeria.



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This partnership with Turner Africa will offer Greenworld's clients access to advertising solutions on some of its iconic, high-quality channels operating across the continent: newly launched TNT, the Cartoon Network and Boomerang.

"We are extremely excited to work with Turner Africa and its prestigious brands," said Greg Anobili, vice-president and CEO, Greenworld Communications. "The partnership furthers the multi-channel vision of Greenworld, where we can provide advertisers with desirable audiences over multiple platforms. The implication is that we will make it possible to greatly amplify advertising campaigns and brands alike, working closely with the brands to drive better ROI and reach for clients".

Turner, a WarnerMedia company is an entertainment, sports and news company that operates more than 180 channels and showcases 47 brands in 34 languages in over 200 countries. The Turner channels are available on DSTV and terrestrial TV in Nigeria across multiple packages. Turner Africa operates the leading kid's channels, Cartoon Network and Boomerang and the US blockbuster movie channel, TNT.

The agreement expands the reach of the Greenworld TV sales division into new genres, such as blockbuster movies (for example, *I am Legend* with Will Smith or the latest *Miami Vice*) and highly desirable kid's programming, as well as into new audiences across the SEM spectrum. Greenworld offers Turner Africa dedicated television and integrated sales and a

back-end team with the experience to produce cost-effective, high-impact advertising, content and sponsorship solutions on the Turner channels.



## Fine-tuning Turner Africa's TV strategy

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"Concluding this significant partnership with one of the world's leading content providers and distributors will strengthen Greenworld's offering to the market," added Anobili. "Television is an increasingly important part of our strategy and we will now be able to offer our clients a more extensive media buy that delivers diverse content opportunities, audiences and return on investment."

Guillaume Coffin, Turner VP of sales and business development: France and Africa, said, "The partnership with Greenworld is an important move for Turner's developments and regional relevance in west Africa. Its expertise and its ability to innovate, as well as its event-based advertising know-how, convinced us to sign this new partnership. We are convinced that with this new offer we will bring even more value to clients."

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