

FCB restructures to FCB Africa



By [Danette Breitenbach](#)

20 Nov 2015

FCB has announced that it would be restructuring its business on the continent and as a result of this FCB South Africa has been renamed FCB Africa and its affiliates on the continent would be rebranded to include FCB in their names.



Brett Morris

FCB boasts the oldest network (90 years) on the continent, which includes 21 agencies affiliated to FCB Africa covering 24 markets. These affiliates have signed new contracts with the Interpublic Group of Companies (IPG), which FCB is part of.

Brett Morris, CEO for all FCB agencies on the continent called the announcement "a simple statement, but one that is symbolic and powerful." What is not symbolic is the change in the agency. "This has been a long time coming and we want to bring this network together and the announcement signals our intent across the continent."

He adds that Africa is a new market and despite some recent challenges, it still offers a better return than any other part of the world. "We are still seeing investment follow from a marketing point of view. Brands have been dipping their toes in. Africa still remains a massive market, despite recent events such as falling currencies, falling and depressed commodity prices, and we will roll with the shifts on the continent."

Morris said the change put the agencies on the continent on an equal footing. "It gives us the opportunity to find common ground as well as to tap into a new market that will not only benefit the agencies but also our clients."

The agencies already work across campaigns. "We host what we call rumbles where teams from across the world get together and work on a pitch. We hosted a rumble with five teams from across the continent to put a pitch."

He pointed out that the agencies offer various strong capabilities. "Some agencies have strong media capabilities, while others a strong creative capability. Through this we will grow best practice and offer support. We will test against local nuances as we know this is important in African markets."

This will be part of the function of FCB Connect, the coordinating agency in the network. Operating from Cape Town, Philip van Rensburg will continue as Managing Director, supported by the FCB Africa group exco. Managing Director of FCB Cape Town, Eric D'Oliviera's portfolio will include FCB Connect.

"We are one network across the continent - that is how we have always conducted our business. It is about partnerships and we will work together and learn from one another. It's a journey and we know we still have a long way to go," says Morris.

He adds: "We live in challenging times in our industry where media is changing rapidly, and clients want more for less, but if we cannot get clients to buy better work then we will get lost. Big challenges lie ahead, but we need to turn those into advantages. There is no such thing as a creative recession. There is always a big idea."

"As an African, I am thrilled that we have unified our business in Africa in this way," he says.

By country (and agency), the FCB network comprises:

- Angola & Mozambique - BACK
- Cameroon & Chad - FCB Palmares
- DRC & Congo - FCB Oxygene
- Ethiopia - Astar
- Ghana - FCB Admedia
- Ivory Coast, Togo and Burkina Faso - FCB Intuition
- Kenya & Tanzania - FCB Sema House
- Liberia - Premier Group
- Malawi - FCB Times Communication
- Mali - FCB Publistar
- Mauritius & Madagascar - FCB Cread
- Namibia - BlueBerry
- Nigeria - FCB Brandfirst (Media agency)
- Nigeria - FCB DpPartnership
- Senegal - FCB Insights
- South Africa - 1886
- South Africa - FCB Cape Town
- South Africa - FCB Durban
- South Africa - FCB Johannesburg
- Zambia - FCB Zambia
- Zimbabwe - FCB Zimbabwe

A further three agencies - in Botswana, Uganda and Rwanda - will sign with FCB Africa by the end of this year.

Larger Pan-African accounts include:

- WingsCorp (Indonesia) - Washing detergents such as SoKlin, Goodmama, Boom, Soklin Protect, Noodles - Mie Supreme
- Tiger Brands - Tastic, Crosse & Blackwell, Fattis & Monis, Doom,
- Engen
- Davita Trading - Davita Juice, Jolly Juice, Benny Stock
- Moneygram

- Aldor - Pin Pop, Yougeta
- Distell - Savanna
- Advans Micro Finance Bank
- Old Mutual
- SA Tourism
- PPC Cement

FCB (Foote, Cone & Belding) is a global, fully integrated marketing communications company focused on changing consumer behaviour for the benefit of clients, colleagues and communities. With more than 8000 people from 120 offices in 80 countries, the network brings strong understanding of local markets and cultures while continuing a heritage of creativity and success dating from 1873. FCB is part of the Interpublic Group of Companies (NYSE:IPG).

ABOUT DANETTE BREITENBACH

Danette Breitenbach is a marketing & media editor at Bizcommunity.com. Previously she freelanced in the marketing and media sector, including for Bizcommunity. She was editor and publisher of AdVantage, the publication that served the marketing, media and advertising industry in southern Africa. She has worked extensively in print media, mainly B2B. She has a Masters in Financial Journalism from Wits.

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