

MTN Group appoints Omnicom Group as global marketing services provider across operations

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MTN Group names Omnicom Group as MTN's lead agency partner across its footprint following a competitive pitch process. Cementing a partnership that commenced in 2017, group chief executive officer at TBWA South Africa, Luca Gallarelli says he is extremely excited to enter into this new chapter with MTN.



“We are thrilled by this announcement which is certainly reflective of the hard work and dedication of our entire team. MTN is one of the world’s leading brands for a good reason, and we look forward to working with them to achieve their business ambitions in the coming years,” said Gallarelli.

“MTN is delighted with the outcome of the global marketing services RFP. The calibre of submissions from all bidders was of an exceptional standard, despite the unusual circumstances we find ourselves in,” commented Bernice Samuels, group executive for marketing.

“Omnicom proved themselves not just as a creative powerhouse, but also demonstrated solid commitment to partner with MTN in achieving our common goal to contribute to Africa’s progress,” she concluded.

About the MTN Group

Launched in 1994, the MTN Group is a leading emerging market operator with a clear vision to lead the delivery of a bold new digital world to our customers in 21 countries in Africa and the Middle East. We are inspired by our belief that everyone deserves the benefits of a modern connected life. The MTN Group is listed on the JSE Securities Exchange in South Africa under the share code 'MTN'. We are pursuing our **bright** strategy with a major focus on growth in data, fintech and digital businesses.

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