

## KingJames34° launches in Kenya

The King James Group has launched the KingJames34° in Kenya. This is a partnership between the South African independent agency and the local arm of recent acquisition, 34°.

















With the growth of many corporate clients across Africa over the last few years, the new agency is a committed intent for King James Group to match this expansion in the creative space. KingJames34° will become King James Group's third office, adding to the current offices in Cape Town and Johannesburg.