

Significant African account gains for HKLM

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Africa's leading strategic branding and communications agency, HKLM, has maintained its strong growth of 2017 with several solid account wins gathered from across the continent in the 2018 year to date.

In South Africa, HKLM was reappointed to handle all the ATL and digital branding work for the University of Johannesburg, and embarked on a two-year journey to rebrand the organisation formerly known as the Chamber of Mines of South Africa to the Minerals Council South Africa. The Minerals Council represents more than 70 large, medium-sized and small and emerging miners, as well as three associations that collectively represent more than 200 additional entities. In addition, HKLM was commissioned to create a new business strategy, updated identity and streamlined brand architecture for local software solutions company, Adapt IT.

In a very exciting project, HKLM was also tasked with developing the branding for Karingani, a newly established conservation area in Mozambique that borders the Kruger National Park. The agency crafted a brand platform for Karingani, built around its strong conservation purpose and incorporating its values and brand story as well as local myth, legend and culture.

Further afield, HKLM signed on Bank of Abyssinia, the third largest private bank in Ethiopia, and developed a new brand positioning and identity for the bank. HKLM's challenge here was to preserve the 20 years of brand equity that lay within the name and symbol of the Bank of Abyssinia, and reposition the bank as a strong local competitor while aspiring to be regionally and globally relevant in an evolving, deregulating market.

Similarly, HKLM took on the complete rebranding of prominent Mauritian insurance group, Mauritius Union, with its 70-year-old heritage, and developed a new name and brand identity for the group, in line with its renewed strategic direction. MUA, as it's now known, is a leading provider of innovative and customer-centric financial and insurance solutions across the Indian Ocean Islands and East Africa, following the acquisition of Phoenix Assurance in four key markets in the region.

Dr Mike Adenuga Jr is one of Africa's foremost business visionaries, a strong ally to France and a long-standing client of HKLM. When he recently donated the land and building to house the Alliance Francaise in Lagos, Nigeria, HKLM created the branding for this prestigious complex. The agency also handled all the design and communications collateral associated with the official opening of the building, which was inaugurated by French President, Emmanuel Macron.

Also in Nigeria, HKLM was appointed to create a holistic marketing and communication strategy, including both traditional and digital solutions, for Hyde Energy Lubricants, which trades in and markets oil, refined oil products, gas and renewable energy products in Africa and around the world.

"These successes augment HKLM's leadership position in Africa, as approximately 50% of our business now comes from outside South Africa – our founding base. This geographic diversity has provided us with an excellent spread of clients across various regions, positively growing the portfolio of successful brands we've helped build in Africa," says Sean McCoy, HKLM founder and executive.

Since its establishment 15 years ago, HKLM has grown to become Africa's leading brand agency, with representation in South Africa, Nigeria, Ghana, Ethiopia, Kenya, Botswana and Swaziland. From these hubs it has created some of the continent's most significant brands across a multitude of sectors in 30 different African countries.

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" **Zahra Mirza appointed general manager at HKLM Connect** 16 Nov 2021

" **Lerato Tsimo joins the HKLM Connect management team** 19 May 2021

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HKLM is an independent strategic branding and communications company focused on building powerful, sustainable brands in Africa. We are Africa's leading brand agency with representation in South Africa, Nigeria, Ghana, Ethiopia, Kenya, Botswana and Swaziland.

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