

New partnership to provide smart data-driven marketing for Africa

To help businesses and brands accelerate their growth and win across the continent, Kasi Insight, a decisions intelligence company in Africa, and Creative VMLY&R Kenya, a marketing agency, have announced a new partnership to help brands win over consumers with smart and data-driven marketing.



Source: © Africa Feeds [Africa Feeds](#) A Kenyan trading center in Nairobi

The partnership comes on the heels of the recent realisation that marketing is changing and requires more data to tell stories that connect with consumers in Africa.

To win in the world's fastest-growing market, Africa, decision-makers need to have better visibility of the realities of the continent's economies, markets, and communities through the lens of consumers.

Brands have also realised that growth in Africa requires updated, aggregated, trended data, the days of outdated reports are over.

Change is the only constant these days and leaders demand local insights at the speed of business in addition to real-time and relevant datasets across markets

Unlocking consumer insights

"As an innovative and forward-looking agency, we want to be more data-driven because our clients are demanding more from us, and consumer data provides tremendous value from planning, execution, and performance management," says Gil Kemami, managing director, Creative VMLY&R.

Creative VMLY&R and Kasi Insight will work together to unlock consumer insights, co-produce content and innovate for brands in Kenya and later Africa.

At this point in the digital age, acting on “gut instinct” when it comes to making operational and strategic decisions, is long gone. A deeper understanding of consumers will unleash tremendous innovations and opportunities for brands in Africa.

Evaluate and diagnose brands

Creative VMLY&R will provide an empirical and historically validated demonstration of how brands grow and decline, and its metrics have been linked to both current and future financial performance.

Their model enables them to evaluate and diagnose brands on equity, loyalty and imagery dimensions and then prescribe a strategic framework for achieving marketplace success.

"We are excited to work with Creative VMLY&R to bring some of these insights to life through the work they do for brands. This partnership underscores our commitment to empowering business leaders and entrepreneurs to make crucial decisions with confidence," concludes Yannick Lefang, CEO Kasi Insight.

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