

# Tribe Global welcomes Mark1

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Tribe Global was extremely excited when the independent agency network announced towards the end of last year that they have accepted the Tribe's first agency in Africa.



Ian Wright, Managing Director at Tribe Global said: "The addition of Mark1 is significant for several reasons. We fill a big geographic gap, we can now talk knowledgeably about Southern Africa, they bring great digital and social skills and they are award winners."

Daan du Toit, MD of Mark1 had the following to add: "With our roots in Europe, we have always taken a keen interest in the latest industry trends and top advertising technologies. To stay ahead of the curve, we frequently attend top European events like DMEXCO, Ad:Tech London and ATS, but being connected to 30 global agencies takes this to the next level for us. While we obviously love the fact that we are independent, this naturally has its challenges and one challenge is certainly not having international counterparts to gain some deep learning from. Being part of Tribe Global immediately illuminated that challenge for us and we are gaining invaluable knowledge from other territories almost daily."

On being a first in Africa, Daan had the following to say: "We are immensely proud to be the first African agency accepted into the tribe, especially as they have very strict criteria for being accepted. I am sure having our best year in terms of winning awards has counted massively in our favour. They also limit the number of agencies allowed in every territory and it is a massive compliment to be accepted as their first member on the continent. We are extremely passionate about digital marketing in Africa and growing the local industry, so I feel we are the ideal partner for them here."

## TRIBE GLOBAL BIO

Tribe Global is a growing network of successful, independent, owner-run communications agencies. With more than 30 agencies in 48 cities across Europe, North and Latin America, the Middle East, Africa and Asia, we combine the scale of a network with a spirit of strategic and creative independence.

At Tribe Global we have one very unique thing in common - we're all different.

## MARK1 BIO

Mark1 is a cutting edge Full-Service Digital Marketing Business.

Established in 2009, we pioneered Programmatic Media Buying as well as Social Media Marketing in South Africa and over the years expanded our offering to provide clients an end-to-end solution to help navigate the overall digital landscape.

Whether you are looking for an integrated marketing partner or require a specific, tailored solution, we have the expertise to meet your needs.

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**Mark1**

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