

MetropolitanRepublic Uganda continues to grow

MetropolitanRepublic, a South African-based advertising agency which opened its doors in Kampala, Uganda, seven months ago, recently spread its coverage into Sub-Saharan Africa.

Since its expansion into the African continent, MetropolitanRepublic knew the route they had taken was going to be risky and that there would be challenges. Globally there is an increased focus on Africa. The continent's status as a potential growth area is ranking higher and the prospects for business growth is almost a given. The agency's foray into the rest of Africa was probably a year ahead of schedule, but their successful pitch for the MTN Uganda account fast-tracked that.

The only way they were going to raise the bar in the Ugandan market was by opening a fully fledged office rather than trying to integrate or partner with an existing agency.

Managing director of MetropolitanRepublic, Dawn Klatzko says, "This is Africa. Investors tend to be nervous about her. The political landscape is often unstable and there are infrastructural challenges such as lack of constant electricity supply. But, we have a taste for adventure and like to set our sights high"

"We are serious about our commitment to Uganda and to what we want to achieve for our clients. If we were going to deliver a communications product that is visibly of a different calibre, we needed to make a substantial investment in people with the right talent. Finding the right person to head up the company was more of a challenge, but we found the enthusiastic visionary we were looking for," explains Klatzko.

Alex Rukundo, a Ugandan native familiar with the country's cultural environment and ethnic nuances, was appointed the position of managing director of MetropolitanRepublic Uganda.

"The population is young, so there is a progressive spirit in Uganda. There is a very tangible vibe and the new generation is working hard towards a stable future," says Rukundo.