

**M&CSAATCHI  
ABEL**



**EXCITING NEWS FROM OUR AGENCY.**

# **M&C SAATCHI ABEL APPOINTED MARKETING PARTNER FOR THE ICONIC MTN BRAND.**

Hi team

I'm delighted to confirm that M&C Saatchi Abel, in partnership with all our African affiliate agencies (that's you!), have been appointed as the new marketing services partner across all MTN Group operating companies, effective 1 January 2025.

We are exceptionally excited about this opportunity to partner all of you in delivering world-class solutions to this incredible brand and business.

We will be in touch with each company individually shortly to outline next steps and proposed timing for us to get together and plan for how we onboard this significant new client, but for now, I wanted to say **THANK YOU** for all your hard work to date and a **MASSIVE CONGRATULATIONS** to each of you.

I hope that you will find an opportunity to celebrate in style with your teams and we look forward to connecting soon.

Please find attached the press release due to go out shortly – please can I ask that if we are to make any in-market press or social announcement, that we use this release – for any changes or proposed tweaks, please connect with Nival for approval before sending it out.

Well done everyone – we cannot wait to embark on this exciting journey with all of you.

**Jacques and the entire M&C Saatchi Abel South Africa team.**

**BRUTAL  
SIMPLICITY  
OF THOUGHT**