



**M&C Saatchi Abel gearing up to deliver innovative creative solutions to unlock the next phase of growth for MTN Group.**

*MTN appoints 100% African-owned M&C Saatchi Abel as marketing partner to unlock next phase of its growth.*

**JOHANNESBURG** – M&C Saatchi Group South Africa, which recently revealed it was buying back all its shares to become the biggest independently-owned creative group of companies in South Africa, has announced that its flagship creative agency M&C Saatchi Abel has been appointed by MTN Group as the marketing services partner across all MTN Group operating companies, effective 1 January 2025.

The appointment brings together two businesses that are committed to Africa and who believe that African talent can innovate and compete successfully on the international stage. M&C Saatchi Group South Africa CEO Jacques Burger says: "We are delighted and honoured to have been appointed marketing partner for the iconic MTN brand. Our relationship starts with a shared commitment to this continent and an understanding that proudly African businesses can deliver excellence on a world stage in terms of the quality of the solutions they provide.

"MTN is a world-class brand from Africa that brought us the power of connection and continues to evolve. Our recent announcement of moving to a 100% African-owned business aligns perfectly with the MTN brand."

Burger explains that from a communications perspective, M&C Saatchi Abel believes in innovative solutions and not just advertisements. "As such, we are excited to work closely with MTN across all its businesses in various countries to generate ideas and thinking that shifts behaviour and supports MTN on the next phase of its growth on the continent."

"We look forward to commencing this new chapter with M&C Saatchi Abel and their Group of Companies," remarked Bernice Samuels, MTN Group Marketing Executive. "Their progressive perspective and achievements in the marketing domain are precisely what MTN requires to elevate our brand. We believe this partnership will not only redefine our brand presence but also enrich the experiences of our customers globally."

Burger adds that the notice period between now and the appointment date allows M&C Saatchi Abel to lay the groundwork, which includes new jobs. "What this time period will allow us to do is scale our business in a very intentional way in terms of talent, systems and technology, all of which we see benefitting both MTN and the rest of our client base and the work we do every day. Telcos,

and specifically MTN, are at the forefront of technology and innovation which requires an agency that is world class, future-fit, and innovation-driven.”

M&C Saatchi Abel Chief Creative Officer Neo Mashigo says M&C Saatchi Abel has an unwavering commitment to the power of creativity to solve problems.

“What we focus on is creative solutions for complex business challenges and this is what MTN saw in us. The world is increasingly complex, and if you look at businesses of scale with a multitude of audiences and services, such as MTN, our agency’s Brutal Simplicity of Thought provides the kind of sharp, incisive thinking that cuts through chaos, confusion, and complexity to land on creative solutions that connect people, and ultimately unlock growth,” he says.

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### **About M&C Saatchi Abel and Group of Companies**

The Group is a globally recognized marketing services firm, celebrated for its innovative creative solutions in connecting brands in more meaningful ways with their audiences. Operating in over 50 markets with a widespread African footprint, M&C Saatchi specializes in digital marketing, creative solutions, and strategic branding.

### **About the MTN Group**

Launched in 1994, the MTN Group is a leading emerging market operator with a clear vision to lead the delivery of a bold new digital world to our customers. We are inspired by our belief that everyone deserves the benefits of a modern connected life. The MTN Group is listed on the JSE Securities Exchange in South Africa under the share code ‘MTN’. Our strategy is Ambition 2025: Leading digital solutions for Africa’s progress.