



**REDHOUSE  
GROUP**

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# Redhouse Group Launches Digital Marketing Mentorship Program



**Above:** Team members in the Digital Mentorship Program strike a pose as #RedNerds.

**Left:** Redhouse Digital General Manager, Eugene Omolo, paints the future of digital.

**Nairobi, June 20th, 2016...** Integrated Marketing and Communication powerhouse, Redhouse Group, has kicked-off a mentorship initiative to deepen digital communications skills across its 100-plus talent force through monthly digital boot camps, dubbed #RedNerds. Redhouse Group is tapping specialist resource from its vast global Omnicom network, to which it is affiliated.

Redhouse Group represents network agencies - TBWA, BBDO, Digital Arts Network (DAN) and Ketchum in Kenya and East Africa.

Speaking at the **RedNerds** launch, Eugene Omolo, General Manager for Redhouse Digital said the mentorship initiative is spurred by the reality that today's communication campaigns are driven by online influence working in perfect collaboration with offline influence.

"The evolution of technology over the last two decades has drastically changed the way brands and businesses execute their communication. The most effective campaigns integrate the best of traditional and online channels and influencers to deliver holistic story-telling strategies. Increasingly, consumers have unfettered access and interaction with products and brands and their information via digital channels and devices, demanding the adaptation of digital to support all traditional campaigns.

This initiative will also encourage the Redhouse Group community to nurture skills that will enable them grow as digital professionals and influencers in both the online and offline sphere. "The influencers will work hand in

hand with creative and content experts in this specialty with a goal of growing them and their influence in social media activity" added Eugene.

There are over 4 million social media users in Kenya with Facebook commanding the largest share estimated at 3.8 million, followed by Twitter at 1.7 million users. Kenya, emerged 4th in Africa in a ranking of countries whose citizens tweeted most in 2015, with 76 million geo-located tweets.

Statistics from Cisco Systems – a worldwide leader in IT, estimates that global mobile data traffic grew by 74 percent in 2015. However, growth rates varied widely by region, with Middle East and Africa having the highest growth rate (117 percent) followed by Asia Pacific (83 percent), Latin America (73 percent), and Central and Eastern Europe (71 percent).

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