Africanews launches its first pan-African ad campaign

On Saturday 24 September, Africanews starts its outdoor campaign in 7 sub-Saharan countries.

Pointe-Noire, Republic of the Congo – 22 September 2016 / Africanews is the first pan-African and multilingual news outlet. The unique media offering all viewpoints, all voices, all ideas, launches its campaign “Africanews, Your Voice” which aims to show the new face of news coverage from a fast-moving continent.

Africanews, launched this year by its sister company Euronews, has created a fully-fledged pan-African network, with editorial decisions made in Africa for an African audience.

To illustrate this remarkable editorial position, the campaign presents Africanews’ iconic journalists who represent an exceptional team of 90 media professionals from the whole of sub-Saharan Africa. From Pointe-Noire (Congo-Brazzaville), they provide unique coverage from a purely pan-African perspective of African and international news.

Michael Peters, CEO

“Africanews is here to bring the pan-African perspective into the international debate. This ambition is reflected by our strong claim: “Africanews, Your Voice” that we will advertise in seven of the most important markets. We target all Africans looking for a fresh view on their continent and world affairs with coverage that recognises the rising Africa as an incredible source of news with a great pool of talent.”

Africanews ad campaign

The first outdoor brand campaign will be displayed in key places in the capital cities of seven targeted countries:

- Cameroon
- Democratic Republic of the Congo
- Ivory Coast
- Kenya
- Nigeria
- Republic of the Congo
- Senegal
The campaign will also be published in magazines such as *Forbes Africa* and *Jeune Afrique*.

Several visuals are available for this brand campaign:

**Corporate feature:**
The first corporate creative introduces Africanews as "a new voice", showing some of its top journalists. With a team that comes from 15 different countries, this visual embodies the diversity and richness of the journalists of Africanews. Everyday they work together to provide news from a pan-African perspective and to highlight the African talents.

From left to right: Tokunbo Salako, Afolake Oyinloye, Robert K’Odingo, Hannane Ferdjani, Juliet Bawuah, Elayne Wangalwa

**Programmes features:**
The three other visuals show Africanews’ flagship programmes:

*The Morning Call* and its full team. The daily 60-minute live show is presented each morning by English-speaking Robert K’Odingo and French-speaking Hannane Ferdjani to provide African and international news. The Morning Call also features weekly thematic topics:

- *This is Culture!* with Linnete Bahati
- *Sci-tech* with Ismail Akwei
- *Business* with Stéphane Kungne
- *Travel* with Afolake Oyinloye
- *Sport* with Juliet Bawuah
'Football planet', presented each week by Juliet Bawuah, provides an overview of football events across Africa and Europe: results, highlights, summaries, discussions and debates with professionals, experts and fans throughout the continent.
'Business Africa' airs weekly business news with an African perspective on the international and African economy, with Afolake Oyinloye.

Afolake Oyinloye
www.africanews.com/programmes/business-africa/ #BusinessAfrica

About Africanews

Africanews, launched in 2016 (digital in January, TV in April), stands out as the first pan-African multilingual media source produced simultaneously in French and English, and offering coverage of African and global news from a sub-Saharan perspective.

Today, Africanews TV is available in 36 countries across sub-Saharan Africa thanks to major pay-tv players and national channels (partial broadcast). The Africanews signal covers sub-Saharan Africa and the Indian Ocean islands via two satellites: SES 4 and SES 5.

Africanews’ digital platforms, available around the world, highlight the challenges and opportunities of a connected Africa:

- africanews.com has a responsive web design suited to all mobile, tablet and computer screens and has the added feature of adapting to the quality of the available connection;
- two YouTube channels (in English and French) and Facebook and Twitter accounts @africanews and @africanewsfr.

Africanews is a 100% Euronews subsidiary financed through advertising and distribution. Africanews adheres to the same editorial charter as its European sister channel, Euronews.

Follow us on Twitter @africanews and @euronews_group

To download the campaign: please click here

The campaign "Africanews, Your Voice" was conceived internally.
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