



Saracen Media Limited is a specialist media agency that provides media planning, buying, control and inventory management services. It has given direction to the practice of media planning and buying in Kenya and East Africa sub region at large. In the first year of operation, the company transformed media practice in Kenya by initiating standards to ensure unprecedented high media compliance by media owners and prompt payments for placements implemented.

ACHIEVEMENTS

The company has received prestigious awards within the industry to recognize the quality and innovation of solutions to enhance the experience of the clients. These awards include:



Global Media Agency of the Year 2019, 2014, 2013, 2011, 2009, 2008

Adweek is a weekly American advertising trade publication that was first published in 1978.



Cannes Lions Festival 2017, 2018

- Most Medaled Media Network, Cannes Lions Festival of Creativity 2018.
- Media Network of the year, Cannes Lions Festival of Creativity 2017.



Media Agency of the Year 2011, 2009, 2005, 2002

Advertising Age is a magazine, delivering news, analysis and data on marketing and media

CLIENTS

Our desire to leverage international work tools, talents and ideas led us to affiliate with OMD, the global media advertising company of Omnicom.

Omnicom is the world's largest marketing communications network, with offices in over 80 countries. This affiliation places at our disposal the global capabilities of OMD to the benefit of our local & international clients and their brands.



IBUKA



Saracen Media Ltd was admitted into the Ibuka program – Accelerator Board on 19th November 2019 as the twentieth (20th) company in the program.

The platform has provided visibility and Ibuka service meetings are ongoing to steer the capacity to set up the requisite governance and compliance structure to enable it raise capital, attract investors and potential partners and take advantage of the capital markets products.

CONTACT INFORMATION

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