

# Havas demonstrates commitment to Africa with new start-up

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Havas Southern Africa has announced it has joined forces with long-term communications industry icon, Ivan Moroke, in a new business venture to be named "Co-Currency".

"Co-Currency is a brand strategy consulting firm with a significant difference," says Moroke. "We intend to go past communication into all the consumer touch points, focusing on how the customer views the business from the outside in, rather than how the business views the customer from the inside out."

While the business is part-owned by Havas, it will be run independently of the Havas Group in Southern Africa. "The advice that Co-Currency will give to its clients, will be media and channel agnostic and totally neutral," says Lynn Madeley, Group CEO of Havas Southern Africa. "The only way to ensure this outcome is for the firm to have its independence."



*CoCurrency CEO Ivan Moroke and Group CEO of Havas Southern Africa Lynn Madeley*

In his role as CEO at Co-Currency, Moroke will be responsible for building the business in South Africa and across the Continent and part of his mission will be to ensure skills transfer to the clients his team works for.

"I've always enjoyed a collaborative approach to work and this is will be at the cornerstone of Co-Currency's approach," continues Moroke. "This is an exciting time for us and we are ready, eager and hungry for what the future brings."

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