

Case study

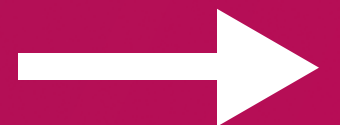


Announcement of TPay Group's CEO



africanmediaagency.com

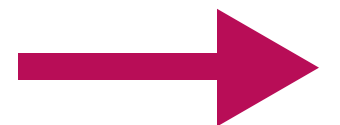
contact@africanmediaagency.com



Context



Following the appointment of **Işık Uman As Group Chief Executive Officer**, TPAY contacted us to distribute a press release to a pan African audience.



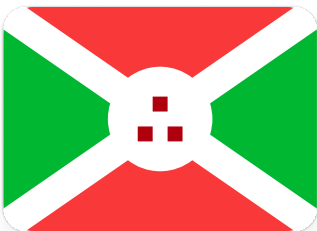
During the reporting period, TPAY
received coverage in following countries:



Benin



Burkina Faso



Burundi



Cameroon



Chad



CAR



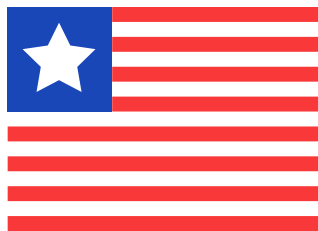
Congo



DR Congo



Côte d'Ivoire



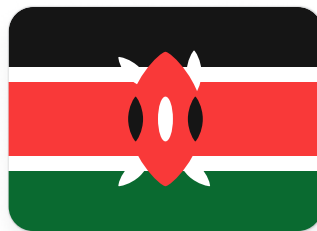
Liberia



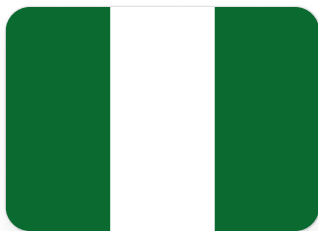
Malawi



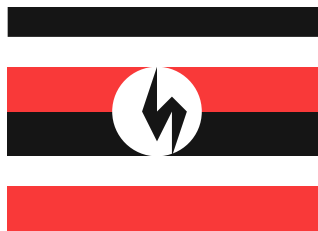
South Africa



Kenya



Nigeria



Uganda



Togo



Senegal



The coverage also extended to
Pan-African news websites

+150

Noteworthy Pick-ups

 **TheGuardian**

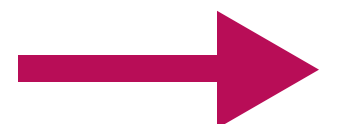
Financial Afrik
Toute la finance africaine

ventures
NOTHING VENTURED, NOTHING GAINED

africa.com

MENAFN

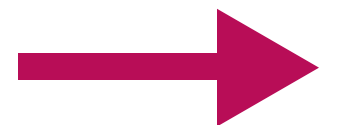

TECHMORAN
Entrepreneurship in Africa



Advertising Equivalent Value (AVE)

\$343 128.61

The AVE is a metric used to estimate the monetary worth of media coverage gained from a public relations campaign. It compares the earned media space to the cost of paid advertising space to give an advertising equivalent value.



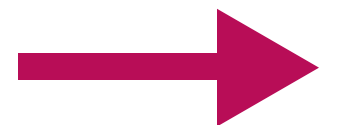
About us



African Media Agency (AMA) is the trusted pan-African communications agency that helps you connect with African audiences.

Our services include:

- Press Release Distribution
- Digital Press Conferences
- PR Strategies
- Media Relations



**Do you want your story to
be visible on Google and
Tier 1 media in Africa ?**

Get in touch with us
contact@africanmediaagency.com