



PRESS RELEASE

Berlin, 27 September 2017

To affinity and beyond

An entrepreneurial group of European agencies have today launched a new international network, designed to help clients improve the reach, quality and scale of their global marketing.

Branded Affinità, (www.affinita.com) the alliance brings together a founding group of independent marketing, digital and creative agencies from seven countries.

Collectively the agencies represent more than 100 international consumer and business brands and organisations, including Allianz, Volvo, Cisco, Total, Siemens, Unilever, Deutsche Bank, Peugeot, Samsung and Audi. Combined annual revenues of the group exceed €30M.

Affinità was conceived by Hervé Kabla, President of Paris-based digital and social media specialist, Be Angels. Says Kabla:

“We developed Affinità to support those clients who find existing global agency options unsatisfactory, whether due to issues around cost, responsiveness or local knowledge. Our *Local Everywhere* mantra underlines the network’s ability to understand and respond to the nuances of individual markets.

“Affinità members are entrepreneurial, mid-sized agencies, hand-picked for their energy, expertise and effectiveness. Individually we are among the fastest growing challengers in our core markets. Together we represent a powerful new force in international marketing”.

Initially with European members, Affinità recruitment is underway in the Americas, Asia Pacific, the Middle East and Africa, with a target of 20 members and full global coverage by March 2018.

Ends

Editors' note

For press enquiries and interviews

Hervé Kabla
President
Be Angels
herve.kabla@be-angels.com
Tel: +33 1 41 10 92 32

Links

LINKEDIN:
<https://www.linkedin.com/company/11272008/>

TWITTER
<https://twitter.com/AffinitaNetwork>

FACEBOOK
<https://www.facebook.com/affinita.network/>

APPENDIX/1



Hervé Kabla, President of Be Angels, Paris, and founder of the Affinità network

APPENDIX/2

Current Affinità members:

Agency Logo	Details
	<p>Be Angels</p> <p>Paris</p> <p>www.be-angels.com</p> <p>Hervé Kabla President herve.kabla@be-angels.com 33 1 85 74 20 40</p>
<p>Barcelona Virtual</p> <p>The Agency of the New Brand</p>	<p>Barcelona Virtual</p> <p>Barcelona</p> <p>www.bvirtual.com</p> <p>Paul Fleming Founder paul.fleming@bvirtual.com 34 933 944 880</p>
	<p>dJomba</p> <p>Lisbon</p> <p>www.djomba.com</p> <p>Filipe Girao New Business Director filipegirao@djomba.com 351 21 386 0377</p>

	<p>Figmenta</p> <p>Milan</p> <p>www.figmenta.com</p> <p>Federico Gherardi Founder fg@figmenta.com 39 02 8706 3218</p>
	<p>Nubis</p> <p>Amsterdam</p> <p>www.nubisonline.nl</p> <p>Jelle Oskam Founder jelle.oskam@nubisonline.nl 31 20-8932941</p>
	<p>The Other Creative</p> <p>London</p> <p>www.other.co.uk</p> <p>Jon Dobinson CEO jon@other.co.uk 44 20 7600 9339</p>
	<p>Superbello</p> <p>Milan</p> <p>www.superbello.com</p> <p>Fabrizio Parisi Managing Partner fabrizio.parsi@superbello.com 39 347 306 7337</p>

	<p>The Crocodile</p> <p>London</p> <p>www.thecroc.com</p> <p>Adam Wooff CEO adam.wooff@thecroc.com 44 20 7749 4400</p>
	<p>Uhura</p> <p>Berlin</p> <p>www.uhura.de</p> <p>Kai Werner CEO kai.werner@uhura.de 49 30 36 444 09-36</p>
	<p>Wiz Interactive</p> <p>Lisbon</p> <p>www.wiz.pt</p> <p>Pedro Patricio Founder & Managing Partner pp@wiz.pt 351 21 458 42 00</p>

APPENDIX/3

Affinità Network positioning:

LOCAL EVERYWHERE.

Affinità is an exclusive network of independent marketing, digital and creative agencies.

We are **entrepreneurial**, led by business people who have founded and developed successful agencies.

We are **forward-thinking**, always looking to anticipate trends, technologies and market drivers.

We are **ideas-driven**, recognizing the importance of original creativity in differentiating ourselves and our clients.

We are **agile**, able to react quickly to opportunity and take a flexible approach to supporting other network members.

We are **challengers**, never satisfied with the status quo; together we have the skills, capabilities and experience to meet every challenge.

We are named after the Italian word for affinity because we genuinely understand our clients' strategic and creative marketing needs. We have affinity with our markets, and with each other.