



FOR IMMEDIATE RELEASE

PROI Worldwide Welcomes Engage Communications in Kenya, further Expanding its Footprint in East Africa

Chicago, Illinois, USA: March 4, 2026 – PROI Worldwide, the world’s largest partnership of independent communications agencies, today announced the addition of Engage Communications Limited, an award-winning PR, Marketing and Communications agency headquartered in Nairobi, Kenya. This strategic partnership significantly strengthens PROI’s presence in East Africa and enhances its capabilities across the African continent.

Founded in 2013, Engage Communications was established by experienced PR leaders, utilising their deep market expertise and entrepreneurial spirit. Since its inception, Engage has operated profitably and built a strong reputation as one of Kenya’s top three agencies.

With 21 full-time professionals, Engage delivers integrated communications campaigns across East Africa, including Kenya, Tanzania, Uganda, South Sudan and Rwanda, and has successfully coordinated pan-African campaigns in up to 21 African countries. The agency delivers a central strategy and creative development with on-the-ground localisation across markets.

“Engage’s entrepreneurial energy, creative excellence and deep understanding of the East African markets make them an outstanding addition to our global partnership,” said Angela Scaffidi, Global Chair of PROI Worldwide. “Their award-winning campaigns, strong financial services portfolio and growing expertise in influencer marketing align perfectly with PROI’s commitment to innovation, collaboration and excellence.”

Desiree Gomes, Managing Partner of Engage Communications, commented: “Joining PROI Worldwide is a significant milestone for Engage. We are excited about the opportunity to collaborate with leading independent agencies across the globe, share credentials, participate in joint pitches and grow alongside partners who value entrepreneurship and innovation. For our clients, this means expanded global reach and access to trusted expertise in markets far beyond East Africa.”

Engage provides a comprehensive suite of services, including corporate reputation management, influencer relations, media relations, crisis and issues management, digital marketing, public affairs, social media, event management, research and analytics. The agency has built particular strengths in financial services, government, NGO and consumer sectors.

Its client roster includes The National Treasury of Kenya, MasterCard Foundation, Majid Al Futtaim Carrefour, Glovo, Britam, Coca Cola, Stanbic Bank, among others. Engage has also earned significant industry recognition over the years, including a 2024 SABRE Award for its

#GalaxyintheSky campaign with Samsung and Jambojet, and multiple PRSK Awards for new media campaigns. The agency is also a finalist for the 2026 SABRE Awards.

About PROI Worldwide:

PROI Worldwide is a global network of entrepreneurial communications agencies, representing combined revenues exceeding US\$1.108 billion. With 90 partners in 65 countries and over 9,100 employees, PROI Worldwide harnesses the collective power of the world's leading communications firms, providing clients with local expertise and global reach.

About Engage Communications Limited:

Engage Communications Limited is a full-service communications agency headquartered in Nairobi, Kenya, with an office in Tanzania. Founded in 2013, the agency specialises in corporate reputation, financial communications, influencer marketing, lifestyle and consumer campaigns, and development communications. Engage operates across East Africa and has delivered pan-African campaigns in over 20 countries.

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