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## Ivory Coast Firm Gazelle Touch Joins PROI Worldwide

*Firm brings consumer expertise in African market to global network*

**Chicago:** Gazelle Touch, based in Abidjan, Ivory Coast, has been elected to partnership in PROI Worldwide, a leading global consortium of entrepreneurial communications agencies with 85 partners in 60 countries.

“We pride ourselves on being at the forefront of innovation when providing optimal services to clients,” said Boris Crestia, President of Gazelle Touch. “By partnering with the many PROI agencies who share this value, we can make our vision even stronger.”

Jeff Lambert, Global Chair of PROI Worldwide and Chair of U.S.-based Lambert Global stated, “We respect Gazelle Touch’s strong reputation for innovation and success in consumer branding. Additionally, they help build on our resources on the African continent which include Partners in Congo, Egypt, Ghana, Kenya and South Africa.”

In more than 16 years in business, Gazelle Touch has served a number of major consumer brands, as well as providing corporate and crisis services to a variety of organizations in Ivory Coast and near-by countries. They bring a strong research focus to client programs, using surveys, focus groups and field research to bring data insights that drive program success.

PROI Worldwide encompasses 85 PR and communications businesses in 165 cities and 60 countries. Lambert says, individually, they are proven leaders in their home markets. Collectively, the PROI partners represent more than US\$1.075 billion in revenue and 7,500 employees. Thousands of clients, including dozens of Fortune 500 companies, trust PROI partners in one or more countries and regions around the world.

## **About Gazelle Touch**

[Gazelle Touch](#) is the leading Francophone Africa's brand and communications agency. Since 2006, Gazelle Touch has been developing distinctive brands that are relevant to local audiences, mainly the youth. Its creatives empower individuals and organizations to grow by being mentally and physical available. Based in Abidjan, Côte d'Ivoire, Gazelle Touch combines field based data, power of technology and human expertise to reach the 270 million French-speaking people in West and Central Africa.

## **About PROI Worldwide**

[PROI Worldwide](#) harnesses the collective power of the world's most ambitious entrepreneurial communications firms. By sharing global insights and best practices, PROI agencies remain best in market trendsetters, supporting the drive to deliver the most impactful communications campaigns for their clients. In 2021, PROI encompassed 83 partners with 7,500 employees in more than 165 cities and 60 countries. With combined revenue of more than US\$1.075 billion, PROI ranked 5<sup>th</sup> among consolidated communications groups, and was the only one that is based on a unique partnership of independent business people.