



Rebrand gets StarNews ready for bright future

StarNews – Africa’s fastest-growing mobile content platform – has developed a stellar new brand experience, working with global brand agency Keel London.

After tripling in size since 2019, the team at StarNews wanted the tools in place to continue growing and launching into new markets, including Nigeria and Ghana in the coming months. Watch this space!

Working with Africa’s hottest stars in music, comedy, fashion and sport to deliver the freshest video content daily, StarNews needed to give their own story a boost.

Content creators working with StarNews include: comedians Thenjiwe Moseley, King Nqoba, Gondwana, and LOL Mzansi; influencers such as Emma Lohoues, Linda Mtoba and Phindile Gwala; and musicians Fally Ipupa and Serge Beynaud.

CEO Guy Kamgaing says, “It was essential for us that we had a robust story in place as we enter more markets, and that our brand lived up to it. We host some of Africa’s best artists and brightest public figures, so we had to make sure we looked our best too.”

The rebrand pulls together StarNews’ love of amazing, diverse content and their mission to bring incredible local and global content creators closer to their fans.

“Through StarNews, we’re able to deliver micro-videos and deep-dive content to users at a price that they can afford and make it worth their time. Our new brand feels contemporary and distinctive, while acting as a great showcase for our amazing creators”

The team at Keel London established the brand positioning and mission, and introduced dynamic logos, a vibrant new color palette, and a refreshed tone of voice that will enable the StarNews team to take the brand to new markets, guiding creators and users effectively through every touchpoint.

Working with Keel London to create a consistent standout brand is another step on StarNews’ journey to become Africa’s top mobile content platform – making mobile phones the go-to destination for content users love.

More about StarNews:

StarNews – your all-access pass to outstanding content.

How it works:

- Users follow their favorite celebrities and subscribe to channels through their mobile operator
- Subscribers receive exclusive content daily
- Subscribers choose from daily/weekly/monthly plans starting from \$0.10/day with a prepaid account
- Content creators receive their share of the revenue. And the more followers they have, the more money they make!

The hottest talent.

The freshest content.

Delivered daily.

StarNews – Access Amazing

StarNews is a network of mobile video channels that allows celebrities and brands to monetize their fan bases in Africa, the world's fastest growing mobile market. StarNews works with popular local and international stars in Africa to create exclusive and addictive short videos that fans are eager to pay for. Thanks to strong distribution and marketing partnerships with pan-African mobile operators such as MTN, Orange and MOOV and seamless monetization through micro-payments, StarNews has built a service that excels in its simplicity, affordability and content appeal.

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