



# Gorilla to represent SA in SMAK

Issued by [Gorilla](#)

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Gorilla is proud to announce that they will exclusively represent South Africa in the Social Media Agencies network. SMAK is a global initiative by KRDS.

Founded in 2008 in Paris, KRDS has been on a rocket-fuelled growth curve, going from 10 to 120 staff and opening seven offices across Europe and Asia.

In early November KRDS co-founder Thomas Jestin got in touch with Gorilla to talk about his agency's latest venture: a worldwide coalition of independent social media agencies assisting one another in establishing an international network of on-the-ground expertise in order to better service multi-national clients.

The Social Media Agencies network, or [SMAK](#), is seeking out an agency in every country to be a part of the network. This allows each member to have a direct line of communication with potential partners and affiliates who can provide a local perspective and assist with anything from research and consultation to development and activation.

## About Gorilla

Hello. We are Gorilla. You can think of us as a digital agency helping brands and companies meet marketing and business objectives through creative, digital solutions. We see ourselves as a group of people privileged to have the opportunity to do really cool stuff.

We are honoured to take on the voice of some of South Africa's leading brands and, through design, creative, strategy or daydream, we work so that every interaction a fan or follower has with that brand is a good one.

You can follow our missions to build brand love on Twitter as [@GorillaCM](#), like our Facebook page at [Facebook.com/GorillaCreativeMedia](#) or check out our musings by visiting [GorillaCreativeMedia.com](#).

## About SMAK

The [Social Media Agencies network](#) is a global initiative championed by KRDS. The goal is to create a network of independent social media agencies supporting one another in an effort to serve multi-national clientele looking for expertise in several countries.

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We proudly build brand love for some of South Africa's most loved products and companies by inspiring storytelling in the digital space.

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