

Invest Afrique Merges with Africa O’Clock to Create a Unified Pan-African PR and Media Powerhouse

The integration strengthens Africa O’Clock’s position as a leading Pan-African communication hub, combining media expertise, PR strategy, and AI-driven innovation to shape Africa’s global narrative.



Marcory, Abidjan Nov 5, 2025 ([Issuewire.com](https://www.issuewire.com)) - Africa O’Clock, a Pan-African PR, communication, and media agency founded in 2021, announces the integration of **Invest Afrique**, the digital platform dedicated to African business and investment insights, into its ecosystem.

This strategic move unites two complementary forces - **Africa O’Clock’s expertise in communication, public relations, and influence**, and **Invest Afrique’s editorial and analytical strength** under one name and vision: **Africa O’Clock**.

Since its creation, Africa O’Clock has led impactful communication projects across the continent, including the production of **institutional magazines for Côte d’Ivoire’s Ministry of Transport**, the management of **press relations, PR strategy, influencer campaigns** and crisis communication for international brands such as **Yango, Practicum, Yango Photo, Assistance Technique 225**, and others.

“Africa O’Clock represents more than a merger; it’s the consolidation of two narratives. One focused on information, the other on influence. Together, we build a stronger communication platform for Africa,” says **Lusine Sargsyan**, Founder of Africa O’Clock.

A Vision Rooted in Africa’s Time

Africa O’Clock was built on the belief that the continent’s stories deserve to be told with depth, accuracy, and pride.

Its mission is to **reshape the global narrative about Africa** by empowering local voices, elevating African expertise, and connecting innovation on the continent with the world.

The agency champions a communication model that values **authentic representation, cultural intelligence, and strategic visibility**.

Empowering Through AI and Knowledge

Beyond its core services, Africa O’Clock also acts as a **platform for education and dialogue** on how **artificial intelligence is transforming communication and business in Africa**.

The agency helps professionals and organizations understand **how AI tools can enhance storytelling, media monitoring, and data-driven decision-making**.

By promoting responsible and creative use of AI, Africa O’Clock contributes to building a new generation of communicators ready for the digital age.

Services

Africa O’Clock combines the agility of a modern PR agency with the credibility of a media platform. Its expertise includes:

- **Press & Media Relations:** Guaranteed publications in African and international media.
- **Influencer Marketing:** Multi-country campaigns adapted to local audiences.
- **Crisis Communication & Media Monitoring:** Real-time management and insight across African markets.
- **Media Training & Strategy:** Empowering communication teams to master reputation and storytelling.
- **Digital PR & Brand Storytelling:** Strengthening visibility and trust through tailored narratives.

The integration of **Invest Afrique** into **Africa O’Clock** marks the creation of a **comprehensive communication hub**, combining media, strategy, and influence to **set the standard for PR across Africa**.

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