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AXIAN Telecom's YAS Brand Wins Big at the 2025 Pitcher Awards, Celebrating Pan-African Creativity and Innovation

AXIAN Telecom is proud to announce that its recently launched pan-African brand, Yas, has been recognised at the prestigious Pitcher Awards 2025, winning Silver in the Heritage Film category and Bronze in the Film Craft category for its powerful campaign, "YAS, IT'S OUR TIME."

These accolades mark a significant milestone in AXIAN Telecom's journey as it repositions its mobile network operators in Madagascar, Comoros, Senegal, Togo and Tanzania under a unified brand identity. The Yas brand reflects a bold, youthful, and inclusive vision for the future of digital connectivity in Africa.

"Yas is more than a name—it's a rallying cry for a generation that's ready to shape Africa's digital future," said Hassan Jaber, CEO of AXIAN Telecom. "This recognition is not just for Yas—it's for every young African who dares to dream big. It's a testament to the power of African storytelling and our commitment to building a brand that resonates deeply with the people we serve."

The Pitcher Awards, held annually as part of the Pitcher Festival of Creativity, are among the most prestigious honours in the African advertising and creative industries. They celebrate excellence in marketing, media, and storytelling across the continent. Winning at the Pitcher Awards places Yas among Africa's most innovative and impactful brands.

The "YAS, IT'S OUR TIME" campaign was recognised for its compelling narrative and exceptional production quality, capturing the spirit of a continent on the rise. The Silver award in the Heritage Film category honours superior storytelling that brings narratives to life through traditional film media, while the Bronze in Film Craft celebrates excellence in scripting, cinematography, and editing.

The rebrand to Yas is a strategic move to unify AXIAN Telecom's operations under a single, powerful identity that reflects its pan-African ambition. It symbolises a fresh, dynamic approach to connectivity—one that is inclusive, forward-looking, and deeply rooted in local cultures.

As Yas continues to expand its footprint across Africa, these awards reinforce its position as a trusted ally to its customers and stakeholders, committed to helping them unlock their digital potential together.

Yas, a brand created by Africa for Africa, believes in a shared purpose and emphasises the importance of local innovation in driving forward the digital transformation of the continent.

ABOUT AXIAN TELECOM

AXIAN Telecom is a pan-African telecommunications service provider operating in nine markets through its operations in Tanzania, Madagascar, Togo, Uganda, Democratic Republic of the Congo, Senegal, Réunion, Mayotte, and the Comoros. It operates across three key business segments, providing mobile and fixed networks as well as digital infrastructure and mobile financial services.

AXIAN Telecom has unified its mobile network operators in Madagascar, Comoros, Senegal, Togo and Tanzania under a single brand, Yas, while its fintech operations in Tanzania, Togo and Senegal are now branded as Mixx by Yas. The Yas brand aligns to AXIAN Telcom's aim to create a pan-African powerhouse which brings a more streamlined customer experience and innovations that are solutions driven with real impact.

Yas positions itself as a trusted partner, dedicated to helping customers unlock their digital potential. By uniting its operations under one brand, AXIAN Telecom can better serve its customers leveraging the combined resources and assets of a strong, unified pan-African business under one brand.

AXIAN Telecom is Africa's 6th largest mobile operator serving more than 40 million customers and is a market disruptor, having expanded through active acquisitions and heavy network investments since 2015. The group systematically ensure that its businesses have a sustainable and positive impact on the daily lives of millions of people.

Find out more about AXIAN Telecom: www.axian-telecom.com

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