This discussion analyzes Safaricom, one of the most established mobile operators in Kenya. Alongside the provision of mobile services, Safaricom has closely engaged with the government of Kenya, even getting involved in the nation’s politics. This study examines Safaricom’s advertisements from the past five years to examine its use of national sentiment in its marketing. We argue that the ads reflect a commitment to promoting the country and its products through discourses of ‘commercial nationalism’, which present Safaricom as a driver of economic growth and development in Kenya. These discourses link Kenyan identity and distinctiveness to consumerism, commercial and economic success, profit, and upward mobility.

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