



Company Profile **2025**  
MARKETING & COMMUNICATION AGENCY

**AQUILA**

# INTRO

At Aquila East Africa, we don't just market brands; we forge connections that transcend borders. As a trailblazing marketing agency with a deep-rooted commitment to Pan-Africanism, we are reshaping the narrative of brand communication across the continent. With a presence in Kenya, Uganda, and Rwanda, we are poised to lead the charge in uniting Africa's diverse markets through innovative and culturally resonant marketing strategies. In the tapestry of African marketing, we believe that African businesses deserve access to the best marketing and communication services available. We serve as catalysts for brands seeking to navigate the rich tapestry of cultures, languages, and traditions that define the African continent. Our portfolio encompasses a wide array of clients, from dynamic SMEs to globally recognized industry leaders. Our team of experienced and passionate marketing professionals who are committed to delivering results for our clients.



01

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## Our Mission

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Our goal is to provide ideal and unparalleled marketing services, making us the first choice for individuals and organizations alike. We are passionate, innovative, and committed to providing the best marketing solutions tailored to our clients' needs

## Our Vision

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Our goal is to be globally recognized as a pan-African marketing agency that contributes to the transformation of individual lives and organizations alike. Our aim is to touch, transform, and inspire growth by providing essential strategies, tools, and expertise.

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# Our Core Values

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**E**

**Excellence:**

We go out of our way to make you look good

**P**

**Passionate:**

We love what we do, and we do it well

**i**

**Innovative:**

We are inspired by new and creative ways

**C**

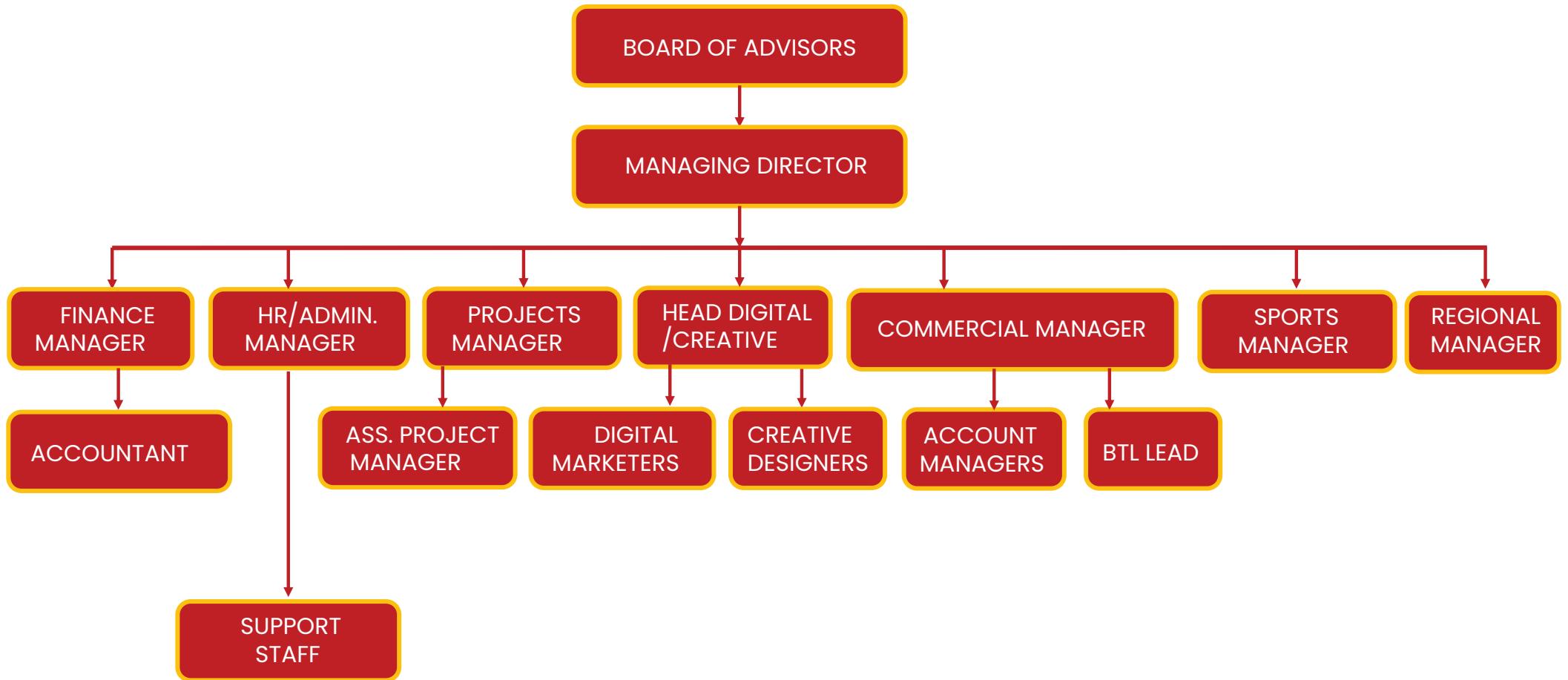
**Committed:**

We are loyal, to our partners and to their brands

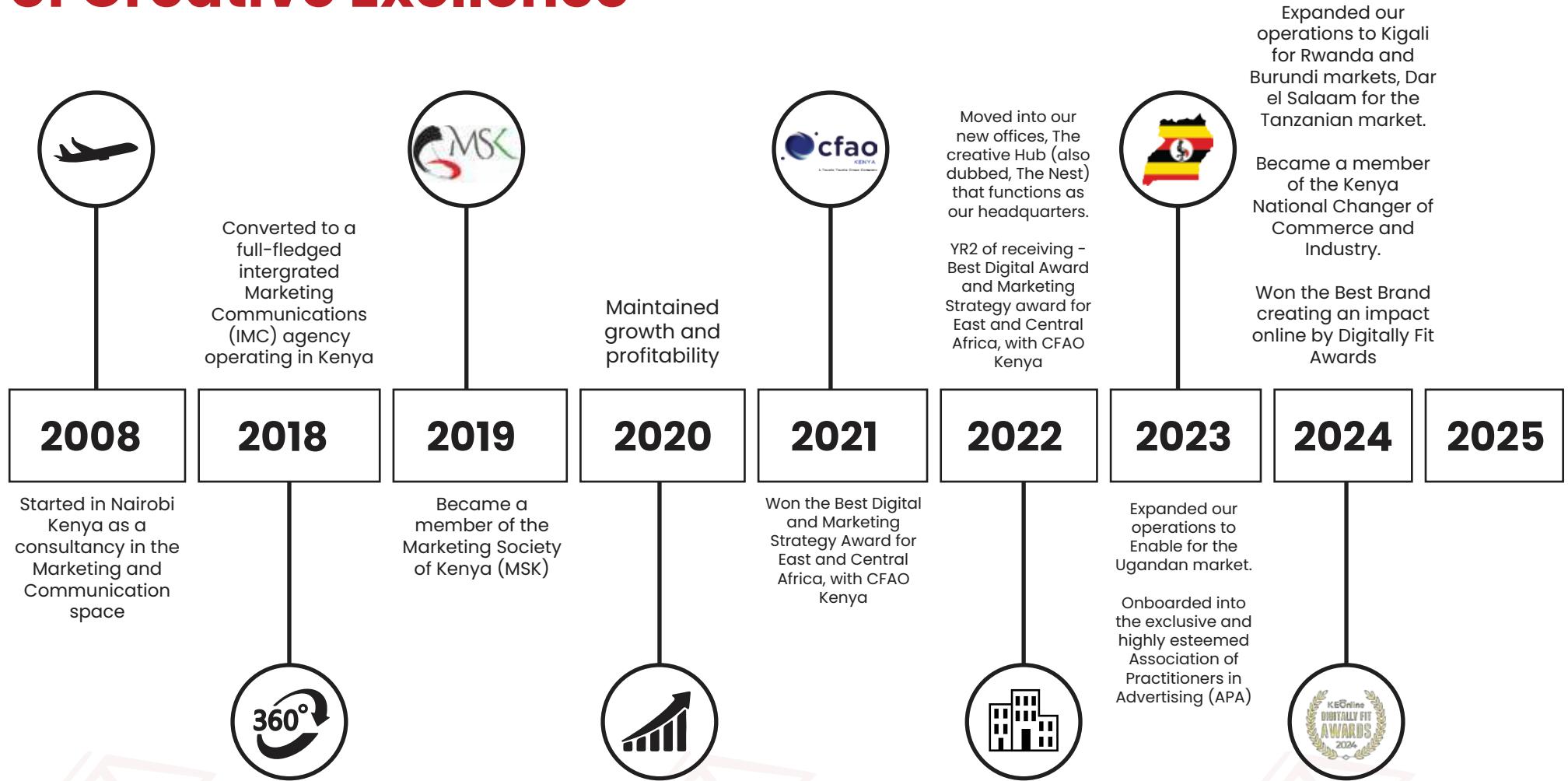
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# ORGANOGRAM



# We Bring On Board 20+ Years of Creative Excellence



# SERVICES OFFERED:

## Media

Media refers to all the means of communication which have functions such as informing, raising awareness, education, socialization, entertainment and agenda setting, including all kinds of oral, written and visual images. It includes physical and online newspapers and magazines, television, radio, billboards, telephone, the Internet, fax and billboards.

## Digital

We professionally maintain your brand's online presence and sales by working on various marketing campaigns. We research, develop, strategize, implement, track, optimize and create content for successful social media campaigns.

## Creative

Marketing is no longer about the stuff that you make, but about the stories you tell.

At Aquila East Africa we make you look good by effectively reaching prospective consumers and turning them into your loyal customers, taking into account your value propositions, key brand messaging, data on target customer demographics, and other high-level elements.

## Experiential

A one-on-one interaction with the customer on the ground goes a long way in boosting confidence and inter-personal relations with the brand for, not only quick conversion, but also long-term loyalty and retention.



# MEDIA

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Media buying is an important step in the advertising process. It involves securing ideal locations, placements, and times to run ads to maximize their effectiveness with specific audiences. Media planning is the precursor to media buying—it's the roadmap that media buyers follow when they negotiate and purchase ads.

At Aquila East Africa we make you look good by taking care of all the processes of making sure that we portray in the best way possible in all media channels.



# 03

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# TELEVISION

## MEDIA BUYING, PLANNING & BOOKING

Terrestrial TV is still the rocket fuel for brand looking to push awareness, customer retention as well as brand reinforcement.

Given the brand's products on offer, we've highlighted below the avenues (not limited to) to leverage on to pass your campaigns' messages:

 **SPONSORSHIPS**

 **SPOT ADS**

 **SQUEEZE BACKS**

 **FEATURES,**

 **PRESENTER MENTIONS**

 **BRAND PLACEMENT**



# RADIO

## MEDIA BUYING, PLANNING & BOOKING

As the most widely accessible and consumed medium, radio provides a wide range of options to push your campaigns based on the campaign goals and lifespan by utilizing the following avenues:

- ON-AIR ACTIVATIONS
- SPONSORSHIPS
- SPOT ADS
- CLASSIFIEDS





# PRINT

## MEDIA BUYING, PLANNING & BOOKING

Passive consumption of information through the newspaper and magazines is still a strong focus for brand retention and reinforcement; especially for the push of brand confidence.

We propose the use of the following avenues to do so

-  AD PLACEMENTS
-  PRESS RELEASES

-  PICTORIALS



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# OUT OF HOME

## MEDIA BUYING, PLANNING & BOOKING

In many 360° campaigns run today, the first thing most customers first visualize the message is through Out Of Home branding.

This is due to their nature, they're strategically located to be viewed by all, at any time of day or night.

This drives, not only brand awareness, but also brand reinforcement as well as retention of attention; namely:

 **BILLBOARDS**

 **STREET POST SIGNAGES**

 **BRANDING:**  
*Wall | Vehicle | Plane*



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## BILLBOARDS





# SAMPLES



**LED SCREENS**



**STREET CLOCKS**



**MOBILE BILLBOARDS**



**STREET POLES**

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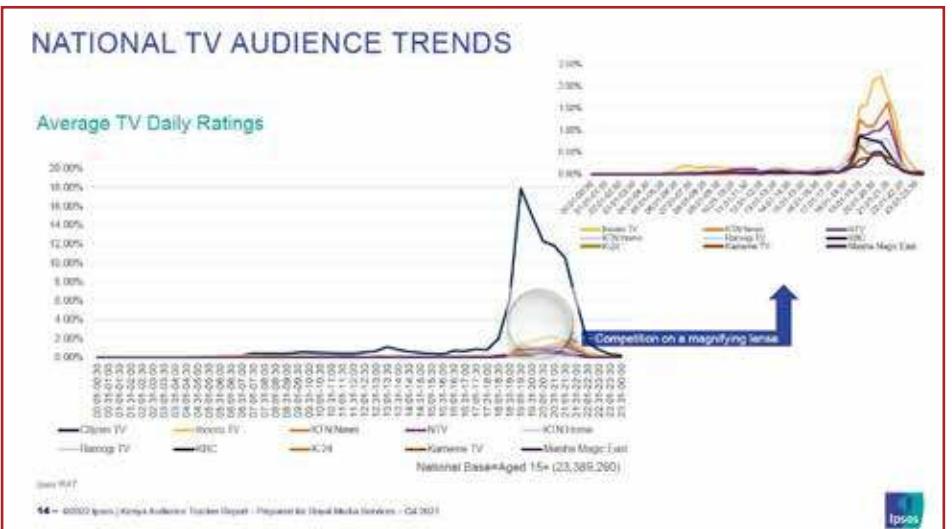
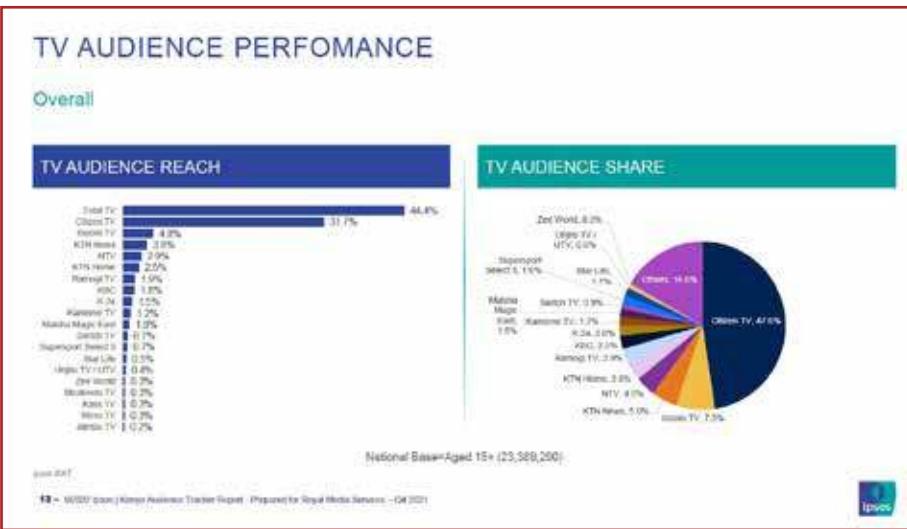




# MEDIA PLANNING & MEDIA BUYING TOOLS

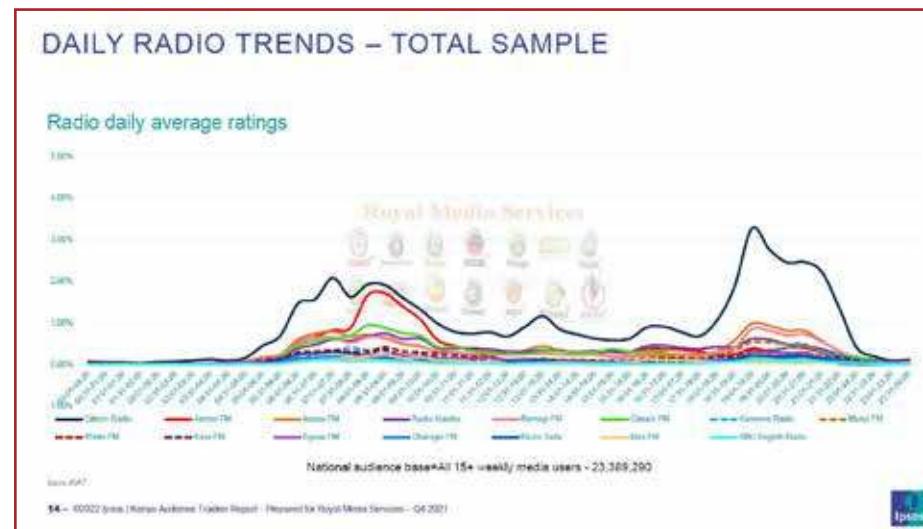
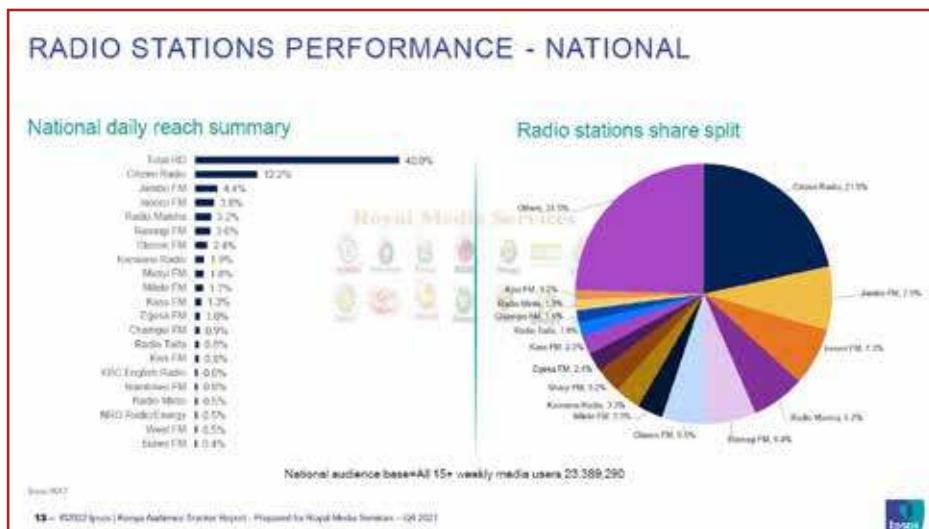
MATCH TARGET DEMOGRAPHICS WITH MEDIA (TV) PLATFORMS

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## MATCH TARGET DEMOGRAPHICS WITH MEDIA (TV) PLATFORMS



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# DIGITAL

04

We professionally maintain your brand’s online presence and sales by working on various marketing campaigns. We research, develop, strategize, implement, track, optimize and create content for successful social media campaigns.

Our strong grasp of current marketing tools and strategies enables us to lead integrated digital marketing campaigns from concept to execution. We deliver a persuasive and cohesive marketing message to your audience.

We deliver accurate reports on the Return on Investment of your marketing campaigns to demonstrate the effectiveness of specific campaigns.

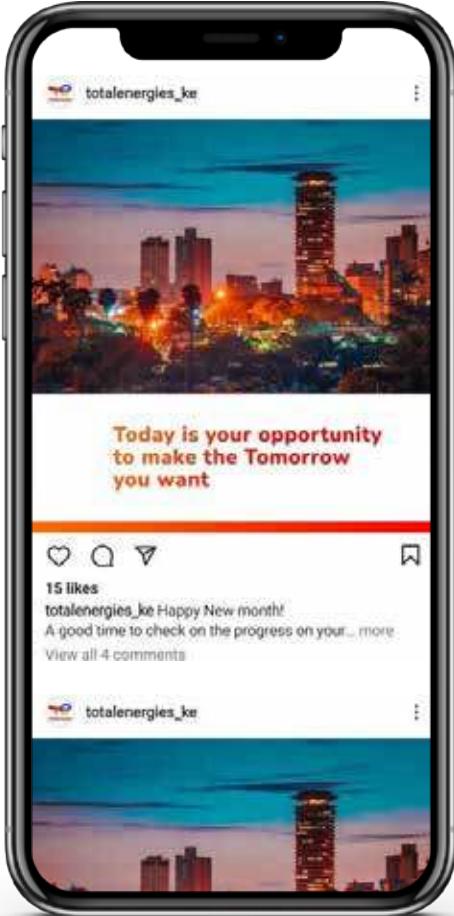
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# SOCIAL MEDIA MARKETING

We help you connect with your audience to build your brand, increase sales, and drive website traffic through content creation, publishing on your social media profiles, engaging with your followers, running social media advertisements, and analyzing the results.



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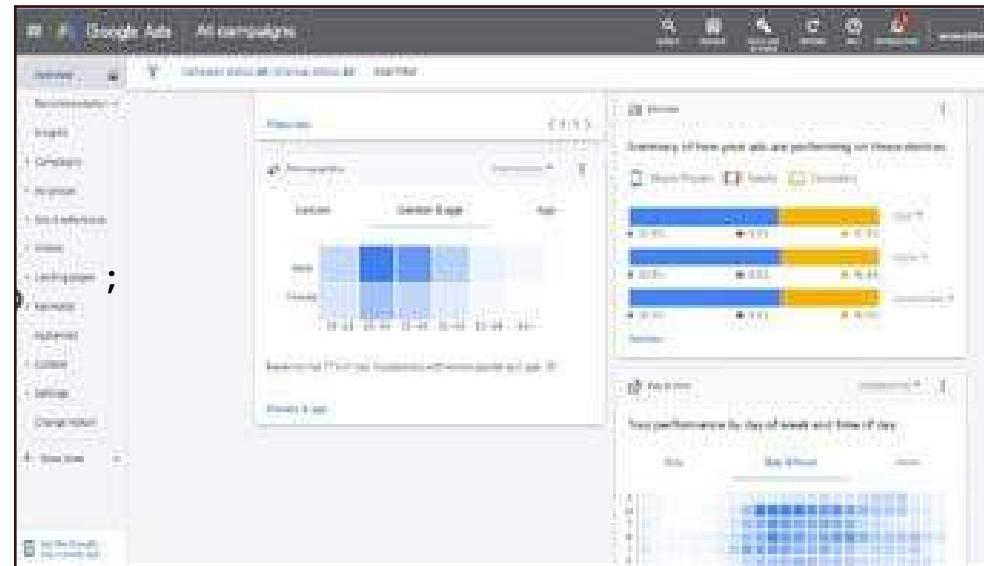
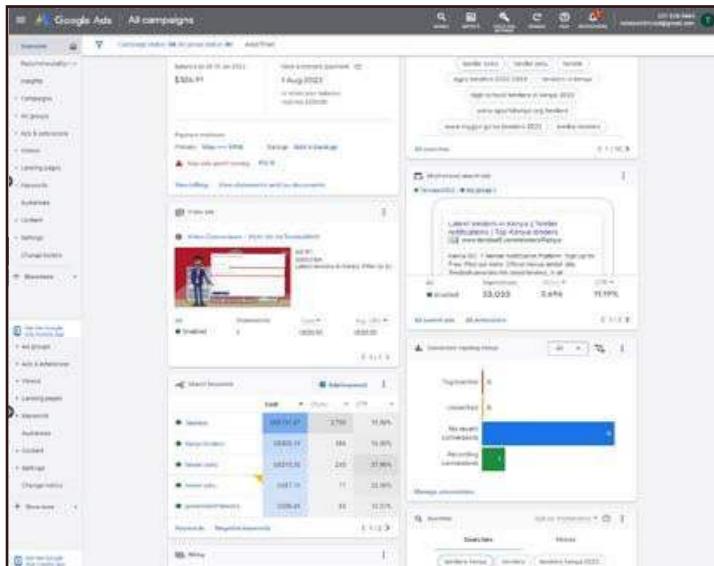






# PROGRAMMATIC BUYING & SEO

With millions of businesses out there all vying for the same eyeballs, it's never been more important to advertise online. We help you promote your products and grow your business most effectively using Google Ads (Display & Search ads) & social media adverts through banners or other ad formats.



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# EMAIL MARKETING / BULK SMS

Almost everyone owns a mobile phone today.

A short text message/email highlighting important communication on a brand or organization is more likely to provide accurate information to prospective customers.



Get your genuine CASE IH filters and enjoy discounts of up to 20%. Contact us [today on 0111 691 306](tel:0111691306) to order your genuine parts.



Nunua tinga ya Case IH na upate kifungu cha mbolea ya Baraka Fertilizer, Bima ya kina kwa mwaka mzima, Service ya kwanza ya bure ,service kit ya pili, na punguzo ya bei 50k ukinunua plough ya Sogema 3-disc. Wasiliana nasi kupitia [0111 691 306](tel:0111691306).



SERVICES-MARKETING & COMMUNICATION,NAIROBI COUNTY  
Habitat for Humanity Kenya  
HFHK/PQ/19/2022-23:  
PROVISION OF COMMUNICATIONS RELATED AND PUBLIC RELATIONS SERVICES  
[www.hfhkenya.org](http://www.hfhkenya.org)  
Closing Date: 2022-07-22



SERVICES-MARKETING & COMMUNICATION,NAIROBI COUNTY  
World Agroforestry  
ICRAF/2022/048: PROVISION OF PHOTOGRAPHY ,VIDEOGRAPHY ,EDITING AND RELATED SERVICES  
[www.srmhub.com](http://www.srmhub.com)  
Closing Date: 2022-07-28

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# CREATIVE

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05

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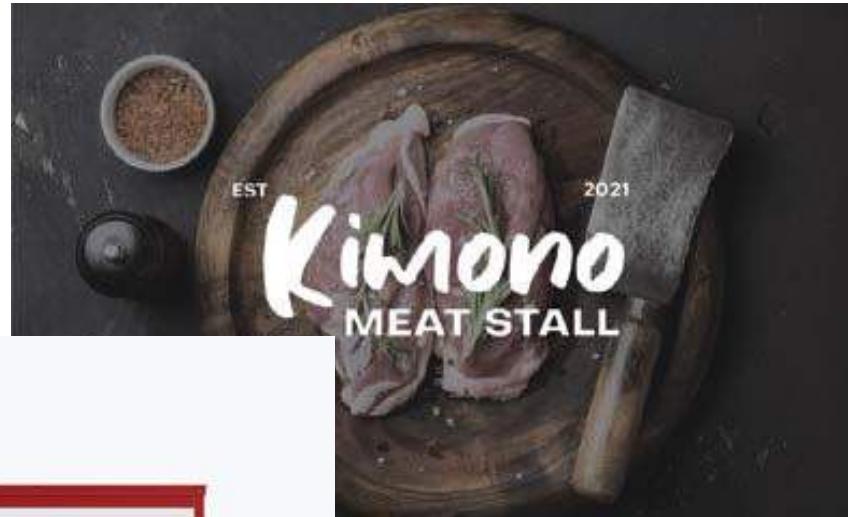
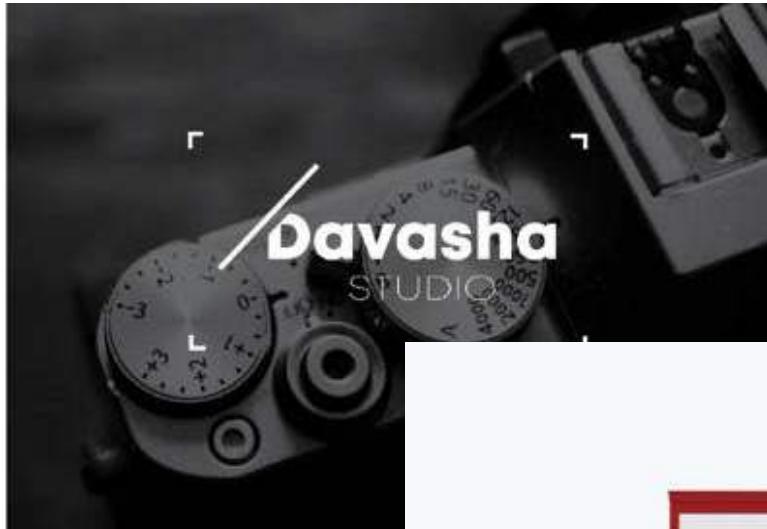
# BRAND IDENTITY

Your brand is the single most important investment you can make in your business. Steve Forbes said that. This is why we pride ourselves in our ability to create dynamic and functional brands for your enterprise that will see it grow into the vision you intended.



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# CONCEPT & DESIGN

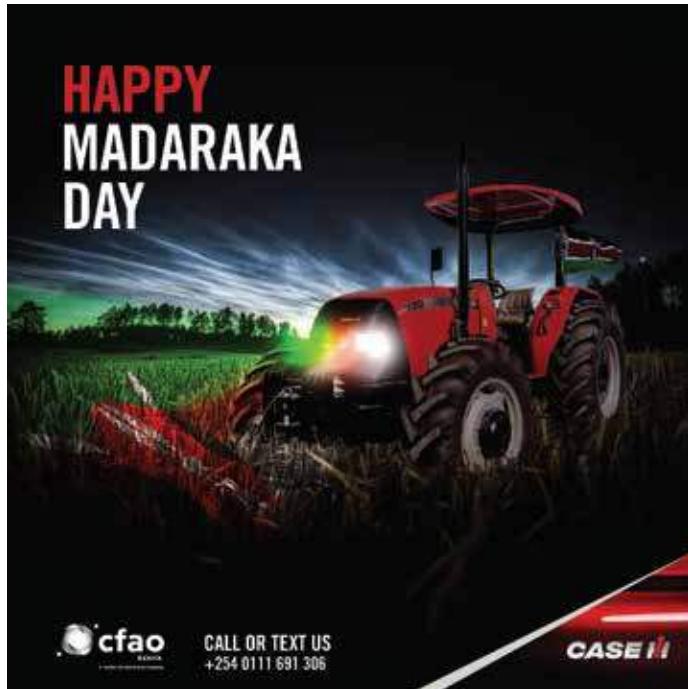
Our creative professionals will help you to conceptualise and design any campaign communication powered by data and driven by results.



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# CONCEPT & DESIGN



# BRANDING

Your brand is your promise to your consumers. It communicates expectations and differentiates your offering from everyone else.

We'll help you develop the foundation of your brand – your logo – together with your website, packaging, promotional material all of which should integrate and communicate your brand

LOOK GOOD





# EXPERIENTIAL



06

A one-on-one interaction with the customer on the ground goes a long way in boosting confidence and inter-personal relations with the brand for, not only quick conversion, but also long-term loyalty and retention.

These are the avenues we propose:

-  Roadshows
-  Market days
-  Barazas,
-  Chama activations
-  In School Activations



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# PROJECTS

06

Project department has been vital in activity and resource planning, controlling time management, cost estimation and development of budget, ensuring client satisfaction, analyzing and managing project risks and monitoring progress. Project department encompasses a team of committed and experienced professionals ready to deliver and satisfy clients' basket of requirements.

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# CHAMA ACTIVATIONS

**Some of the projects we conduct includes:**

-  Experientials on new products through testing in organized groups and markets before launching.
-  Capacity building in communities to determine the extent of conversion through education.
-  Gathering of market insights.
-  Sales through different platforms e.g. community groups, self help groups, welfare groups, CBOs etc.
-  Conducting strategic planning of projects while considering all the requirements in line with the client's budget.

The inserts are samples of activations we conduct in welfare groups, CBOs, Family Groups and Business registered Groups through which our teams enhances capacity building through education. Children are also included in our programs.



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# IN-SCHOOL ACTIVATION

Pupils are taken through oral care training then given free samples of toothbrushes and toothpaste.

Our teams also focus on good habit building among pupils.

Parents through fliers we give are often encouraged to perform their roles relentlessly for proper upbringing.



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# OTHER SERVICES



07



Public Relations



Events



Research

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# PUBLIC RELATIONS

Aquila East Africa is dedicated in helping businesses, organizations and individuals with different brands by designing different PR solutions and custom-made strategies.

Our core objective is researching, conducting and evaluating on a continued basis. We will create a programme of action and communicate to achieve the informed public understanding necessary to the success of an organization mostly through favorable news coverage, feature stories, media interviews etc.

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## PR COVERAGE EVENT



### LINK TO IMAGES



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# DIGITAL PR

We'll make you look good by working closely with you to manage the growth of your brands/ organizations by endearing you to the relevant target audiences online. This is through favorable news coverage, feature stories, media interviews e.tc. Through various online platforms..



CS Amina urges local drivers to sparkle at WRC Safari Rally in honour of President Kenyatta – KBC

## LINK TO ARTICLE

[Click Here](#)

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# EVENTS

We envision, plan and execute social and business events for various organizations, ranging from exhibitions, launch events, tradeshow, concerts, team building engagements, sports events, end year parties, press conferences, awards etc.

We work with you to understand your desired outcome and provide a unique, creative and bespoke event solution.



<https://www.youtube.com/watch?v=OvPEX1XQ8T0>

<https://www.youtube.com/watch?v=DWTdp03orq4>



<https://www.youtube.com/watch?v=TAi8DmVdMhs>

<https://www.youtube.com/watch?v=Hcz4gVbnES0>

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# EVENTS



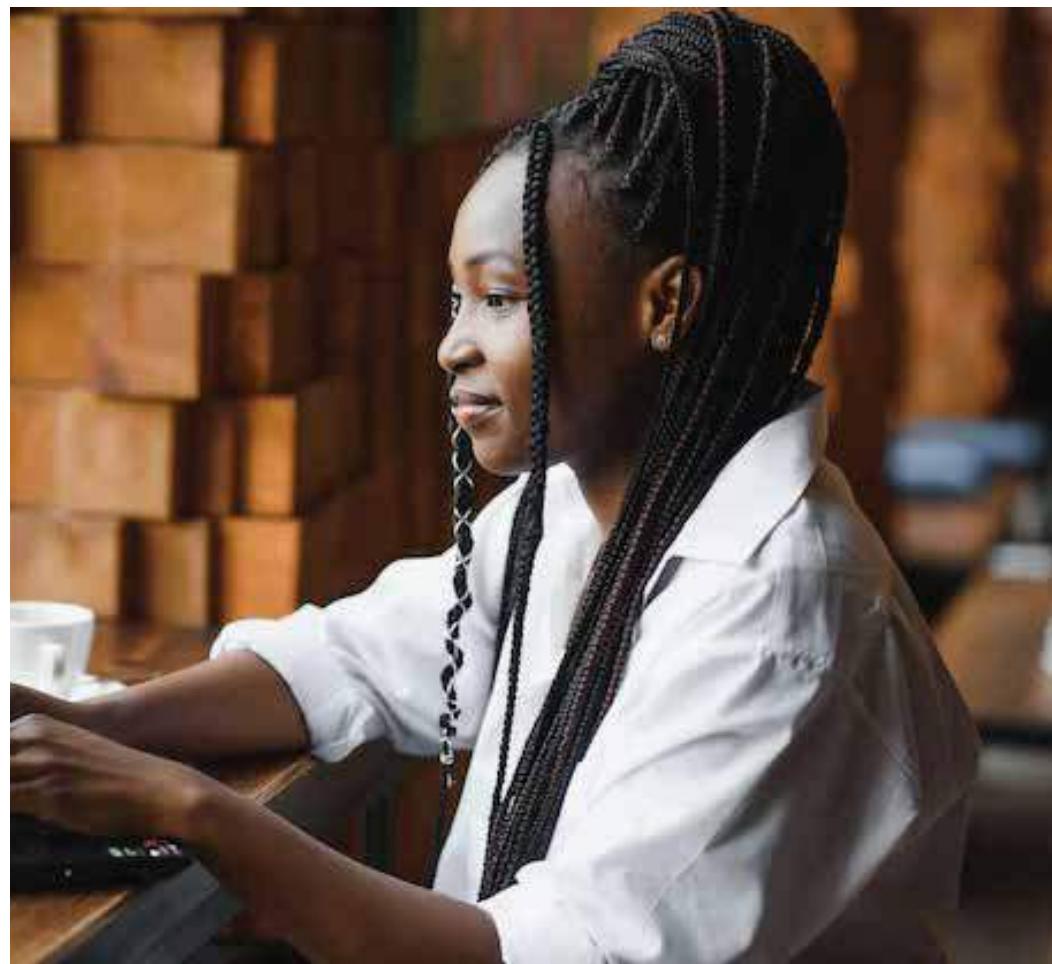
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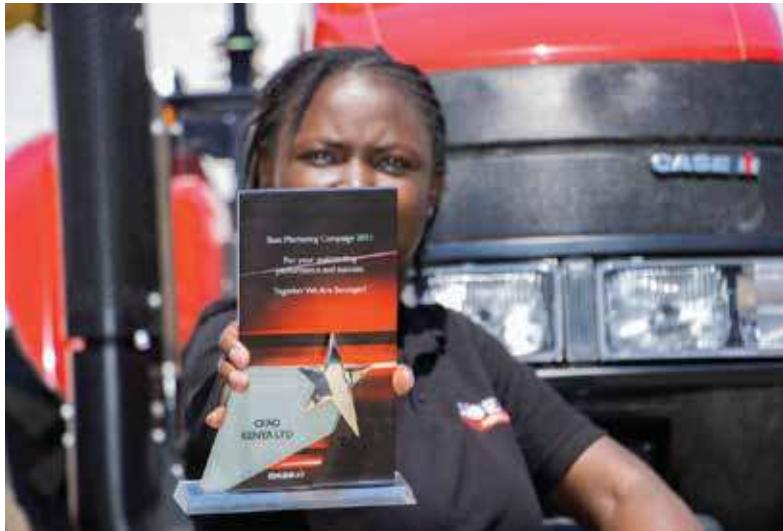
# RESEARCH

Research is very crucial to clients in unearthing competitive advantages other entities' products and services has compared to another in terms of penetration, market share, general knowledge, likes and dislikes and areas for improvement. Aquila has a team of experienced researchers who can gather proper market insights in regard to the above, whether on a new or existing product or service.





# AWARDS



CFAO Kenya - Best marketing campaign 2021.  
CFAO Kenya - Best marketing campaign 2022.



Digitally Fit - Best Brands Creating an Impact Online 2024

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# CLIENTS



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# THANK YOU



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