



Bertcom
A F R I C A

COMPANY PROFILE



| CONTENTS

WHO WE ARE
OUR MISSION
OUR VISION
OUR VALUES
OUR SERVICES
OUR ASSETS
VALUE PROPOSITION
PRIDE IN THE COMPANY WE KEEP
COMPANY FOUNDERS
GOVERNANCE STRUCTURE
CONTACT INFORMATION

WHO WE ARE

Bertcom Africa Ltd is a dynamic communication and marketing company dedicated to pushing organizations towards their desired goals. Our expertise spans across strategic communication, sensitization & awareness campaigns, civic education & literacy trainings, marketing, events management among others.

With a team of professionals, we create strategic plans based on data to boost a brand's visibility, reach more people and improve returns for organizations of all sizes.

OUR MISSION



Our mission is to transform organizations through impactful communication and marketing, strengthening brand visibility and fostering meaningful connections.

OUR VISION



To be the premier communication company,
driving innovation, transforming organizations
and shaping the organization landscape.

OUR VALUES



We make sure our clients succeed by being clear, working together, coming up with new ideas, being honest and using facts to guide us.

WHAT WE OFFER

Some of the services we provide include:



Activation Campaigns

These are instrumental in crafting memorable experiences that resonate with the target audience. By fostering engagement and establishing a profound emotional bond between the brand and its audience, activation campaigns amplify the impact of awareness efforts, ensuring they leave a lasting impression and drive meaningful action.

Literacy training and literature distribution

Our literacy training programs are inclusive, catering to both the illiterate and literate populations through cooperative and oral learning methods. This ensures equal opportunities for everyone to learn and enhance their literacy skills. Additionally, our well-designed leaflets serve as valuable tools for information dissemination, complementing messages from other media channels like posters, banners, television and radio. Hand-distributed by our dedicated foot soldiers, these leaflets are crafted with simplicity, clarity and logical flow to effectively reach a mass audience. It's crucial not to overlook the design quality of these materials, ensuring they are accessible to all, rather than prioritizing aesthetics for more elite audiences.

Edutainment

Edutainment blends education with entertainment, capturing learners' attention by engaging their emotions. This innovative approach not only imparts knowledge but also makes the learning process enjoyable. In any campaign, incorporating edutainment techniques can enhance engagement, ensuring that the message resonates with the audience and leaves a lasting impact.

Civic Education

Civic education plays a crucial role of equipping ordinary citizens with knowledge about democratic institutions, values and procedures. Effective civic education promotes civic engagement, supports democratic governance and cultivates an informed and engaged public demand for good governance. Therefore, during campaigns, integrating civic education is crucial to developing an informed, effective and responsible public, ensuring the sustainability and success of a free and open society.

Information packaging

This simplifies complex messages, making them easily understandable for everyone. By creating materials like fliers, brochures and leaflets in local languages, we ensure inclusivity and reach a wider audience. Additionally, establishing hotlines facilitates immediate responses to public queries, enhancing the effectiveness of general educational programs. Therefore, information packaging promotes clarity, accessibility and engagement, maximizing the impact of communication efforts.

Information community centers

Information community centers serve as vital hubs for public engagement and information dissemination. These centers act as one-stop shops, equipped with kiosks, community notice boards and walk-in facilities, ensuring that members of the public have easy access to comprehensive information. By facilitating direct interaction between the public and campaign representatives, these centers not only address queries and provide insights but also gather valuable feedback on campaign effectiveness and societal conditions. Satisfied individuals often become enthusiastic advocates, sharing their positive experiences and knowledge with others, thereby amplifying the campaign's reach and impact. In essence, Information community centers enhance the capacity to respond to public needs, foster community involvement and significantly bolster the success of sensitization and awareness initiatives.

Face to face interactions

In an age overloaded with information, direct personal engagement stands out as an effective means to educate and inform. Such interactions not only provide immediate answers to questions but also empower individuals with the skills, knowledge and attitudes needed to become active and engaged citizens. Particularly for those who are illiterate or semiliterate, face-to-face interactions offer a unique opportunity to ask questions and receive immediate clarification, bridging gaps in understanding and fostering meaningful behavior change.

Door to Door Sensitizations / canvassing

This personal approach allows campaigners to directly engage with community members, fostering a deeper understanding of the campaign's objectives. Through door to door sensitization, canvassers can gauge public readiness for programs set and address any concerns or complaints firsthand. Such popular efforts ensure inclusivity and enable the public to voice their opinions directly to responsible authorities, making door-to-door canvassing an invaluable tool for effective sensitization and awareness.

Group learning

By gathering individuals in public spaces, these sessions offer a unique opportunity to disseminate information effectively and efficiently. In a short, fixed time period, participants gain a deeper understanding of the campaign's key messages. group learning serves as a powerful tool in enhancing public awareness and fostering informed decision-making within the community.

Staffing

At the heart of any successful campaign lies a dedicated and well-coordinated team. Recognizing the importance of staffing, we offer comprehensive staffing solutions customized to your campaign's needs. Whether you require full-time professionals, temporary personnel, or enthusiastic volunteers, we are here to assist. Our services include coordinating, recruiting, training and orienting your team, ensuring they are equipped and aligned to drive your campaign's objectives forward.

Telephone canvassing

Telephone canvassing is a pivotal tool during campaigns, offering a swift means to gather information and address individuals' queries and concerns. With access to our extensive database of over 500,000 names and mobile numbers, we can efficiently reach a broad audience in a short span. This resource emphasizes the significance of telephone canvassing in amplifying campaign outreach and engagement.

Town criers

Town criers play a pivotal role during campaigns, especially in areas with limited access to modern media. Serving as trusted local ambassadors, they effectively distribute vital information in every district and village across the country. Their longstanding tradition ensures that crucial campaign messages reach even the most remote communities, fostering widespread awareness and engagement.

Distance learning and education technique for hard to reach areas

Distance learning has emerged as an important solution for bridging the educational gap in areas where traditional teaching methods face geographical or safety challenges. In regions like remote villages across Uganda, where daily educator-student contact is impractical, innovative techniques become indispensable.

Our approach focuses on leveraging local assets, including multi-lingual personnel spread across various districts and villages. These individuals not only identify potential learners but also establish robust communication channels. To ensure inclusivity, we distribute self-study learning materials translated into diverse local languages, making education accessible to all. Additionally, we utilize community notice boards at district headquarters to disseminate vital information, fostering a climate of tolerance and encouraging diverse perspectives.



Events management and production

We specialize in Events Management & Production services, seamlessly handling everything from strategic planning to flawless execution. Our expertise covers event coordination; audiovisual setups, lighting, decor, stages and props ensuring your event stands out and runs smoothly from start to finish.

Research and Consultancy

We provide research and consultancy services tailored to meet the specific needs of our clients. Our team of experts employs rigorous methodologies to deliver actionable insights and strategic guidance. Whether you require market analysis, business strategy formulation, or specialized advice, we are committed to delivering results that drive your success.

Professional document services

At Bertcom Africa Ltd, we provide thorough proofreading and copy editing services for reports and technical documents. Our skilled team ensures your documents are error-free, polished and professionally presented. We cater to a variety of document types, enhancing clarity, coherence and overall quality. Trust Bertcom Africa Ltd to refine your documents with precision and expertise, delivering exceptional results every time.

Documentary Filming

Bertcom Africa Ltd specializes in high-quality documentary filming and production services. Our team of professionals is dedicated to capturing compelling stories and delivering impactful documentaries that resonate with audiences.

From conceptualization to post-production, we utilize strategic planning and data-driven approaches to ensure our clients' visions are brought to life. Whether it's raising awareness, educating audiences, or showcasing your organization's mission, Bertcom Africa Ltd is committed to delivering excellence in documentary filmmaking.

Monitoring & Evaluation

This ensures accountability, aligns actions with intentions and facilitates learning for future initiatives. Through systematic monitoring plans, we can track progress and make real-time adjustments.

At the campaign's conclusion, evaluations assess various aspects like cost-effectiveness, quality of educational materials and implementation strategies. Ultimately, M&E aims to determine the tangible impact of the campaign on institutions, learners, target audiences and beneficiaries, providing insights into the effectiveness and areas of improvement for future endeavors.

Other services

Content creation and distribution

We specialize in crafting compelling content tailored to your needs. Our expert team not only packages information effectively but also strategizes the optimal channels for its distribution, ensuring maximum reach and engagement for your audience.

Printing and branding

We assist organizations in crafting a distinctive brand identity through logo design, brand messaging, strategy development and positioning. These services ensure consistency, recognition and resonance with target audiences, making them essential components for campaign success.

Digital communication

Serving as the backbone for reaching and engaging target audiences effectively. Services like SEO, advertising, social media marketing, email marketing, content marketing and online reputation management empowers organizations to optimize their online presence, drive traffic and foster meaningful connections with their audience. Leveraging these tools ensures a cohesive and impactful digital strategy, maximizing reach and conversion potential.

OUR VALUE PROPOSITION



- With access to our extensive database of over 500,000 names and mobile numbers, we can efficiently reach a broad audience in a short span.
- We leverage our extensive multi-lingual assets across the different districts and villages to drive a comprehensive awareness and sensitization campaign.

OUR ASSETS

DISTRICT

Nebbi
Zombo
Amolatar
Bulambuli
Kakumiro
Bugiri
Pallisa
Manafwa
Nakaseke
Buyende
Kween
Omoro
Kitgum
Nakapiripiriti
Moroto
Mayuge
Amudat
Kaliro
Bundibugyo
Kyenjojo
Yumbe
Koboko

VILLAGE

Abia
Abibarem
Awigweng Central
Bumulekhwa
Kakumiro Town West Cell
Kapyanga
Kawoken
Khantsosi
Kibose
Kiseege
Korya
Lacenotinga
Layik Koco
Lobuneit
Looreng
Malongo A
Murut
Namugera
Ngamba Iii
Nyakahama
Odropi
Opo

NAME

Jimmy Agwokutho
Samuel Ocaki
Patrick Otile
Denis Watyekele
Dan Masanga
Fahad Kirunda
Bosco Omoja
Perez Masolo
Isaac Wamanga
Vicent Malinga
Ben Kibet
Joel Owor
James Okello
Justine Maniman
Peter Loriku
Rukia Kakai
David Lokwaputen
Thomas Baisani
Monday Bandaliza
George Katuramu
Moses Dramiga
Felix Bakole

OUR ASSETS

DISTRICT	VILLAGE	NAME
Kiryandongo	Pii-Akeyo A	Solomon
Rubanda	Rwara	Lawrence Turinomuhangi
Budaka	Budope I	Karrim Kirya
	Budope II	
	Kaajo	
	Kabyoga	
	Angeta	
	Chwagere	
	Olifarm	
	Oyirongole	
	Inang	
	Aweiwot	
	Otoro	
	Acobeco	
	Okwor	
	Kakomo	
	Kigulu	
	Mpenja	
	Mpanga	
	Buganza	
	Yebia	
	Abaa	
	Eyia	
	Adumini	
Dokolo		Hillary Tugume
Gomba		Morgan Kawalya
Kibuku		John Walega
Maracha		Moses Atule

OUR ASSETS

DISTRICT	VILLAGE	NAME
Butaleja	Malagha	Samuel Taata
Jinja	Bugembe Kagoma	Matovu Ishaak
Mbale	Nakaloke Bugobero	Hassan Gujram
Lira	Aromo Ogur	Kenneth Akello
Gulu	Owero Paicho	Andrew Akera
Arua	Opa Opika	Tabu Fred
Hoima	Adumi Aroi	Edson Nabaasa
Fort Portal	Kigoyera Kyarushozi	Kigambo Arari Moses

OUR ASSETS

DISTRICT	VILLAGE	NAME
Mbarara	Kabwohe Rubaya Bwizibwera Kagando Katebe Biharwe Kafuzho Bukiro	Gonzaga Buyondo
Masaka	Kadugala Kimanya Kalisizo Bukakata	Ssesanga Richard

PRIDE IN THE COMPANY WE KEEP

Bertcom Africa has worked with a number of clients ranging from startups to established organizations across various industries.



SUCCESSFUL PROJECTS



Bertcom
A F R I C A



Client: **Uganda Revenue Authority**

Campaign: **Mpa e-receipt yange**

Contract value: Ugx 1,323,960,000

Duration: 90 days

Tax Collected; UGX; 8,955,450,450/=

Bertcom Africa Limited was engaged by the Uganda Revenue Authority to fully run the Mpa e-receipt yange campaign, which ran for three months starting from July to October 2023. Additionally, we were entrusted with organizing the grand finale in February 2024 to mark the culmination of the campaign.

The core aim of this campaign was to raise awareness and educate the public about the Electronic Fiscal Receipting and Invoicing System (EFRIS), emphasizing the significance of requesting electronic receipts. This endeavor aimed to tackle tax administration hurdles linked with transactional processes and receipt issuance within Uganda's business landscape.

ACTIVATION LOCATIONS



MPA E-RECEIPT YANGE CAMPAIGNE ROAD MAP



Hoima
Arua
Gulu
Lira
Mbale
Jinja
Masaka
Mbarara
Fort Portal
Kawempe Division
Rubaga Division
Makindye Division
Kampala Central Division
Nakawa Division

CAMPAIGN PICTORIAL



CAMPAIGN PICTORIAL



CAMPAIGN PICTORIAL





Client: **Uganda Communications Commission**

Campaign: **Bridging the digital divide**

Contract value: Ugx 574,789,480

Duration: 60 days

Bertcom Africa Limited was engaged by the Uganda Communications Commission to provide services of digital literacy training, sensitization and distribution of 6,200 tablets to Over 5000 households, aiming to narrow the digital gap by educating and empowering individuals in 30 villages across the country namely;

Kibuku	Kakumiro	Kitgum
Kaliro	Pallisa	Mayuge
Bundibugyo	Rubanda	Maracha
Manafwa	Nakapiripirit	Omoro
Nakaseke	Kyenjojo	Yumbe
Bulambuli	Dokolo	Bugiri
Amudat	Kiryandongo	Nebbi
Amolatar	Kween	Moroto
Butaleja	Buyende	
Gomba	Zombo	
Budaka	Koboko	

[illegible]

DATE	TEAM 1	TEAM 2
October 23rd	Travel Day	Travel Day
October 24th	Nebbi (178)	Moroto (119)
October 25th	Zombo (154)	Nakapiripiriti (200)
October 26th	Maracha (424)	Amudat (121)
October 27th	Maracha (424)	Kween (174)
October 30th	Koboko (66)	Amolatar (74)
October 31st	Yumbe (205)	Dokolo (755)
November 1st	Kitgum (152)	Dokolo (755)
November 2nd	Omoro (160)	Bulamuli (158)
November 3rd	Nakaseke (162)	Manafwa (113)
November 6th	Kiryandongo (135)	Butaleja (176)
November 7th	Kakumiro (177)	Budaka (600)
November 8th	Kyenjonjo (113)	Budaka (600)
November 9th	Bundibugyo (99)	Kibuku (158)
November 10th	Travel Day	Pallisa (174)
November 13th	Rubanda (122)	Kaliro (164)
November 14th	Travel Day	Buyende (108)
November 15th	Gomba (398)	Bugiri (142)
November 16th	Gomba (398)	Mayuge (130)

 Team 1
 Team 2
 Village

CAMPAIGN PICTORIAL



OUR TEAM

OUR TEAM



EDGAR ARINAITWE

B. HONS. BBA/MARKETING

Edgar is a self-driven and motivated businessman and entrepreneur with 15 years of experience in marketing and strategic planning dedicated to solving challenges and providing timely solutions to organizations. Proficient in strategic leadership, business development and fostering growth through innovation.



PHILBERT ARYATUNGA

B. HONS. BBA/MARKETING

Philbert is a marketing expert boasting a decade of executive-level experience. Proficient in developing campaigns focused on educating consumers about product usage. A compelling communicator proficient in articulating marketing goals to corporate stakeholders and prospective investors. A dedicated leader with a zeal for inspiring teams and fostering collaboration towards shared objectives.

OUR TEAM



ALLAN TUGUME

BUSINESS DEVELOPMENT

Allan offers over a decade of experience in business development, production management and project planning. He has demonstrated his ability to drive growth, optimize processes and deliver high-quality results with a proven track record of success in exploring new business opportunities, managing production teams and ensuring timely project delivery.



BRIGHT AGABA BRENDAH

BACHELORS DEGREE IN INFORMATION TECHNOLOGY

Brendah is a highly motivated and detail-oriented professional with experience in IT support, social media management, website administration, office administration, sales and marketing. With a strong attention to detail and a proactive approach, she consistently delivers high-quality work and exceeds expectations.

OUR TEAM



RACHEAL NYIRANZANIRA

BACHELORS DEGREE IN PROCUREMENT & SUPPLY MANAGEMENT

Racheal is a self-motivated work ethic enables her to thrive both independently and as part of a team, consistently delivering high-quality service and exceeding expectations. Racheal brings a wealth of experience in bidding and proposal preparation, leveraging her expertise to secure new business opportunities and drive company growth.



BAAKA ANDREW

BACHELORS DEGREE IN PROCUREMENT & LOGISTICS

Baaka Andrew is a seasoned professional in operations management, known for his strategic leadership and meticulous attention to detail. He spearheads initiatives to enhance productivity and ensure seamless workflow across departments.

OUR TEAM



NGOBI ARAFAT

DIPLOMA IN JOURNALISM AND MEDIA STUDIES

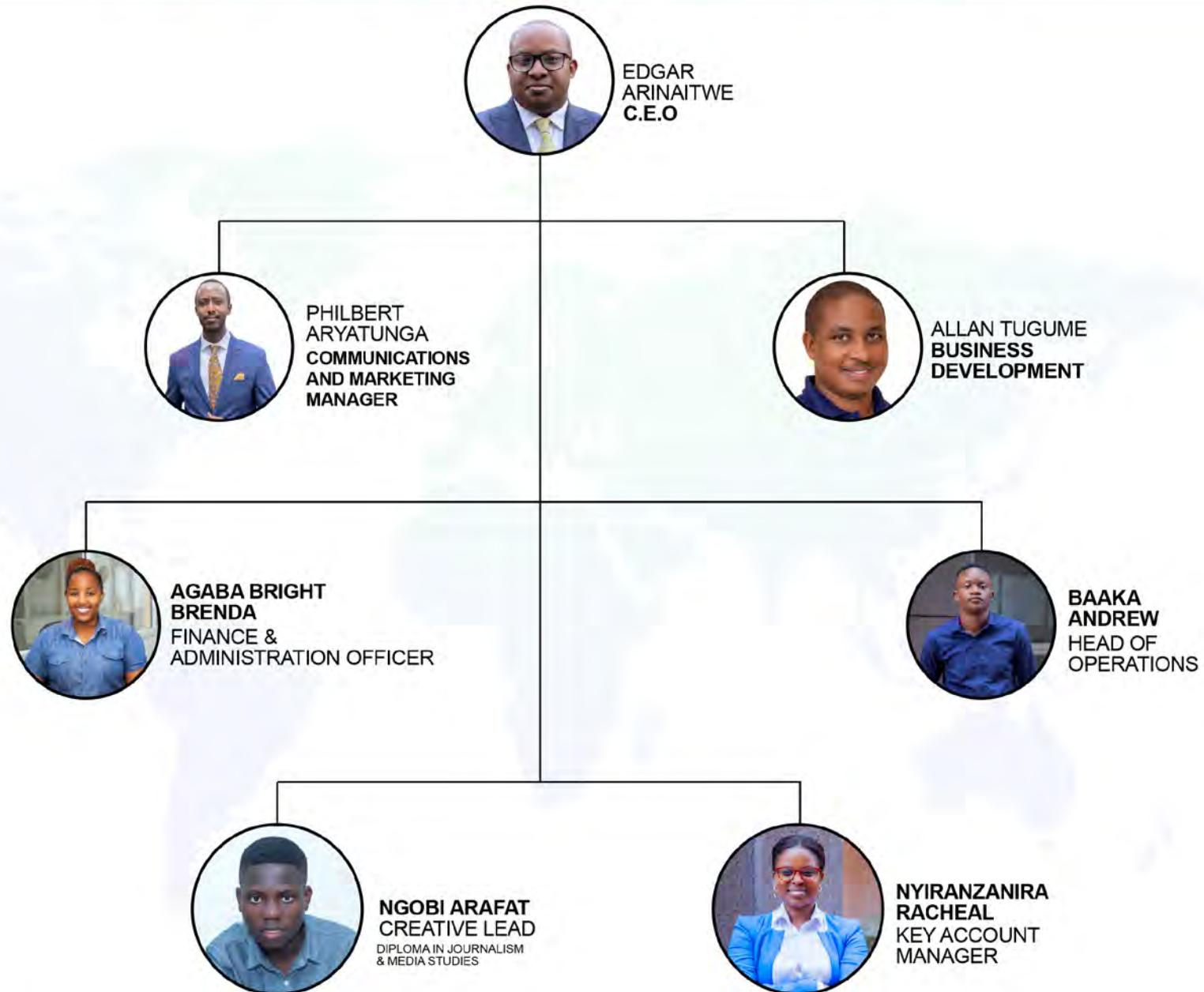
Arafat is a versatile creative professional with a passion for visual storytelling and a keen eye for detail. With extensive experience in graphic design, motion graphics, photography, and videography, he thrives in bringing ideas to life across various mediums.



Bertcom
A F R I C A

GOVERNANCE STRUCTURE

GOVERNANCE STRUCTURE





| CONTACTS

BERTCOM AFRICA LTD
GROUND FLOOR SUITE GF 12
NTINDA COMPLEX, STRETCHER ROAD,
P. O. BOX 119962
KAMPALA, UGANDA
PHONE: +256779861898
EMAIL: BERTCOMAFRICA@GMAIL.COM