



CORPORATE
PROFILE



Our 38 year Journey



we're all about blending

WHO WE ARE

Transform Your Vision into Compelling Campaigns.

Blend is a full-service marketing agency based in Uganda, created to add value to businesses by understanding the right customer, increasing exposure and driving sales their way.

Headquartered at Plot 19/21 First Street, Industrial Area, P.O Box 9815 Kampala, Uganda. This prime location enables us to stay connected with the vibrant business community in Kampala and beyond, ensuring that we are always in tune with the latest industry trends and market dynamics.

FOOT PRINT & **KEY CLIENTS**





AN AGENCY ON A MISSION

**Delivering tailored solutions that
blend creativity and strategy**

Our mission is to craft compelling narratives and innovative campaigns that resonate with audiences, drive business growth, and create lasting brand impact. We are dedicated to understanding our clients' unique needs and delivering tailored solutions that blend creativity and strategy for unparalleled success.



AN AGENCY WITH A **VISION**

Revealing what is invisible

To be the leading creative agency that seamlessly combines innovation, strategy, and storytelling to amplify brands and connect with audiences on a deeper level.



WHY BLEND ADVERTISING

**A seamless blend of innovation,
collaboration, and proven success that
elevates your brand to new heights**

At Blend Advertising, we combine the power of creativity and strategic insight to deliver exceptional advertising solutions that drive results. As an affiliate of Vision Group, we leverage extensive resources and industry expertise to craft compelling narratives and innovative campaigns tailored to your unique needs. Our commitment to excellence, integrity, and customer-centric approach ensures that your brand stands out and resonates with your audience.

WE ARE A TOZ

We are a full-service agency, providing Market Research, Event Management, Media Buying, Media Production, Digital Marketing, Brand Development and Management, as well as Out- of- Home Advertising: One point of contact to cater to your marketing needs whether assessment, ideation, strategizing, execution, monitoring or evaluation.



HOW WE DO IT

Research & Knowledge base

We leverage insights from the market to uncover valuable lessons. This approach allows our clients to benefit from a well-honed knowledge base built over time. By conducting meticulous research before embarking on any project, we identify the right paths and necessary details. This method spares our clients the inconvenience of trial and error, ensuring that we deliver solutions that are both efficient and effective.

Structured Plans, Timelines, and Metrics

Whether it's a single project or a year-long campaign, we provide our clients with detailed action plans. These plans come with clear timelines and measurable outcomes, ensuring that progress can be effectively tracked.

Quality Assurance

Our internal auditing system implements multiple layers of filtration. This rigorous process ensures that we deliver only the finest quality results to our clients.

Engagement & Follow-through

We ensure our clients are engaged at every stage of the process. Focused on building long-term relationships, we assign a dedicated Account Manager to address our clients' needs. Clients receive regular updates with detailed status reports, complete with data and visual aids.

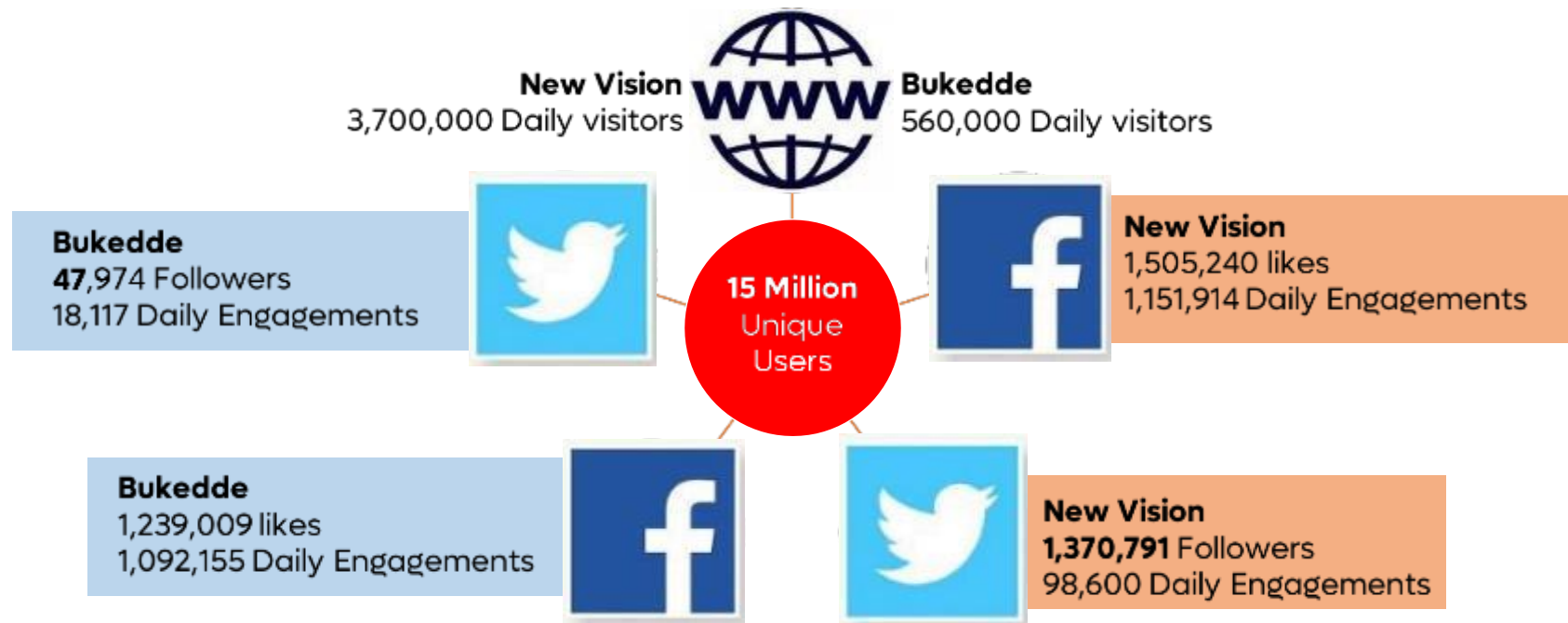


OUR SERVICES

Blend Advertising features consultation, strategies, tools and solutions that enabled numerous businesses to achieve goals and exceed expectations.

Media App & Digital Marketing

The Assets ...



Media App and Digital Marketing



- Over 12 Million downloads
- 1st Augmented reality commercial live media deployment in Africa (AR)
- First local media platform to combine all content types in one platform.
- First media platform to include a “citizen Journalism” option potentially being the first to shift to real involvement of the public.
- Content on Demand (Serialized videos).
- Podcasts

Vision Group Addresses these audiences using:

- Premiered Content
- Short video clips
- Sponsored articles to amplify the campaigns
- Display banners on the websites linked to the customers website.



Vision Outdoor is a cutting-edge solution designed to help our clients advertise their business in a unique and captivating way with digital billboard adverts. Our clients are able to market their products and services through high quality video content to an audience with thousands of potential customers that see our billboards daily.

Vision Outdoor has strategically placed these digital billboards in high traffic areas to maximize impressions and create more value for every advertiser that works with us. Some of our billboard locations include; Seeta, Kisaasi, Bakuli, Damanico, Nkumba, Church House, Jinja, Lugogo Bypass and the Entebbe Airport Parking.

Events, CSR, Experiential Partnerships



- Customisable Rig Trucks for Experiential BTL engagement of your customers (our audiences) to experience your brands at experiential marketing drives.

Event Management

— Each Event is a whole new story

We were frequently described as the most active and effective event planning and management provider in Uganda. We have conducted events for international and regional brands within the scope of brand activation, product launch and sampling, grand openings, conferences. Entertainment and promotions.

No matter the type or size of your aspired event, either we have done it before or we have a good idea of how to do it.



Bride&Groom Expo 2024



Harvest Money Expo 2023



Transit Advertising

Taxis. Small Buses. Large Buses.

They might miss their ride, but they won't miss your ad. Turn your ad into a giant on wheels and release it in the streets.

Event Management

Each Event is a whole new story

We were frequently described as the most active and effective event planning and management provider in Uganda. We have conducted over 100 events for international and regional brands within the scope of brand activation, product launch and sampling, grand openings, conferences. Entertainment and promotions.

No matter the type or size of your aspired event, either we have done it before or we have a good idea of how to do it.



Bride&Groom Expo 2024



Harvest Money Expo 2023



Media Production

—— **Make them see the world the way you do.**

From light social media videos to large-scale tv and radio commercials, we blend photography, videography and sound design using next-gen tools and artistic viewpoints. The result is charming communication that inspires, persuades and converts.



Motion & Creative design

———— **One-stop creator of all the visuals your business needs.**



Blend Advertising combines art to elevate graphic design to the next level. The importance of visuals in communication is skyrocketing. Colors, shapes and techniques are major influencers on how convincing your business looks to buyers, investors and stakeholders.

Entrust us with your business visuals as the communication veterans. From identity themes and still images to edited and animated videos, we create unique, professional and consistent graphics. Need designs of collaterals and stationery? Want to capture social media's attention with stunning panoramas, aerial views, time-lapses and slo-mos? You can count on us.

Print & Manufacture

Your scene, your rules.

Vision Printing offers; Offset printing. Digital Printing. Large Format Printing. We have equipment for all your finishing needs including Lamination, Varnishing, Foiling, Embossing, and a full fledged creative design house team to bring your ideas to life!

Our range of products include; Books, Reports, Spiral-bound Diaries and Notebooks, Calendars (desk, wall, shipping & Plano), Folders, Printed Stationery, Labels, Banners, Our main clients include both the Government of Uganda, its agencies as Magazines, Newsletters, Greeting & invitation cards, Newspapers, cards, Marketing and Promotional Materials like Brochures, Fliers, Leaflets etc, Posters, Wobblers. Branding; Wall Branding, Car branding and Signage.





Copywriting

—— Words that resonate and influence

A strong content should be adoptable to the context while preserving a unified corporate voice. Moreover, the text should be tailored to persuade, attract, inspire, command or empathize depending on the situation.

Blend advertising distinguishes itself through its deep understanding of the Ugandan Market and culture. We write, translate and proofread to deliver a powerful text that resonates within its market. Our inhouse experts cover English, Luganda, Luo, Ateso, Lugisu amongst other languages and dialects of the region



Media Buying

Fine-tune your mediums.

Whether the medium is TV, Radio, Print, OOH or Online, we handle all aspects of Media Buying. From target definitions and all the way to research, sourcing, implementing and monitoring, we will do it on your behalf and keep you updated via status reports.

Research Services

— More than a decade of
supporting Informed
decision making.

Market Analysis

- Market size & share
- Competitive analysis
- Customer analysis
- Dynamics & growth drivers
- PESTEL analysis
- SWOT analysis

Brand Audit

- Customer Satisfaction
- Net Promoter Score
- Brand Awareness

Retail Audit

- Shelf efficiency
- Mystery shopping
- Merchandising



Customer Behaviour

- Communication appeal
- Behavior analysis
- Satisfaction & loyalty drivers
- Buying & consuming journey analysis

Product Development

- Needs assessment
- Blind test
- A/B testing
- User experience

Monitoring & Evaluation

Media Consumption



Website & App Development

- **Helps you to create, grow and maintain your business online presence**



SEM, SEO, Email & Sms

— **Blend advertising not only puts you online, but puts you first.**

We help you make the most of search engines. Our Search Engine Marketing (SEM) service promotes your website to the sponsored part of Google search results. Or Search Engine Optimization (SEO) Service guarantees advanced placement among these search results. In addition, we help you blast- share your services, offers or announcements via bulk emails and SMS campaigns.



Digital Marketing

———— **Your website is your own Kingdom. Not only does it make your business available to millions of Internet users but it also gives personality, charisma, and authority. Add to that a mobile application with useful features and everyone will be walking around with your brand at the palm of their hands.**

Social Media Marketing

———— **Helps you to create, grow and maintain your business online presence**

We manage your social media accounts on your behalf. We create rich content calendars crafted to influence, promote and sell. We handle community engagement, ad campaigns and data analysis across numerous social media platforms.

Influencer Marketing

They are popular. Followed and trusted by tens of millions. Through our network of both micro and macro influencers, we make sure the right person is promoting your brand based on your communication strategy.





Brand Development

The small details that paint the bigger picture.

Brand identity determines how your business will appear and function both internally and to the outside world. How will it look and feel? What will it tell? What will the first impression be? Will it stick to memory? Entrust Blend Advertising with shaping your business Identity.

The identity package starts with business naming, logo design and slogans creation, extending all the way to business cards, letterheads, signatures, collaterals, stationery, uniforms and decorations. These are the small details that paint the bigger picture, and it's important that they are consistent and professional.

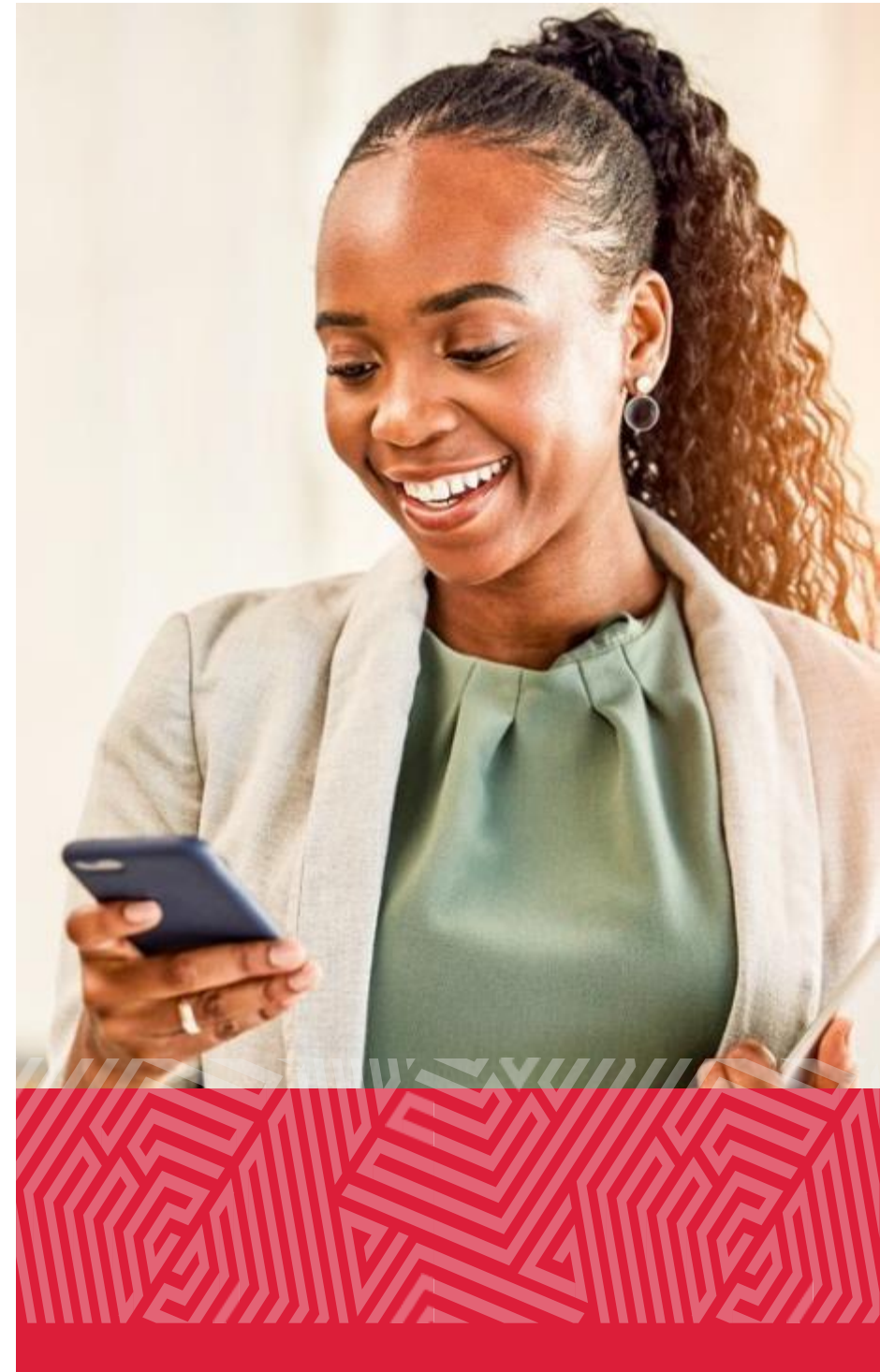
Brand Management

**Maximizing the brand's value
through
smart management.**

From start-up and all the way to scaling and mergers, any brand has a life-cycle. During each of these phases, professional brand management is needed to deliver the right message, make the most effective communication and keep consistent goals.

We strategize, implement and evaluate brand management. We have had the pleasure of helping key brands through agile actions and valuable insights.

From launchings to monitoring reputation, augmenting corporate spirit, creating activity calendars, analyzing past performance and many more.



Customer Care Solutions

Outsourcing your customer care needs is a great way to cut expenses. Save on staff members, office space and expensive gear by entrusting your customer care services to Blend Advertising.

From small to large volumes, and whether inbound or outbound, we have a 24h call center ready to accommodate your needs right here. Furthermore, we handle the customer care required through your website, social media pages and email accounts.





Thank You!



VISION GROUP[®]

NATIONAL PRIDE • GLOBAL EXCELLENCE

NEWSPAPERS



COURIER AND DISTRIBUTION



RADIOS



PODCAST



TV STATIONS



OUTDOOR ADVERTISING



PRINTING SERVICES



PUBLISHING



MOBILE APP



ADVERTISING AGENCY



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