

|prô,file|



We believe we've been

Called to Create

through collaboration, innovation, and efficiency, we conceptualise and execute **digital marketing strategies**, **visual communication**, and **custom websites**.

How we do it...

We've got a mix of graphic artists, designers, web developers and programmers whose skill set include the latest programming languages and design tools plus years of combined experience spanning across industries and markets.

Our services include...

ADVERTISING
CONCEPT
DEVELOPMENT

BRAND IDENTITY
DEVELOPMENT

WEB DESIGN &
DEVELOPMENT

APP USER
INTERFACE
DESIGN

DIGITAL
MARKETING

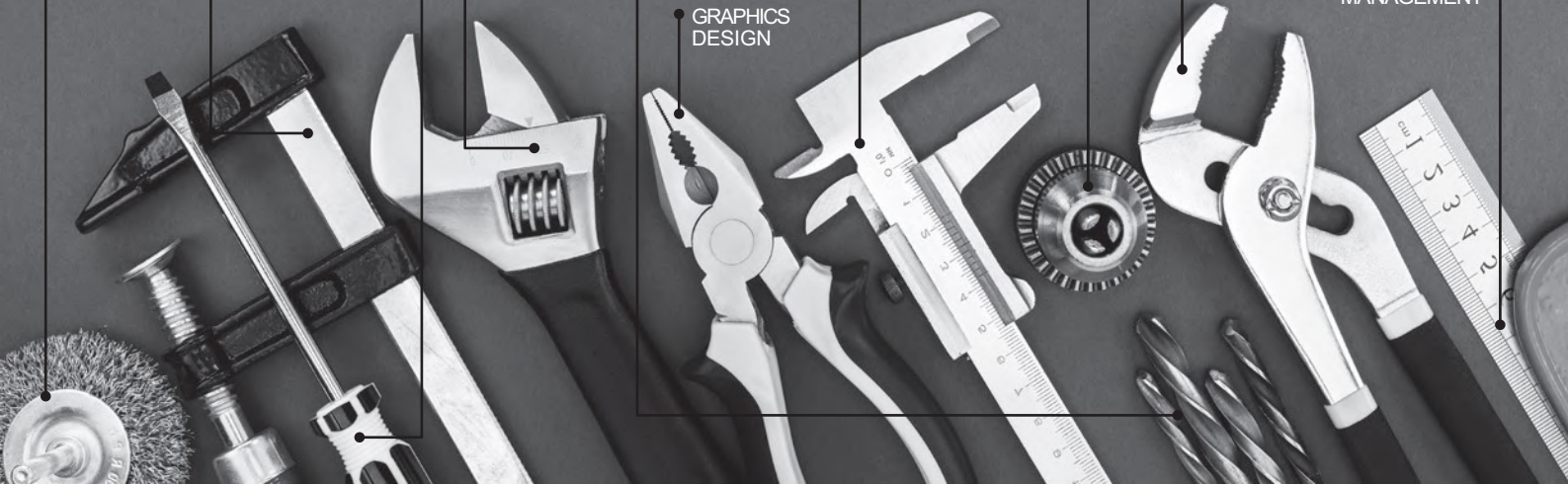
GRAPHICS
DESIGN

PHOTOGRAPHY
& VIDEOGRAPHY

WEB HOSTING

DOMAIN NAME
REGISTRATION

E-COMMERCE
WEB DESIGN &
MANAGEMENT

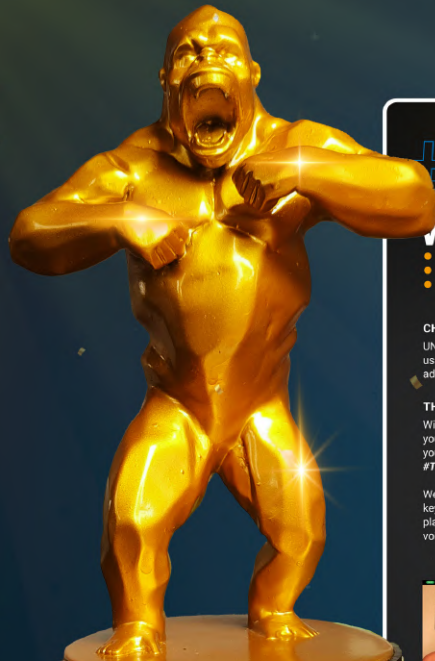


Some of the clients



BRONZE WINNER '23

Digital : Social Media & Influencer



BRONZE- SOCIAL MEDIA & INFLUENCER

SILVERBACK
AWARDS



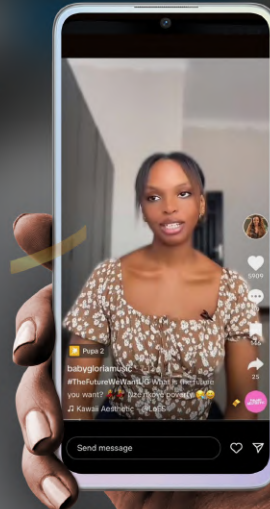
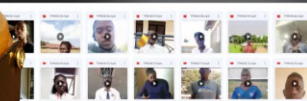
CHALLENGE

UNFPA (United Nations Population Fund) tasked us to create an online campaign that would raise advocacy for population issues in Uganda.

THE IDEA

With Uganda boasting a 78% population of young people below 30, we have created a youth influencer-led online platform dubbed #TheFutureWeWantUG.

We used influencers to initiate conversations on key population issues; health, dignity and equality, place and mobility and invite their audiences to voice their solutions through recorded videos.



RESULTS



The solicited videos were presented to policymakers which pushed the government to commit

"to prioritize the fight against teenage pregnancy, school dropout and to mobilize the communities to embrace the fight against poverty eradication"

Honourable DK Odonko
LC5 Chairperson, Alebtong District.

1,792,762

IMPRESSIONS

\$10,301

EARNED MEDIA

197+

VIDEOS COLLECTED

Brand : United Nations Population Fund (UNFPA)

Campaign : The Future We Want UG

Executed by

COCREATE
ADVERTISING

Mobile First Strategy



#TheFutureWeWantUG

Health
Dignity & Equality
Place & Mobility

UNFPA #8BillionStrong
Join the Chat

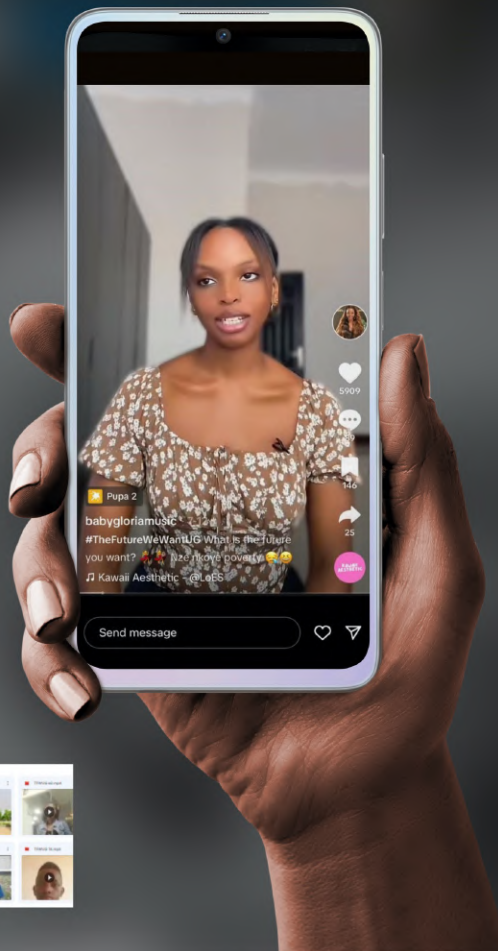
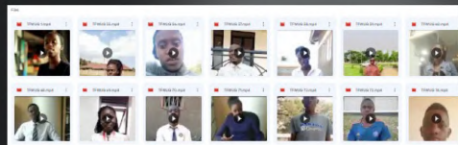
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1,792,762
IMPRESSIONS

\$10,301
EARNED MEDIA

197+
VIDEOS COLLECTED





To have youth-friendly
services available at
our health center.

That is the future I want.

Pinyoloya Gladys
Kitgum, Uganda

The Health
Equality & Mobility
Future
WeWant UG

Join the Chat    

#8BillionStrong



Young people to
get technical and
vocational skills.

That is the future I want.

Ogen Rwoi Nicholas
Kitgum, Uganda

The Health
Equality & Mobility
Future
WeWant UG

Join the Chat    

#8BillionStrong



For girls to
complete school.

That is the future I want.

Oyot Florence Sunday
Kitgum, Uganda

The Health
Equality & Mobility
Future
WeWant UG

Join the Chat    

#8BillionStrong



Watch the
Dubai Airshow

www.ugandairlines.com



as Uganda Airlines showcases
AIRBUS A330-800neo

nbs **WATCH LIVE**
This Sunday
16th Nov 2021
1pm to 3pm



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with the **Masai**

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FROM USD \$1,548
Per person
Share Trip

Inclusions will

- Airfare on board a 737-800 - Nairobi
- Masai warriors' guide, Masai village, Masai culture
- Masai for lunch, Masai village to Masai Park
- 2 nights accommodation
- Breakfast lunch and dinner
- 2 Game drives per day in the ELUGUZA Masai North Conservancy (MVC fees included)

*Taxes are valid until 30th June 2021. *Valid for E.A. MSF Resident only.

Uganda Airlines
Fly the Crown to the Heart of Africa

You are
Invited to the



Press Roundtable Meeting

Thursday 20th Jan 2022
8:00am - 10:30am
Golden Tulip Hotel

By invite only

Uganda Airlines
Fly the Crown to the Heart of Africa

6 weeks to end
Jan-Worry!



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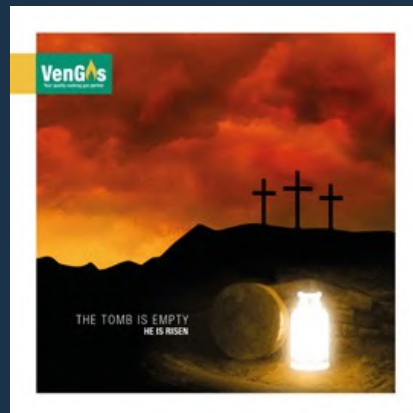
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RECIPE
SAUSAGE MEATBALLS

INGREDIENTS:

- 700g pork and fennel sausages (or other pork sausages)
- 2 tbs extra virgin olive oil
- 2 garlic cloves, whole, crushed with knife
- 1x400 can chickpeas, rinsed and drained
- 400g can Ardmore Diced Tomatoes
- 2 tbs tomato paste
- 1/2 cup (60ml) red wine
- Grated parmesan to serve
- Mixed salad leaves to serve

DIRECTIONS:

- Remove sausages from their casings. Season with pepper and then form into meatballs using about 1 1/2 tbs mixture.
- Heat oil in a large, heavy-based pan. Add the meatballs and cook, turning, for 6-8 minutes until golden. Add the garlic and cook, turning to coat, for 1 minute.
- Add the chickpeas, tomatoes, tomato paste, wine, and 1/2 cup (125ml) water. Bring to a simmer, season, and cook for 8-10 minutes until the sauce has reduced.
- Top with grated parmesan and serve with mixed salad.

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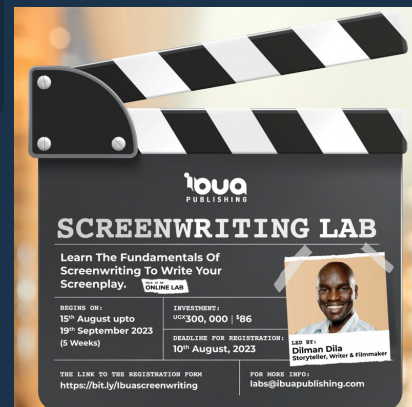
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Steak

Meat the King of Kings

YO' NYAMA

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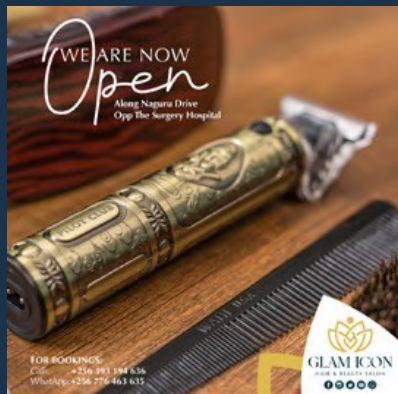
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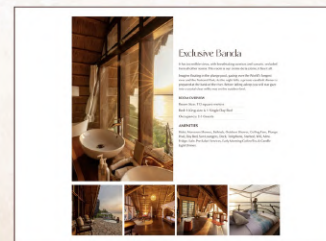
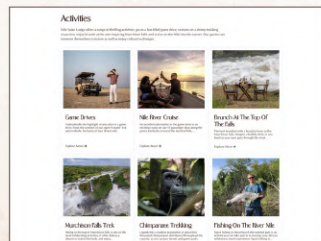
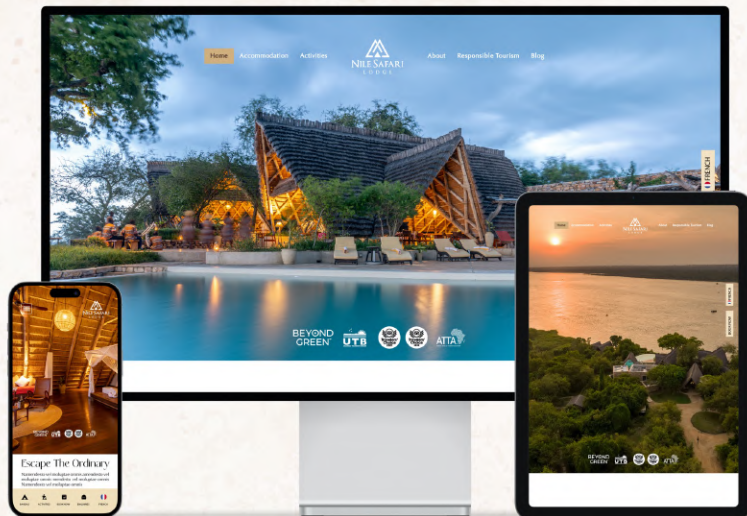
Overview

Nile Safari Lodge, an exclusive, luxurious and eco-friendly lodge located in Murchison Falls National Park, was looking for an online solution that would drive their revenue growth.

Creative Concept

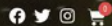
Considering that the lodge's main target audience is international travelers aged 45-60+ years, we created a website with:

- A visually captivating user interface reflecting the lodge's luxury and brand identity.
- A concise user journey designed to convert every visitor into a potential lead.
- A simple in-built booking system for direct communication with the lodge's administration.
- A mobile friendly interface ensuring seamless accessibility for visitors engaging with the website on smartphones and tablets.
- A dedicated french version to cater to the lodge's 17.5% french-speaking audience.
- Search engine friendly content and structure to enhance the lodge's online visibility.



Results

- SEO
16K+ Search Traffic
25K+ Impressions
- Inquiries:
250+ Emails a month
400+ Calls a month
- Revenue Growth
31% Increase in 5 months
- 3K+ Site Visits
610+ Leads a month



LET'S CREATE MEMORIES

MENU

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BOOK A TRIP

1

What are you mostly interested in?

- ☐ International
- ☐ Regional
- ☐ Domestic
- ☐ Specials

2

How long would you like to travel for?

- ☐ Short trip
- ☐ 7 nights
- ☐ 10 nights
- ☐ 14 nights
- ☐ More

3

When would you like to travel?

Select date and month

GET IN TOUCH

Buganda Road Flats, Block 668, Unit 3, Kampala
Uganda

WhatsApp: +256 782 686 847

Phone: +256 414 699 471

Mobile: +256 782 686 847

Email: info@ysavesafaris.com

PAYMENT METHODS

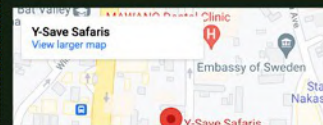
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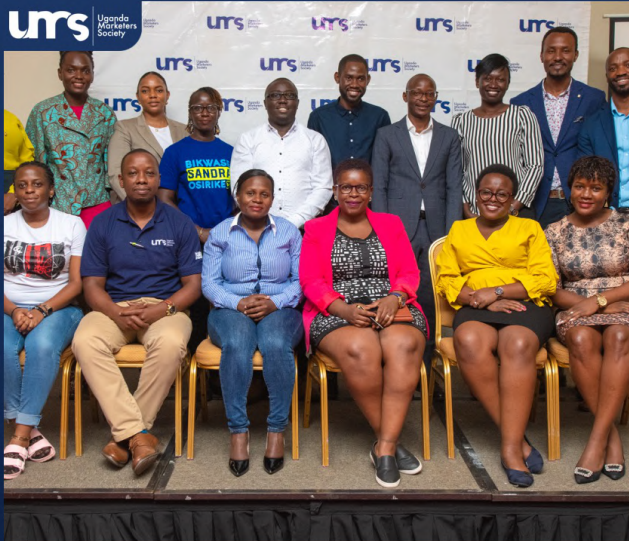


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umsUganda
Marketers
Society

ABOUT

Uganda Marketers Society

Uganda Marketers Society is the premier organisation for marketers in the country, dedicated to promoting excellence in the field.

UMS provides a range of resources and opportunities for skill-building, so members can stay up-to-date with the latest trends and best practices in marketing.

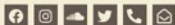
Our goal is to help you become the best marketer you can possibly be.

UMS is affiliated with the



and is a member of the





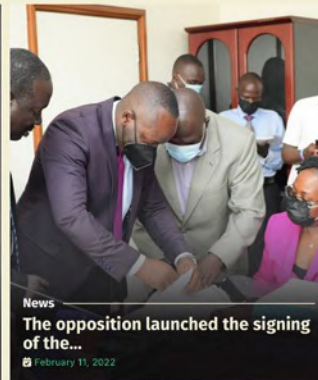
PARLIAMENT WATCH
Your eye on Parliament

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WELCOME TO PARLIAMENT WATCH

We monitor and track the Ugandan Parliament on a regular basis, provide relevant data and expert insights.

HERE IS HOW

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Latest Bill:

[SEE ALL →](#)

Bill status: 3rd reading (Passed by

Bill status: 1st reading

Bill status: 3rd reading (Passed by

Bill status: 2nd reading

STRENGTHENING OF Parliament's OVERSIGHT

To support the strengthening of parliament's oversight and public accountability function for enhanced performance of public institutions

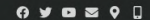


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PROJECTS
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CEPA BLOG:
THE POLITY

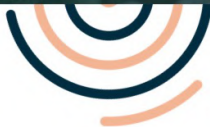
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PUBLICATIONS



our PROJECTS:

ARE YOU AN AGROECOLOGICAL ENTERPRISE?

The Neycha Accelerator & Fund (Neycha) advances food system innovators and entrepreneurs who are working towards a more regenerative and agroecological food system (from input provision, processing to consumption) and contributing to a more holistic and circular agri-food economy in East Africa.

[LEARN MORE ABOUT HOW WE DO THIS →](#)

Neycha identifies and partners with growth-oriented Agroecological Enterprises (AEEs) in Uganda and Kenya, providing them with the capacity, capital and the connections they need to grow their impact and businesses.



CAPACITY



CAPITAL



CONNECTIONS



JOIN US FOR THE 2ND ANNUAL



THEME:

**Africa's \$3.4 Trillion Economy:
Opportunities for Marketers**

Date: 6th-9th September 2023

Time: 9AM - 5PM

Venue: Imperial Botanical Beach Hotel

Entebbe, Uganda - East Africa

EVENT COUNTDOWN

40	21	01	43
DAYS	HOURS	MINUTES	SECONDS

**About The African Marketing
Confederation Conference**



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THOUGHT LEADERSHIP

UAA serves to protect, improve and preserve the interests and standards of the Uganda advertising industry players; clients, agencies, media and creatives in the industry through thought leadership, training, research, partnerships, stakeholder engagements and lobbying.

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Zoram Consulting
Creating shared prosperity
through local content partnership

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      ZORAMU CONSULTING GROUP LTD

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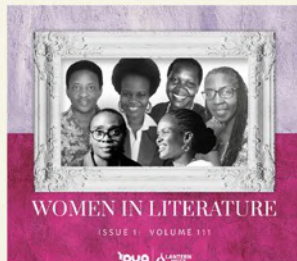
Bold: Imagining A New Africa
Read 24 stories in this issue



We The People
Read 16 stories in this issue



Packlight Series
Read 32 stories in this issue





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Richland Foods Ltd is a meat processing and packaging business based in Makerere specializing in Farm fresh Organic Ugandan meat.

We pride ourselves in producing high quality meat products and are committed to the highest standards of quality and customer service.

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Beef

[FULL PRODUCT LIST](#)



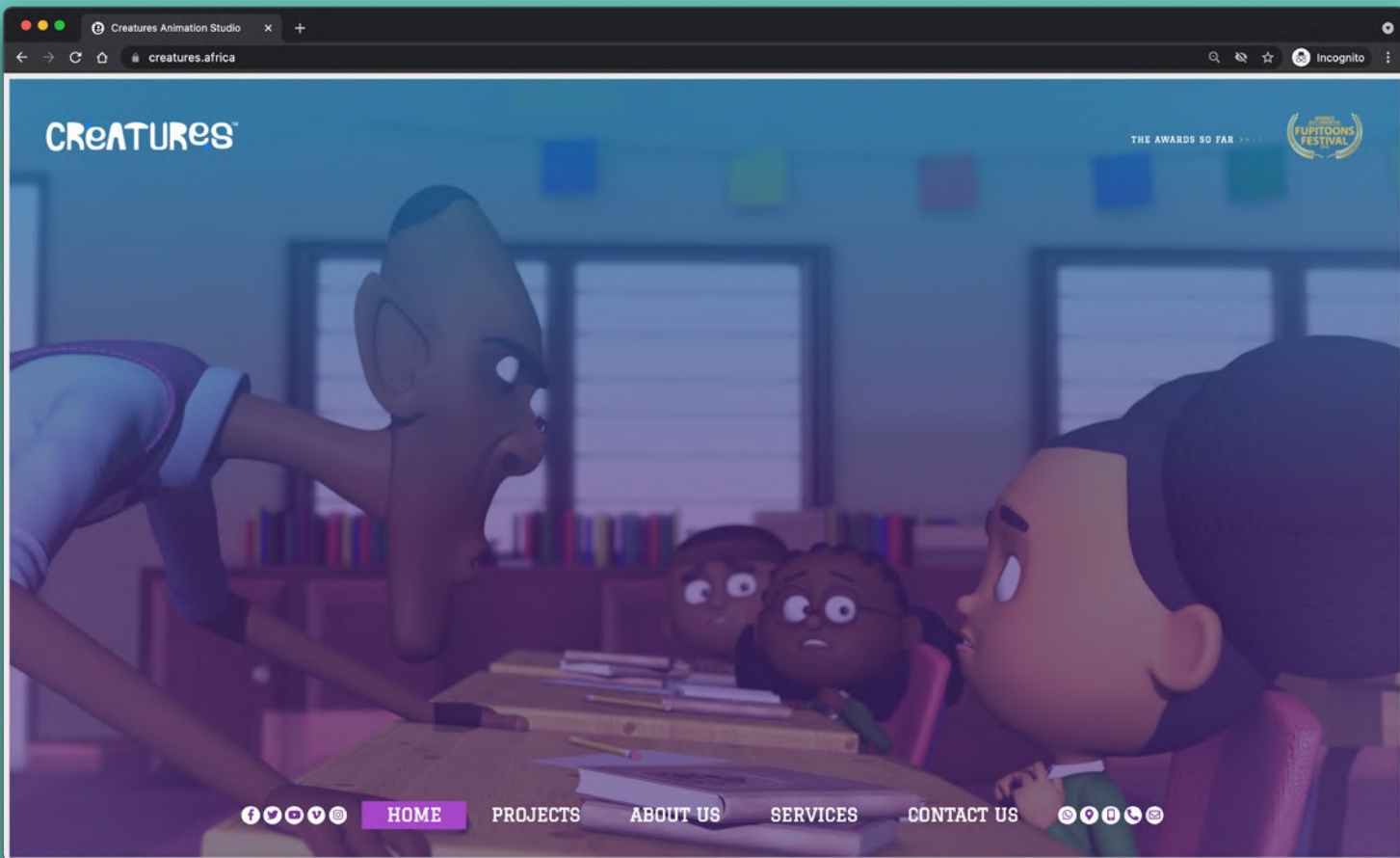
Chicken

[FULL PRODUCT LIST](#)



Pork

[FULL PRODUCT LIST](#)



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MENU ☰

← PARENTS GUIDE | SUPPORT A CHILD →

~~~~~ ♥ ~~~~~

# Rehabilitating And Equipping Physically Handicapped Children

~~~~~ DIFFERENTLY ABLED ~~~~~


Corporate Social Responsibility...

Kampala School of the Physically Handicapped

Problem: Kampala School for the Physically Handicapped an institution that depends on donor funding to run its operations, however its website did not attract donors or eable well-wishers to make online donations.

Our objectives were to:

1. Enable site visitors to **easily find information** about the school
2. Enable **volunteers** to apply and be a part of the activities
3. Make **online donations** to support the needs of the school

On their 50th Anniversary, we launched the new website with a clean and modern look.

We also organized a training for their team on how to update and manage their website and digital footprint.



Concept Development



WEB+DIGITAL+DESIGN

COCREATE

www.ugandairlines.com

Explode with the Nile



\$795 Per Person
Minimum 2 adults, 1 child (2 adults & 1 child)

Inclusive of:

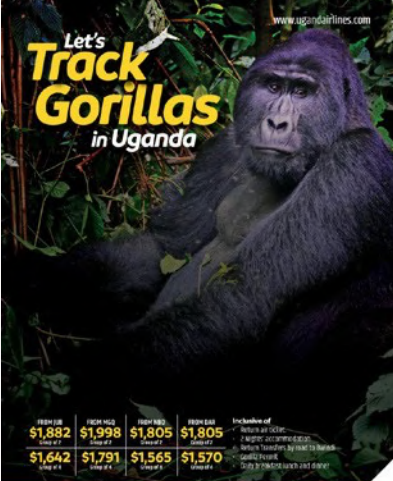
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- Return airport transfers
- 3 night's accommodation BB
- Full day water rafting or kayaking
- Evening Nile cruise
- 30 minutes Quad biking

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Fly the Crown in the Heart of Africa

Tel: +256 924 822 495, +256 260 406 400
Email: info@ugandairlines.com, reservations@ugandairlines.com

www.ugandairlines.com

Let's Track Gorillas in Uganda



| FROM EUR | FROM USD | FROM NBO | FROM EBB |
|------------------------------------|------------------------------------|------------------------------------|------------------------------------|
| \$1,882
single | \$1,998
single | \$1,805
single | \$1,805
single |
| \$1,642
single & 1 child | \$1,791
single & 1 child | \$1,565
single & 1 child | \$1,570
single & 1 child |

Inclusive of:

- Return air ticket
- 4 night's accommodation
- Return transfers by road to Bwindi
- Gorilla permits
- Daily 20 minutes lunch & 30 minutes

Book at least 60 days in advance. Prices vary by season. 18+ for NBO.

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Meet the King of Queen Elizabeth National Park



| FROM EUR | FROM USD | FROM NBO | FROM EBB |
|----------------------------------|------------------------------------|-----------------------------------|-----------------------------------|
| \$1,279
single | \$1,441
single | \$1,243
single* | \$1,227
single* |
| \$964
single & 1 child | \$1,126
single & 1 child | \$928
single & 1 child* | \$912
single & 1 child* |

Inclusive of:

- Return air ticket
- 2 night's accommodation
- Return transfers by road to Queen Elizabeth
- Uganda Cultural Fee
- 2 safari drives
- Park entrance fees
- Boat launch
- Daily breakfast lunch and dinner

*Book at least 60 days in advance. Prices vary by season. 18+ for NBO.

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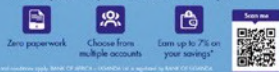
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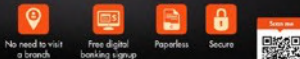
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OPEN A PERSONAL ACCOUNT ONLINE

5 quick steps

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2. Enter your personal details, take a selfie, and upload your ID
3. Select your preferred account settings and channels
4. Confirm conditions acceptance
5. Submit your application



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Selfie
Account

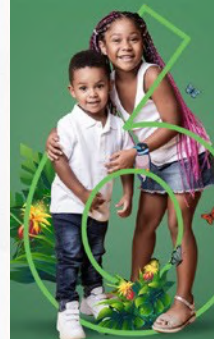
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Groupe BMCE BANK

HOW TO OPEN A KIDS ACCOUNT ONLINE

www.boaiganda.com

Get started with 6 easy steps

1. Visit boaiganda.com or scan the QR code below
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3. Select your kid's account and preferred branch
4. Enter your child's details, upload their photo and birth certificate
5. Confirm conditions acceptance
6. Submit your application



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Cup



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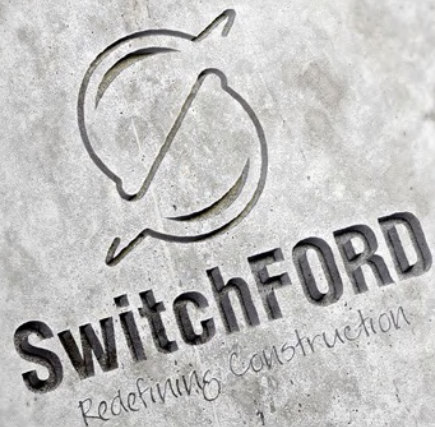
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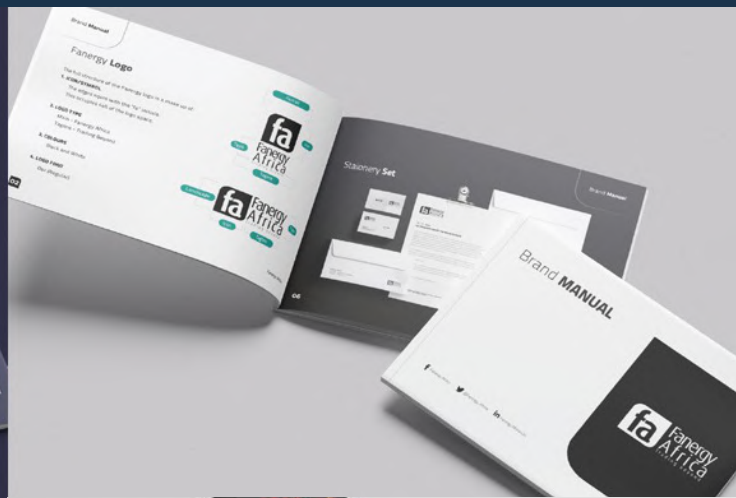














Award Winning Team



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