

our credentials

2024

Regional HUB

CURIOSITY is an affiliate company of HAKUHODO covering group presence in regions of Middle East, Africa and Latin America

Curiosity acts as a regional hub, providing clients with:

- Consulting and BI service
- Strategic client service and NB
- Coordination across multiple regions
- Maintaining even marketing product across regions
- Financial support and coordination



360 scope of marketing services

BI, analytics, marketing insights

- Brand and competitors audit
- Marketing strategy
- End-to-end analytics
- Interactive dashboards
- Analysis of Youtube placements
- Social Listening
- Quick measurement of ad memorability, measurement of effective frequency through polling mechanics
- Brand Lift
- Cluster analysis

performance marketing

- display ads
- search engine optimization
- social media
- lead generation
- mobile marketing (installs/sells)

traditional media

- media strategy/planning
- media buying services (TV, print, radio)

e-commerce

Creative and content

- communication ideas/strategy
- end-to-end special projects
- art direction
- content production (photo/video/digital)
- SMM
- influencers marketing
- website development

consultancy

WHO

WE ARE

We are an expert 360-degree marketing and media agency with 45 own offices covering the whole African continent. With a team possessing extensive experience in Africa and strong local media connections, we leverage our regional knowledge and presence to collaborate with ambitious brands.

Our focus is on unlocking local markets, ensuring campaigns that are not only truly relevant to the local audience but also deliver tangible ROI.

Pan African FOOTPRINT

Curiosity Africa has 45 registered businesses across the continent with head offices in Johannesburg and Dubai and four regional HUB offices in Africa (Egypt, Nigeria, Ivory Coast, and Kenya) which managed neighboring countries.

These offices are 100% owned by the group and cover the end-to-end media value chain.

Core to our business is a philosophy centred around establishing direct relationships. This entails negotiating and procuring all services directly, without involving brokers and affiliates.



SOLUTIONIST THINKING AROUND YOUR BUSINESS

We believe we have a compelling offer & solution, unique to only our business.

Here are some reasons why we believe we are the perfect partner.



At **Curiosity Africa**, we specialise in Through the line media, creative & digital Ad tech service that go beyond numbers. Through our partnership with Media & Digital Intelligence Partners, we not only access market reports but also pioneer new markets. This enables us to provide comprehensive offering a holistic view of digital marketing performance and strategic insights.



Using our in-market intelligence we offer **spend and value modeling**, to ensure your message reaches audiences at optimal levels.



Our **teams are on the ground** and experienced in delivering value driven insights that can be translated into tangible input within your business.



Bottomline: Aggressive media rates are our core. We leverage our extensive buying power across the continent to deliver cost-effective campaigns that reach your audiences, efficiently

Example of campaign **Case studies**

CLOUD SYSTEMS

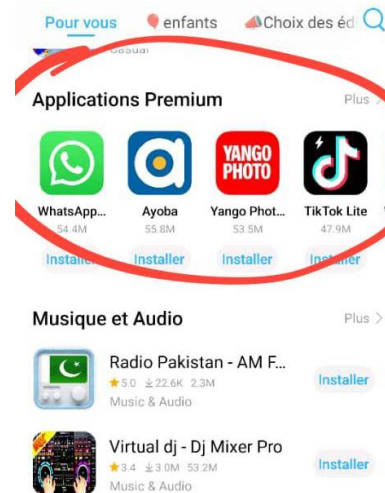
YANGO PHOTO

The Brief

Yango Photo Ads wanted to get people to download their app, but customers kept choosing other alternatives.

The Solution

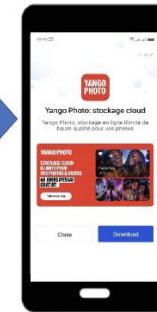
Partnered with Transsion devices to create a **bespoke** offerings where the all Transsion device users received a splash ad prompting them to download the Yango Photo App, which resulted in increased Storage.



- User opens their transsion phone (Techno, Infinix Itel) and click on any app partners



- The app is launched and the app logo appears



- After 1 second, the splash ad appears on the phone and click on the CTA (Splash duration is 2 seconds)



- The user goes to the app page on palm store to install the app

The Results

400k

Downloads in 10 days

30K

Installs (first open)

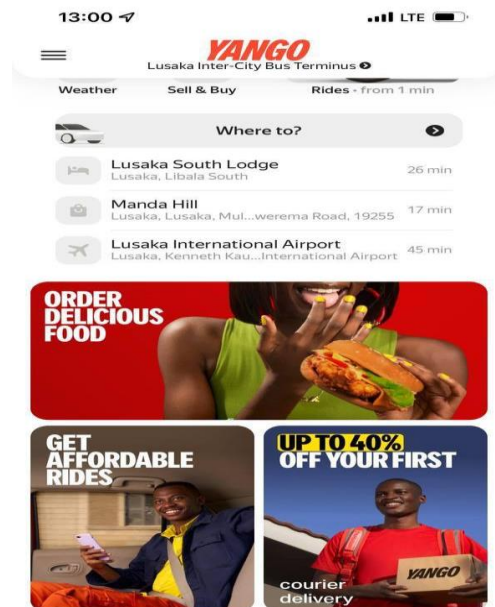
YANGO

LAUNCH OF SUPPER APP

RESULTS

3M Zambia Reached

TV/Radio/OOH/DIGITAL
Brand Awareness
Building Campaign



MARKET: ZAM



thank
you