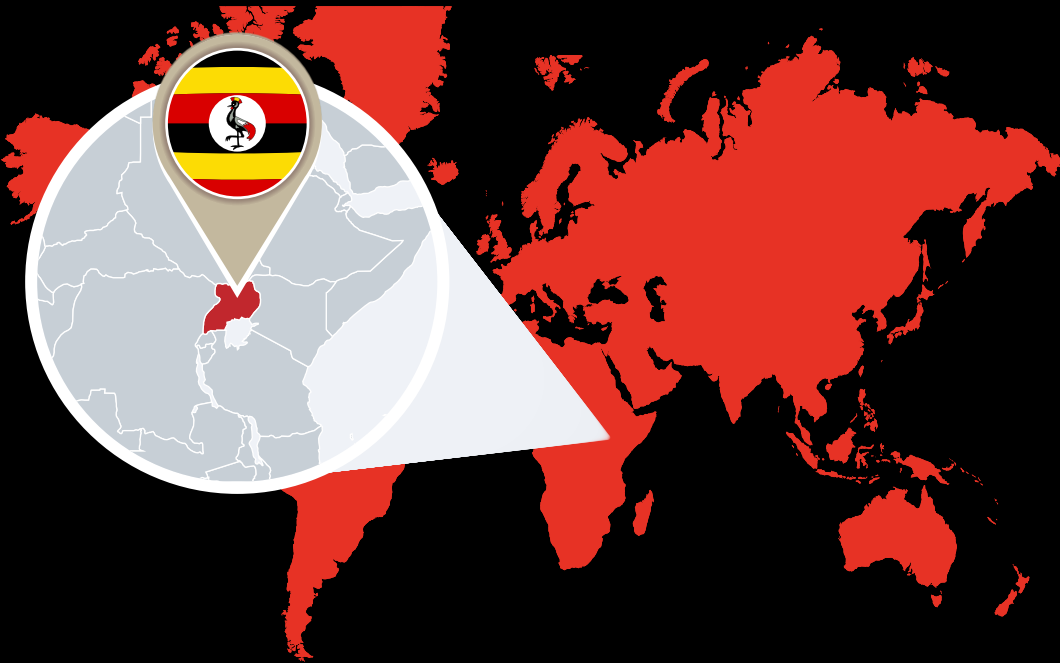


MAVD McCANN

/ WHO ARE WE?

We are a Ugandan owned full service advertising agency with 11 years in operation and an affiliation to McCann World Group.



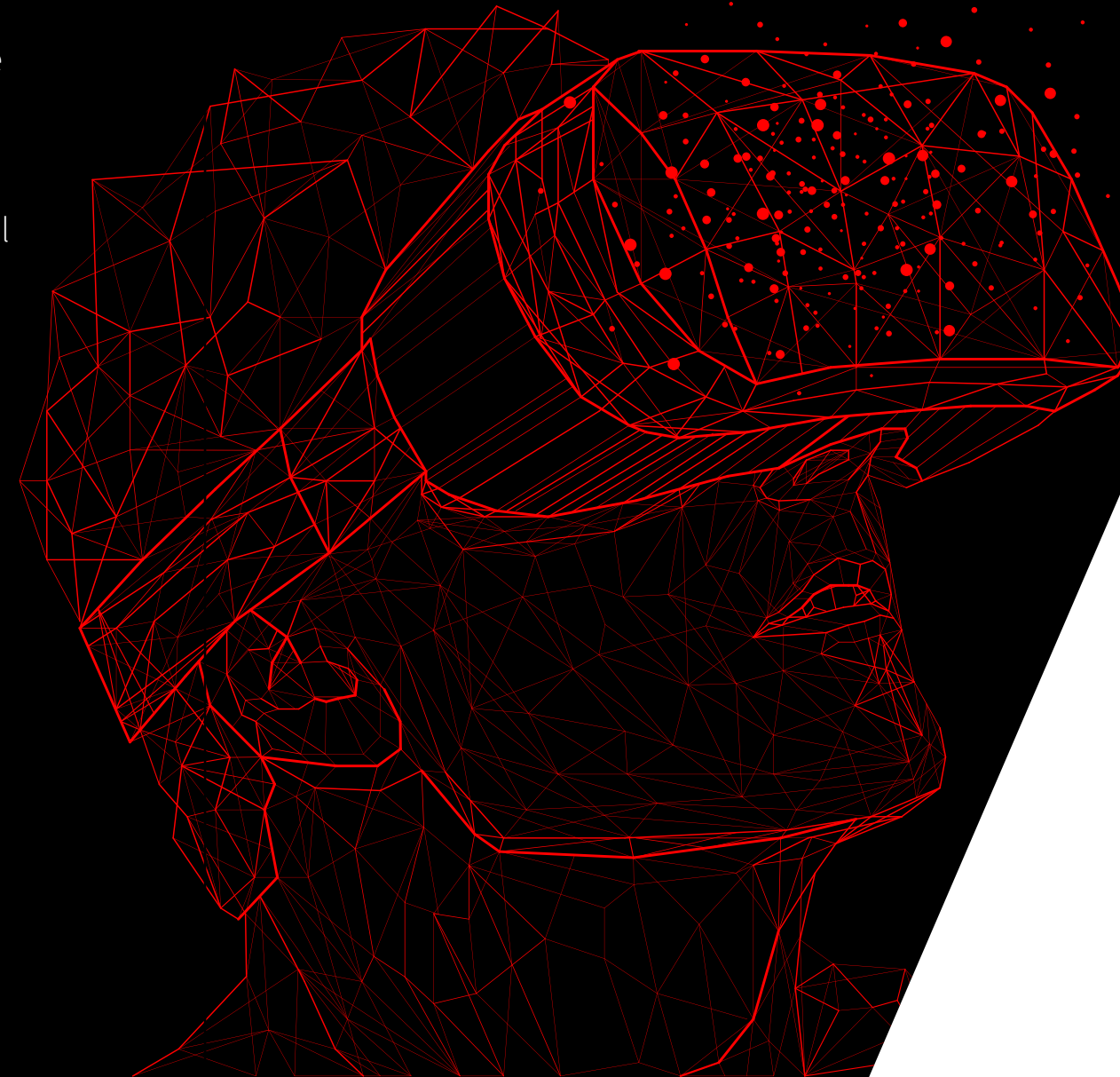
/ OUR PHILOSOPHY

A brand that plays a meaningful role in the lives of its consumers.



/ OUR STRENGTH

- We are a team of Ugandans who were born, raised, and still live, in conditions that our target audiences live in. We understand the Ugandan society.
- Our team is made up of individuals with various cultural, ethnic and social backgrounds.



/ OUR VISION

To be the region's most revered marketing communications partner, driven by fresh, original and inspiring ideas.

/ OUR MISSION

To develop cutting edge communication solutions that create an emotional connection and an everlasting relationship between our clients' brands and their customers

THE TEAM

MAAD has a mixture of exceptional talent; highly skilled, creative, trustworthy, positive and passionate people.

Each one is hand picked and likes what they do, likes where they do it, likes the clients they do it for, and best of all - likes each other.

Our talent pool combines skills ranging from economics, business and marketing; through graphic and industrial design, human resource, law, mass communication; to strong implementation skills.



Adris Kamuli – Managing Director

Adris is MAAD McCANN's MD with over 15 years of Advertising and Management expertise. A graduate of Industrial and Fine Arts from Makerere University, Art Direction - Advertising Program from Miami Ad School (United States of America) and currently pursuing an MBA Digital Marketing from the Robert Kennedy College, University of Cumbria (UK), he has worked in several markets, such as the USA, Rwanda and Uganda, under different capacities, such as Art Director, Creative Director, Associate Creative Director, Managing Director, among others.

In the last 15 years, Adris has supported several brands to evolve, grow, communicate, reach their customers and thrive. These include: MTN Uganda and Rwanda. Warid Telecom Uganda. Orange Uganda. The World Bank. IFC. UNICEF. Save The Children. Uganda Development Bank. UNFPA. UNDP. KCB Bank. Cairo Bank. Tropical Bank. Opportunity Bank. Bank of Africa. Western Union. Movit Limited. Jesa Dairy Products. Ugachic. Coca Cola. Uganda Breweries. Rwenzori Mineral Water. DStv. GOtv. Daily Monitor. New Vision. Unilever. Nice House of Plastics. Mukwano Products. Total Uganda. Cipla Quality Chemicals Limited. Communication for Healthy Communities (fhi360). RTI International. Foundation For Human Rights Initiative. DGF. Citizens' Coalition for Electoral Democracy. Uganda Health Marketing Group. GlZ. Population Service International (PSI). Malaria Consortium. Communication for Development Foundation Uganda (CDFU). HRNS. Kampala Capital City Authority (KCCA). Among others.



Peter Kazibwe - Creative Director

Peter is a graduate from the School of Industrial and Fine Art in Makerere University with 13 years of experience in advertising. He has worked in various markets including retail, business to business and consumer.

Working & consulting with a number of brands in Uganda, Rwanda, Zambia and the United Kingdom has helped him master how to balance creative vision with the limitations of budget & design.

He has worked on several brands including: Africell Uganda, Feed The Future, World Writers International, World Vision Uganda, USAID, RTI International, Save the Children, FHI360, UNFPA, UNHCR, DStv, Unilever, Coca Cola, Uganda Development Bank Limited, Bank Of Kigali, MTN Rwanda, Tigo Rwanda, Rwanda President's Office, Kenya High Commission Kigali, Uganda Safety Council, Rwanda Patriotic Front (RPF).



Micheal Kafeero – Production Manager

Armed with a major in Graphic Design and Painting, Mike joined Graphic Systems (U) Limited, moved to Coolgraphix, then to Ignition Limited and finally found his home in MAAD Limited.

Over the decades, he has worked as a Graphic Designer and Production Manager on various brands, like Capital Markets Authority, Uganda Securities Exchange, Allied Bank (now Bank of Africa), National Insurance Corporation, Alexander Forbes, Orange Uganda, Tropical Bank, KCCA, Bank of Africa, Warid Telecom Uganda, Standard Chartered Bank, New Vision, Uganda Breweries Limited, UNICEF, Uganda Health Marketing Group, Communication for Healthy Communities, Western Union, IFC, LIDTECH, JESA, UGACHI, Power Play Energy Drink, among others.



Clare Bamwine – Media Director

Clare worked with Scanad Uganda, Grey, and JWT before joining MAAD Advertising. Clare has 18 years of experience in advertising with 15 years in Media alone.

She has managed Media Strategy and Planning for major clients, like Unilever, Reckitt Benckiser, Nokia, East African Breweries, P&G, Kenya Airways, BBC, UNICEF, Emirates Airlines, PSI, UHMG, KCB, Jubilee Insurance and many others. Excellent relationship with the media houses & negotiation skills. Clare has accumulated a vast experience in FMCG and Social Marketing.

She has successfully developed and implemented media strategies for FMCGS that have been rolled-out all over Africa.



George Wasswa - Finance Director

A Commerce & Accounting graduate from Makerere University, George has tons of financial and accounting expertise seasoned by decades of thorough work on brands, like Orange Uganda, GOtv Uganda, Warid Telecom – Uganda, McCann Erickson World Wide, Coca-Cola, East African Breweries, Bank of Africa, Celtel, Johnson & Johnson, Gillette, Nescafe, Western Union, Standard Chartered Bank, Uganda Breweries Limited, UNICEF, RTI International, Uganda Health Marketing Group, Communication for Healthy Communities, Western Union, IFC, LIDTECH, JESA, UGACHI, Power Play Energy Drink, among others.



Abel Mugume - Business Development Manager

Abel worked with Scanad Uganda, JWT & Grey East Africa before joining MAAD Advertising.

A tenacious character with extensive experience in forging and maintaining great relationships with all levels of the client's organizations, developing marketing strategies, leverage new opportunities through the creation of execution of new business development projects.

Categories Handled: Telephony (Warid Telecom), Construction (Hima/Bamburi, Roofings Group), Banking & Insurance (Barclays, KCB, UDB, AAR, UAP & IRA), FMCGs (Unilever, Movit), Alcohol & Beverages (EABL, Rwenzori Bottling, JESA), Pay TV (Multichoice: DSTV & GOTV), SBCC (WHO, UNICEF, Feed the Future – Chemonics), Media (NTV, Nation Media)



Komukyeya Agaba Natasha – Digital & Community

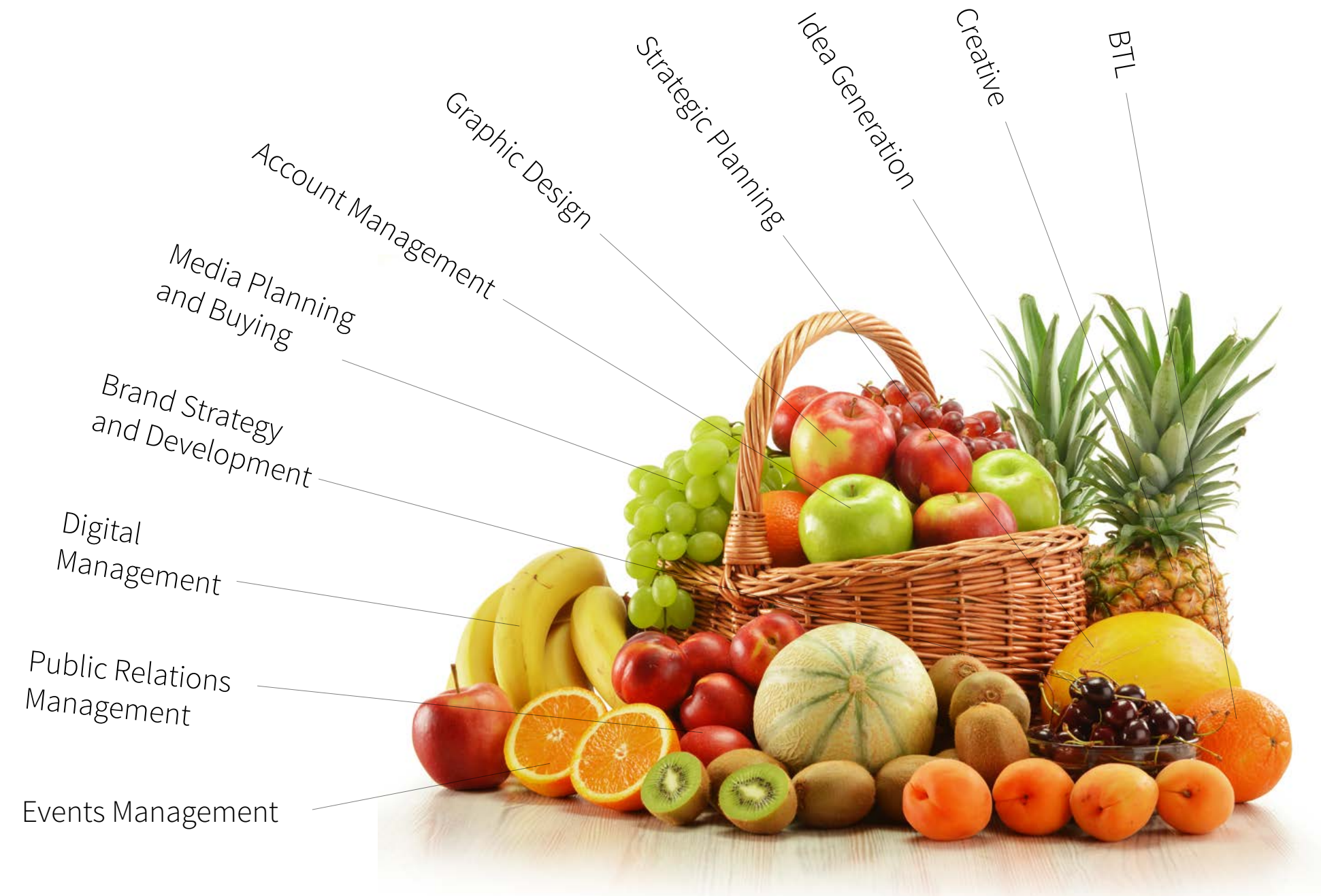
Natasha has a passion to elevate the advertising industry in Uganda, most especially through digital marketing.

Prior to joining Maad McCann, she has three years of experience working for advertising agencies such as Metropolitan Republic, Fideli and QG Saatchi & Saatchi where she took up roles in PR and Digital departments. Some of her strong qualities in digital marketing include: identifying the most effective ways to advertise digitally, developing customized digital strategies, identifying different opportunities to encourage customer engagement and assessing the client/ brands current strategies and suggesting improvements.

She has worked with brands from multiple industries, ranging from beverages, telecommunication, energy, health and pay TV. Some of the brands she has worked on include: MTN Uganda, Shell, Star-times, IHK(Group), Safe Way Right Way, Tusker Malt Lager, Umeme and Mentos (Greece), to mention but a few.

Cynthia has a BSc in International Business Administration from United States International University (based in Kenya). To further elevate her skills, she recently acquired a Masters degree in Digital Marketing from Coventry University (United Kingdom).

OUR OFFERING



/ CLIENTS HANDLED

BEVERAGES	        	FOOD	 
	   	PERSONAL & HOME CARE	 
PAY TV	  	HEALTH & INSURANCE	   
MONEY TRANSFER & FINANCE	      	TOURISM	 
SBCC	     	CONSTRUCTION	
	     	CSR	   
	    	ENERGY	
MEDIA	   		

SOME OF THE BRANDS WE HAVE DEVELOPED OVER THE YEARS

Health Marketing & Education



Health Marketing & Education



Media



SOME OF THE BRANDS WE HAVE DEVELOPED OVER THE YEARS

Finance, Insurance & Communications



Foods & Beverages



Institutions



/ DIGITAL

As MAAD Advertising, we are fully aware about how fragmented and cluttered the digital world is. It's evolving and we help your brand evolve with it. We understand the importance of a brand's image online. Therefore, we paint and jealously guard brands' images online while reaching out to their customers in order to achieve a given goal. We do this in the confines of the brands' CI, purpose, vision, objectives and goals.



Today, most hands are holding a phone. Therefore, we think fast and better ways on how to communicate on that phone. We help brands lead the change in the complex digital landscape. Facebook, Twitter, Instagram, websites, podcasts, YouTube, blogs, influencer marketing, we employ all these tools to create content that will shape and transform brands.

In the world where people's attention span is as short as a jellyfish's, we create relevant and creative content to help brands get their customers' attention. Now, every agency plays the same game, but we are not here to play the game. We are here to change it.

/ KCB BANK UGANDA

We were tasked to create content and run social media platforms for KCB Bank Uganda.

We develop content and campaigns that communicate the bank's activities and position KCB Bank Uganda as a fun and relatable bank for Ugandans.

In a space of six months, we have managed to grow the KCB Bank Uganda online presence;

AUDIENCE NUMBERS

 **Likes** 35,800 followers

 **Followers** 3,800 likes

Avg. Impressions - 37,400
Avg Reach - 87,408

10.4% GROWTH



KCB

Go Mobi

Now you have the power of Mobile Banking in your hands

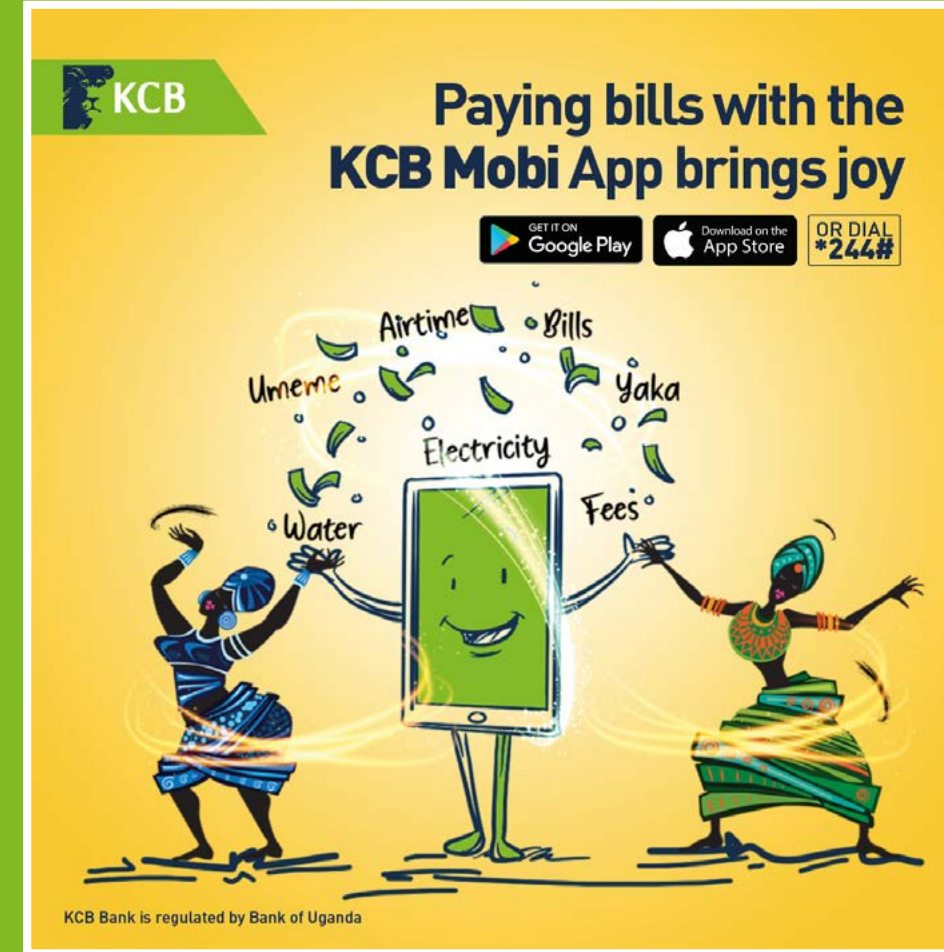
Transact, pay bills and make purchases on the go.

GET IT ON Google Play

Download on the App Store

CONTACT US TODAY
CALL: +256 200 508 220
EMAIL: ContactCenterUG@ug.kcbbankgroup.com
www.kcbbankgroup.com

   KCB Bank Uganda



KCB

Paying bills with the KCB Mobi App brings joy

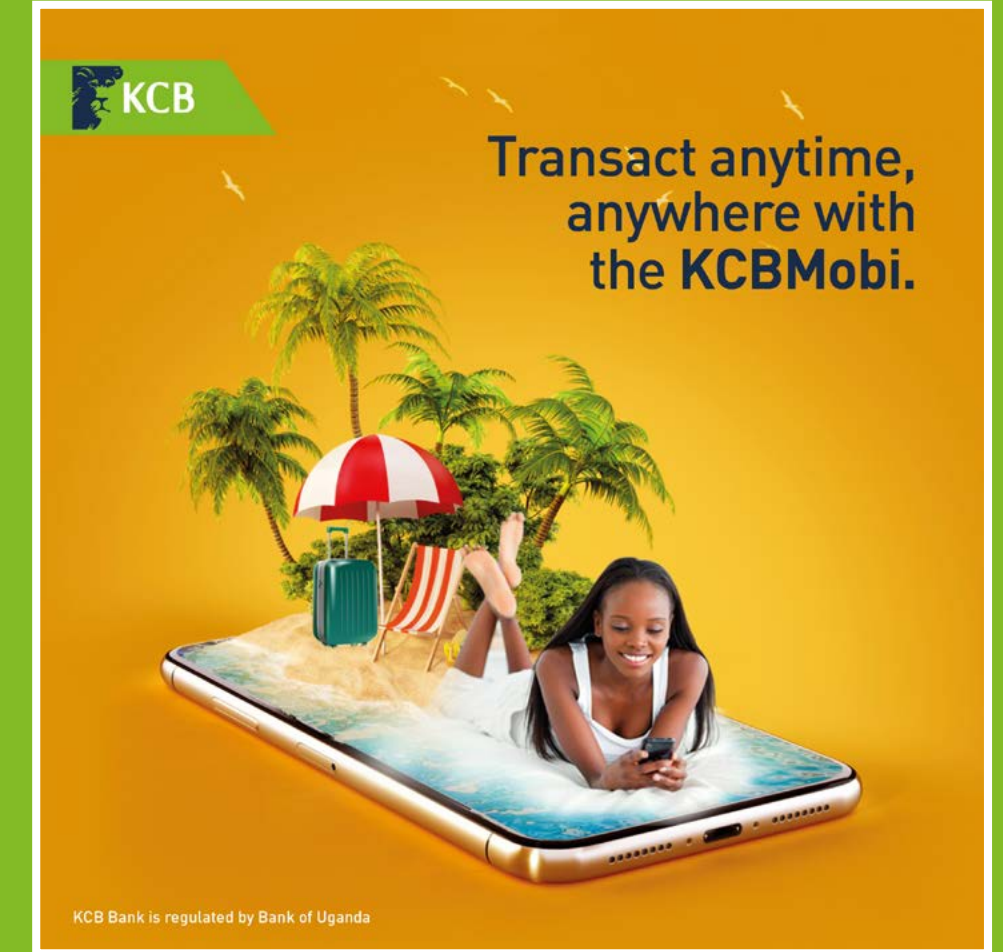
GET IT ON Google Play

Download on the App Store

OR DIAL *244#

Airtime Bills
Umeme Yaka
Water Electricity Fees

KCB Bank is regulated by Bank of Uganda



KCB

Transact anytime, anywhere with the KCBMobi.

KCB Bank is regulated by Bank of Uganda

UGACHICK

OBJECTIVE

To develop parameters onto which Ugachick social media will be drawn. In the same breath, we were tasked to create content and run Ugachick social media platforms – Facebook and Twitter.

RESULTS

Number 1 most followed and optimized Fast-Moving Consumer Goods; Food in Uganda.

Increase in leads **+55%**

Avg Monthly Impressions - **4,136,901**

Avg Monthly Reach - **2,083,639**

GROWTH UPDATE ↑ **229,306** Likes

GROWTH UPDATE Followers **22,700**



CENTURY BOTTLING COMPANY LTD (Coca-Cola Beverages Africa Uganda)

TASK:

To develop the digital strategy for Century Bottling Company Ltd to; communicate the brand's numerous activities, grow the digital audience and create digital campaigns.

RESULTS:

No 1 most loved brand.
most followed.

Sample campaigns #CokeStudioAfrica,
#UTAKEMeetAndMeet, #DearWomenUG,
#DrinkItAndWinIt, to mention but a few.

AUDIENCE NUMBERS

446,728

Annual Impressions - 32,004,324

Annual Reach - 16,956,356

28% GROWTH



RWENZORI BOTTLING COMPANY LTD (Coca-Cola Beverages Africa Uganda)

TASK:

To develop the digital strategy for Rwenzori Bottling Company Ltd to; communicate the brand's numerous activities, grow the digital audience and create digital campaigns.

RESULTS:

Number 1 most followed water company
SAMPLE CAMPAIGNS
#DearMaama,, #Hydrate

AUDIENCE NUMBERS

156,278

Annual Impressions - 18,432,973

Annual Reach - 9,674,206

31% GROWTH



JESA FARM DAIRY

Task

To create content and run social media platforms for JESA – Facebook, Twitter and Instagram.

RESULTS

We developed a campaign that re-affirmed Jesa as the number one dairy brand choice for Uganda.

 **Likes** **GROWTH UPDATE**  **200,700**

 **Followers** **22,700**
GROWTH UPDATE

 **1,463**
GROWTH UPDATE



/ WEBSITE DESIGN

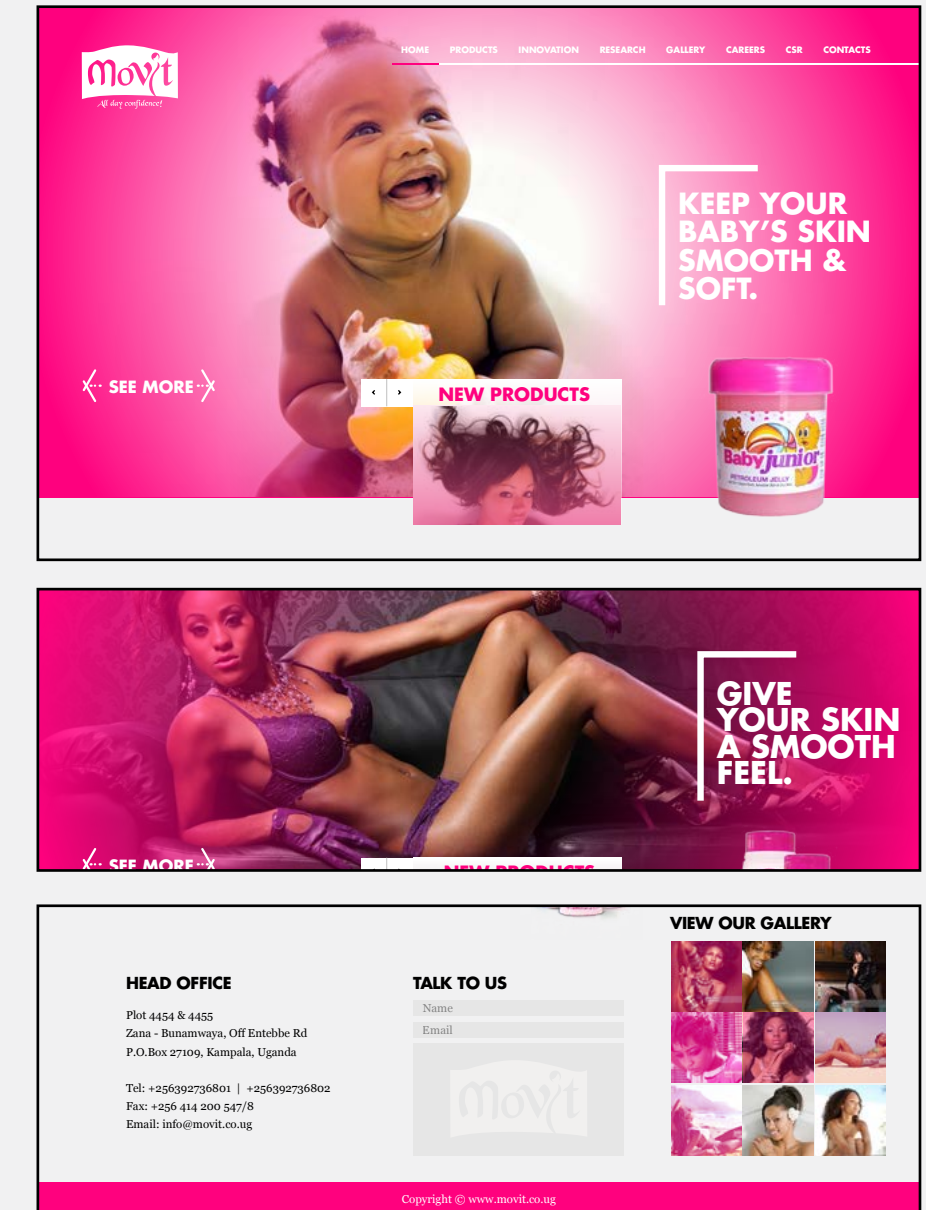
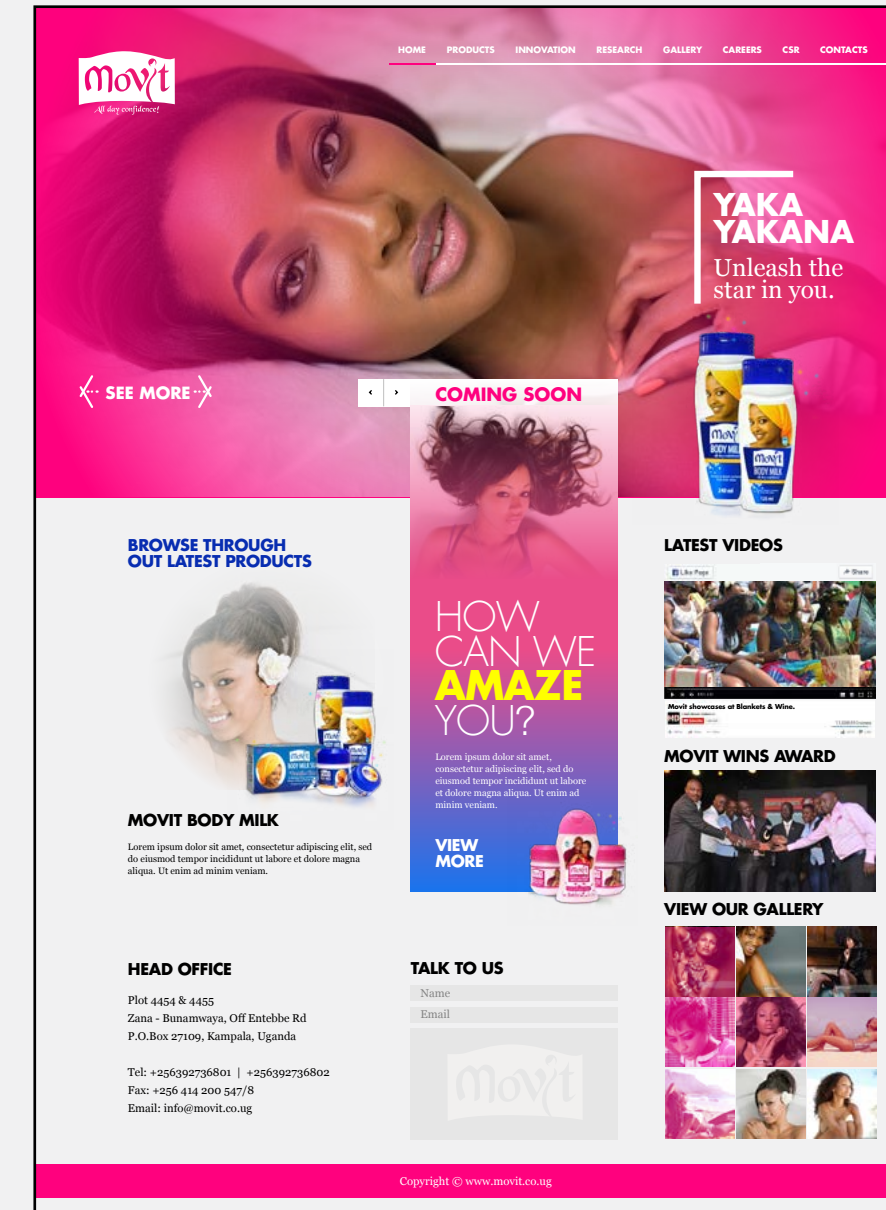
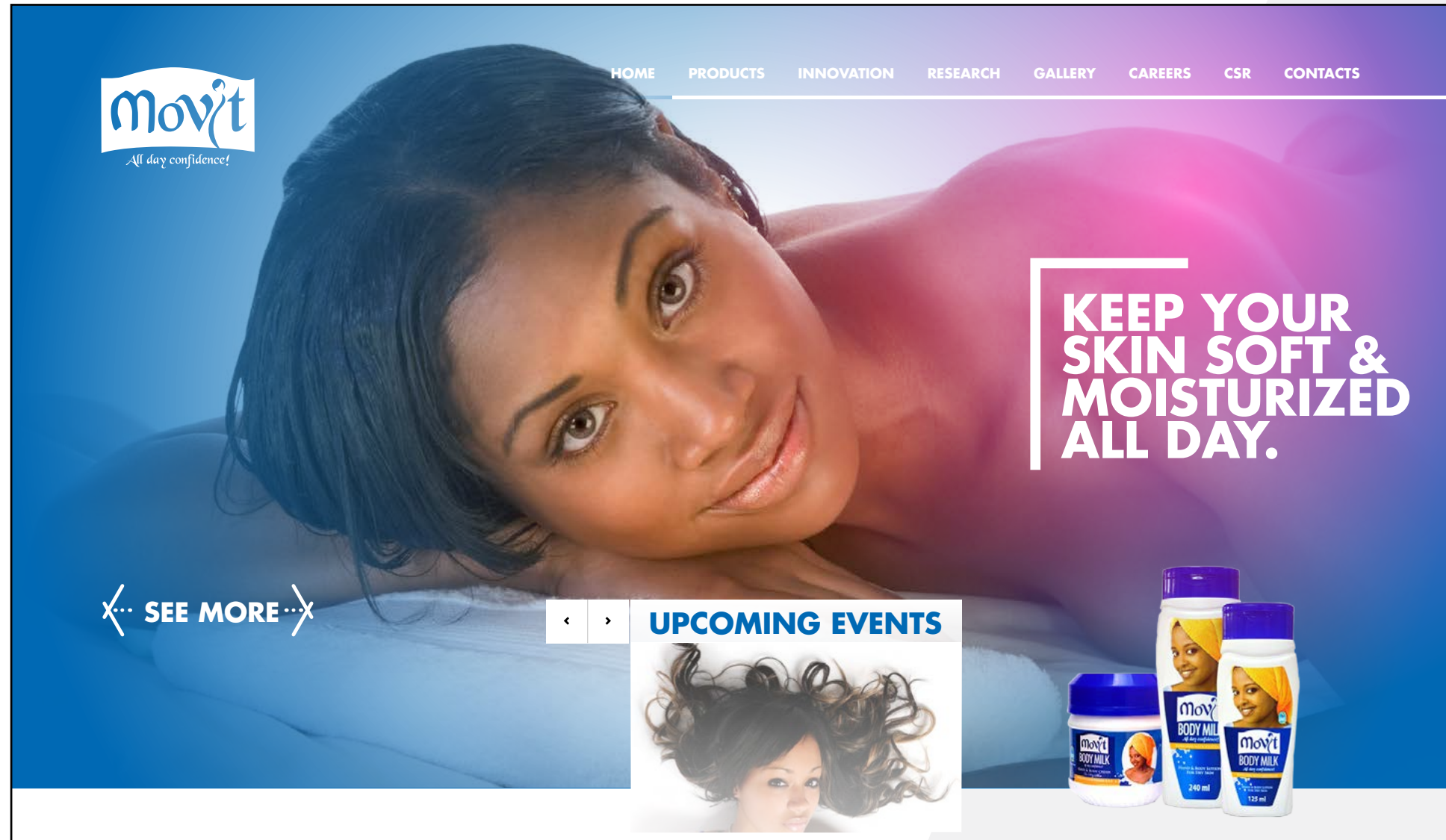
MOVIT PRODUCTS LTD

Task:

To re-design the MOVIT website.

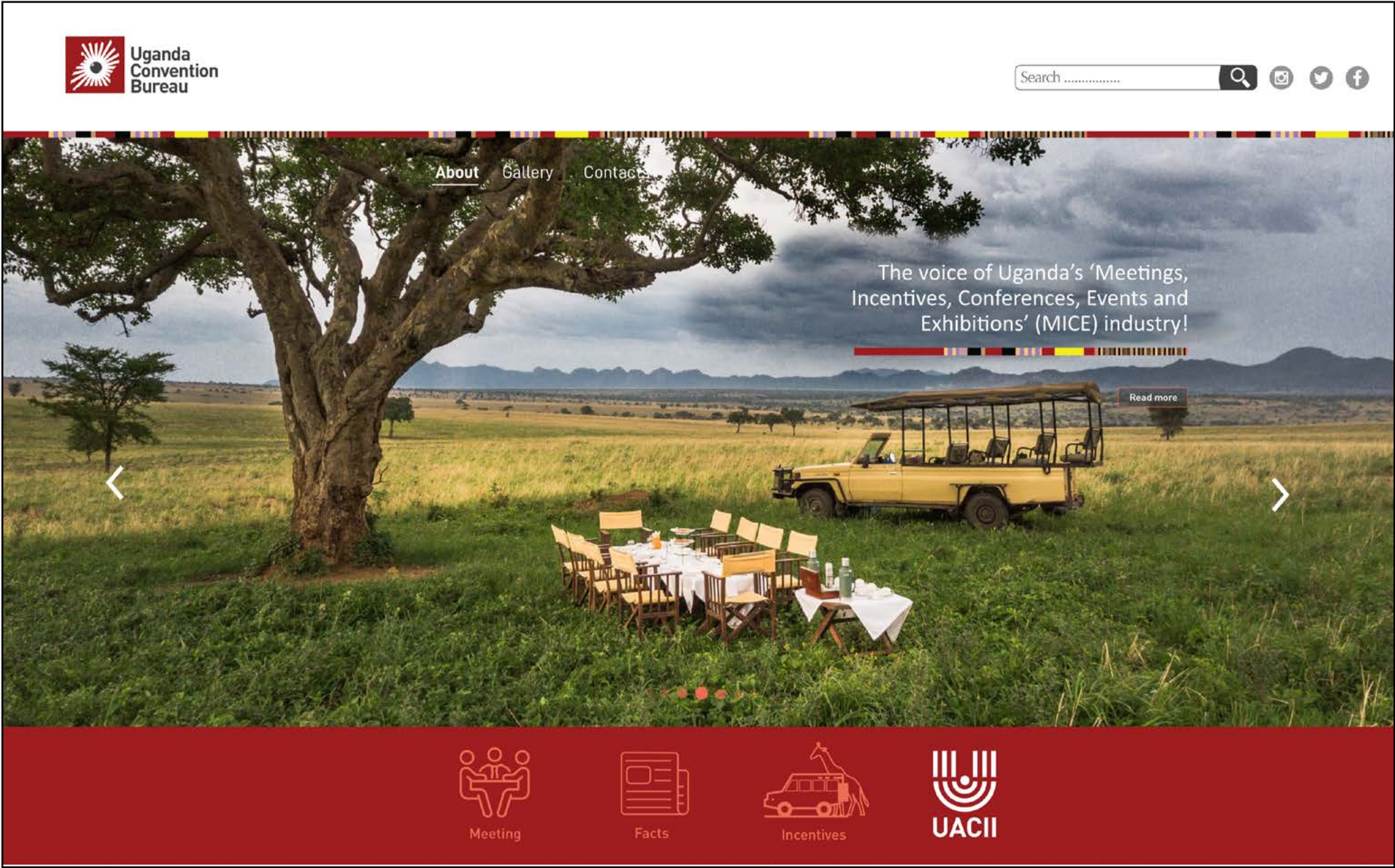
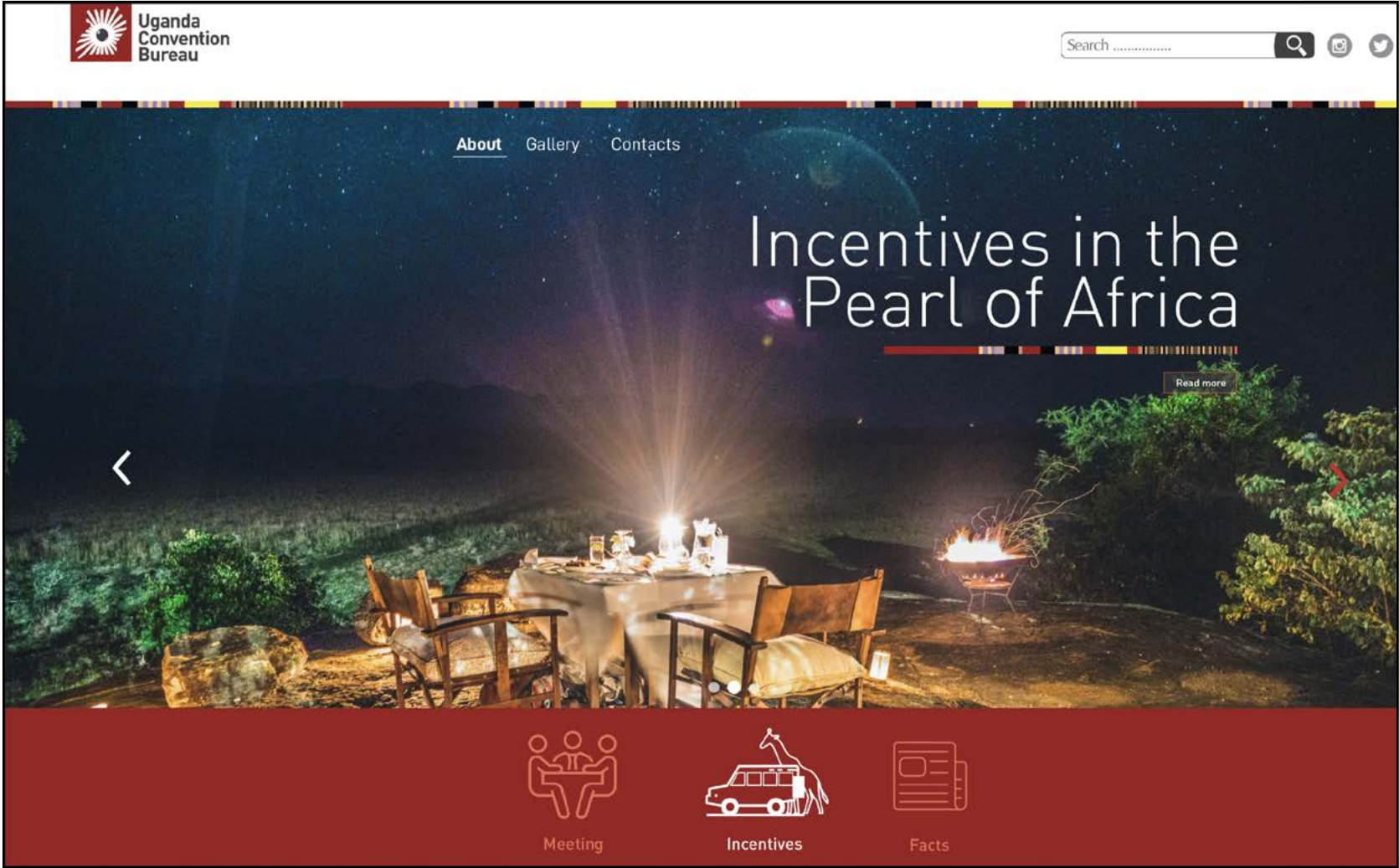
Result

Most optimized cosmetic company in Uganda and increase in leads +30%



The Task:
Design an attractive and interactive online platform where business tourists can go to explore what Uganda has to offer.

Outcome:
We designed a bespoke truly Ugandan website that embodied elements from culture, tourism and art that make Uganda the Pearl of Africa.



ORANGE CAMPAIGN - NUMBER 1 INTERNET

The Task:

Design and implement a campaign to enable Orange Telecom, Uganda, reclaim and consolidate its position as the number one internet provider across Uganda.

The idea:

Number 1 internet provider.

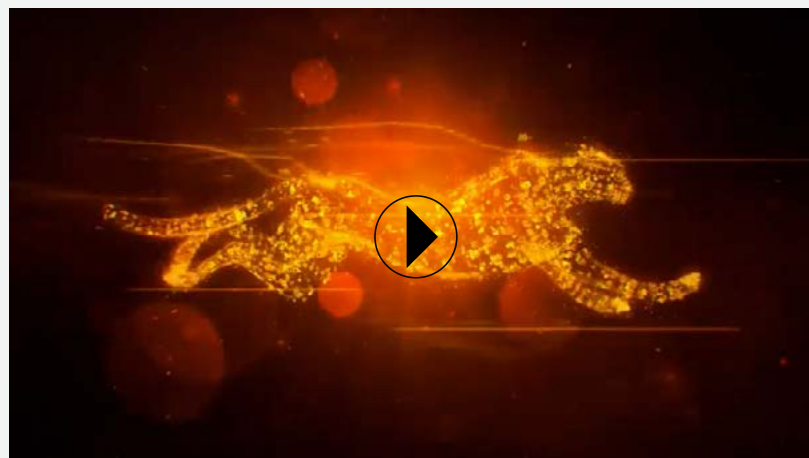
Channels:

Radio, TV, Print and Digital.

Result:

The number of internet subscribers trippled.

TVC LINK - <https://youtu.be/Ynn8wPXQYvs>



Orange, number 1 internet provider



giving you blistering fast internet speeds, so you can browse, stream and download faster than ever before

simply dial *133# to buy data

internet changes with Orange

4G call: 100 toll free for more
visit: www.orange.ug/webtopup

today changes with **orange**

Orange, number 1 internet provider



giving you the most affordable internet bundles, so you can use the internet as much you want

simply dial *133# to buy data

internet changes with Orange

call: 100 toll free for more
visit: www.orange.ug/webtopup

today changes with **orange**

Orange, number 1 internet provider



giving you wider internet coverage than other networks, so you can get online from wherever you are

simply dial *133# to buy data

internet changes with Orange

call: 100 toll free for more
visit: www.orange.ug/webtopup

today changes with **orange**

WARID CAMPAIGN - PAKALAST

The Task:

Design and implement a big bang campaign to enable Warid quadruple its subscriber base and capture the voice market share from MTN and airtel.

The idea:

PAKALAST

Channels:

Radio, TV, Print, BTL, Out of Home and SMS.

Result:

Pakalast became part of the Uganda everyday speech. It became so popular that the President of Uganda used it as a slogan for his 2011 re-election campaign. Up to now, MTN and airtel still have products that try to emulate Pakalast in the Uganda market.

TVC LINK - <https://youtu.be/5DldeMMhmVU>



TO SUBSCRIBE SMS PAKA TO 149

24 HOURS FREE CALLS Pakalast

Introducing **Pakalast Service**. For just **1,000/=** per day enjoy unlimited free Warid to Warid calls every 24 hours
To subscribe SMS **PAKA** to **149** and let everyone hear what you have to say

TERMS AND CONDITIONS

* To access this service send an SMS with the keyword PAKA to 149 and you will enjoy unlimited free Warid to Warid calls for the next 24 hours • The charge for Pakalast service is Ush 1,000 per day and the service is valid for the next 24 hours • An SMS will be sent to you confirming the allocation of your 24 hours unlimited free calls and another SMS notification for expiry of the same • Should you fail to renew this service you will be moved to your default tariff plan at the prevailing rates • This Service is available to Prepaid Freedom per minute and Prepaid Freedom per second tariff plans when calling within the WARID network • Local and international calls, Data services, VAS Services, etc. will attract the prevailing rates • This Service cannot be combined or clubbed with any other existing offer including but not limited to Mega Bonus, Bank KB, CDS tariff plans, Staff plans, etc • You must have a balance of at least Ush 1,000 on your phone to request for this service • This offer comes on a best effort basis and Warid reserves the right to modify/withdraw the service without prior notice

Call Customer Care by dialing 100 toll free from your WARID line or 0700 100 100 from other networks or visit www.waridtel.co.ug

TO SUBSCRIBE SMS PAKA TO 149

24 HOURS FREE CALLS Pakalast

Introducing **Pakalast Service**. For just **1,000/=** per day enjoy unlimited free Warid to Warid calls every 24 hours
To subscribe SMS **PAKA** to **149** and let everyone hear what you have to say

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TO SUBSCRIBE SMS PAKA TO 149

24 HOURS FREE CALLS Pakalast

For just **1,000/=** per day enjoy unlimited free Warid to Warid calls every 24 hours

Terms and conditions apply, Check press and posters for details.

Task:

we need to launch an all-encompassing football campaign to promote our superior football offering and drive acquisition, upgrades and retention objectives.

— THE ONLY PLACE TO WATCH —
ALL THE FOOTBALL THAT MATTERS
 THE 2018/2019 SEASON

DStv

HD DECODER + DISH + 1 MONTH OF COMPACT SUBSCRIPTION + INSTALLATION

FOR AGENTS AND SALES
 CALL, 0312 245216 / 0752 609889

FOR ONLY UGX 182,500=

LIVE / HD dstv.com/football

Logos for Premier League, LaLiga Santander, UEFA Champions League, CAF, Serie A, and FIFA Nations League.

The idea:

All the football that Matters.

The idea was driven by the truth that Ugandans attach more importance to football teams and leagues that they love.

Channels:

Radio, Digital, OOH, Print

Impact

Generated excitement and hype for the New Football season 2018

Increased subscriptions .

Recruited new customers.

THE ONLY PLACE TO WATCH ALL THE LEAGUES THAT MATTER
 THE 2018/2019 SEASON

DStv

LIVE HD

Logos for Premier League, LaLiga Santander, UEFA Champions League, CAF, Serie A, and FIFA Nations League.

THE ONLY PLACE TO WATCH ALL THE TROPHIES THAT MATTER
 THE 2018/2019 SEASON

DStv

LIVE HD

Logos for Premier League, LaLiga Santander, UEFA Champions League, CAF, Serie A, and FIFA Nations League.

CATCH EVERY GAME THAT MATTERS ANYWHERE, ANYTIME

DStv Now

LIVE / HD dstv.com/football

DOWNLOAD THE DStv NOW App

Logos for Premier League, LaLiga Santander, UEFA Champions League, CAF, Serie A, and FIFA Nations League.

GOTV

The Task:

Develop localized communication campaigns that resonate with the local, Ugandan football fanatics.

Channels:

Radio, Digital, OOH, Print and TV.

GET MORE

UEFA NATIONS LEAGUE
FOOTBALL LIVE

ENGLAND vs SPAIN

CH 334, SEPT 08, 9:30 PM

SELECT 4

UEFA NATIONS LEAGUE

GOtv

www.gotvafrica.com/football

Live it. Love it.

SUNDAY 14 JULY

UGANDA vs SCOTLAND

14 July 8:25pm Sel 2

GOtv

www.gotvafrica.com/netballworldcup2019

Live it. Love it.

WATCH THE
SEMI FINALS
LIVE FROM RUSSIA

FRANCE vs BELGIUM

CH 331, CH 334 JULY 10, 8:45PM

SELECT 4

GOtv

www.gotvafrica.com/russia

Live it. Love it.

GET MORE

TOTAL AFRICA CUP OF NATIONS QUALIFIERS
FOOTBALL LIVE

SEPT 8, 3:45 PM

UGANDA vs TANZANIA

SELECT 4

CAF
AFRICA CUP OF NATIONS

GOtv

www.gotvafrica.com/football

Live it. Love it.

VICTORIA UNIVERSITY

The Task:

To convince people to take the option of attaining a UK degree in Uganda, instead of physically leaving the country.

Channels:

Print



VICTORIA UNIVERSITY
 Kampala • Uganda





**WHY FLY
TO EUROPE
WHEN YOU CAN GET A
UK DEGREE IN UGANDA?**

Save yourself the hassle of applying for a visa, travelling overseas and paying the high cost of education. Now you can attain a UK degree at Victoria University, Kampala.

Open your future to limitless possibilities

International Foundation Programme: Successful completion of the IFP gives automatic entry to our entire degree programme.

OUR DEGREE PROGRAMMES:

- BSc Accounting and Financial Management
- BSc Business and Management
- BSc Business and Management with Information Systems
- BSc Computing
- Bachelor of Nursing Science (4 years)*
- BSc Public Health*

100% Scholarships available. Apply Now!

* Victoria University degrees only

**Offering
Evening &
Part-time
classes starting
Jan. 2012**

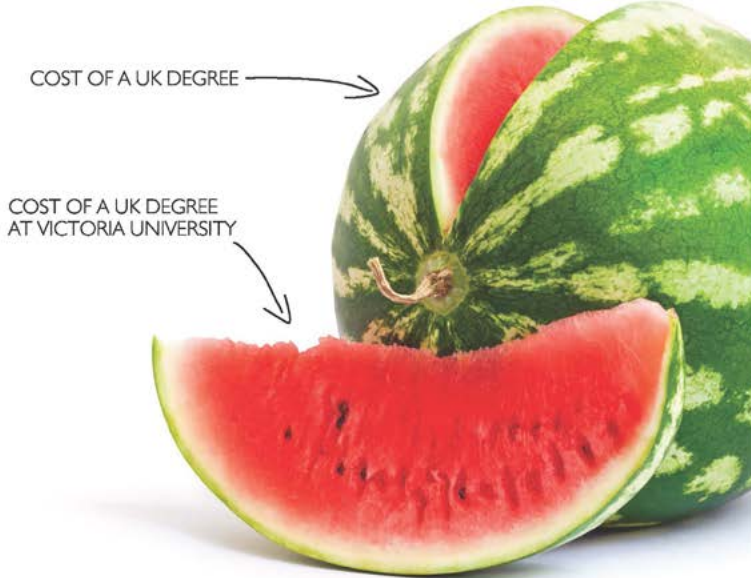
VICTORIA UNIVERSITY, KAMPALA: Plot 54B Kira Road, P.O. Box 30866, Kampala, Uganda Tel: +256 417 727 000, email: info@vu.ac.ug, website: www.vu.ac.ug, follow us on Twitter: [www.twitter.com/YUKampala](https://twitter.com/YUKampala), join us on Facebook: www.facebook.com/YUKampala



VICTORIA UNIVERSITY
 Kampala • Uganda



STUDY AND GET A UK DEGREE IN UGANDA



COST OF A UK DEGREE

COST OF A UK DEGREE AT VICTORIA UNIVERSITY

At Victoria University, we save you the hassle and unnecessary expenses by offering the same quality of education right here at home. Our courses and facilities are designed to boost your career greatly while saving you lots.

Enroll for your UK degree today.

Part time classes start January 2012.

International Foundation Programme: Successful completion gives you automatic entry to our degree programmes.

OUR DEGREE PROGRAMMES:

- BSc Accounting & Financial Management
- BSc Business & Management
- BSc Business & Management with Information Systems
- BSc Computing
- Bachelor of Nursing Science (4 years)
- Bachelor of Public Health.

Students receive a free laptop, internet usage and books.

**ENROLL
NOW
CLASSES START
ON 26TH SEPT.
2011**

For more information please contact us at: VICTORIA UNIVERSITY: Plot 54B Kira Road, P.O. Box 30866, Kampala, Uganda Tel: +256 417 727 000, email: info@vu.ac.ug, website: www.vu.ac.ug



VICTORIA UNIVERSITY
 Kampala • Uganda





**TAKE A STEP AHEAD WITH
A BRITISH DEGREE IN UGANDA**

Victoria University offers UK degrees from the prestigious University of Buckingham

OUR DEGREE PROGRAMMES INCLUDE:

- BSc Accounting and Financial Management
- BSc Business and Management
- BSc Business and Management with Information Systems
- BSc Computing
- Bachelor of Nursing Science (4 years)*
- BSc Public Health*

Successful completion of the **International Foundation Programme** gives you automatic entry to our degree programmes.

* Victoria University degrees only

**75% 100%
50%
SCHOLARSHIPS
AVAILABLE
APPLY NOW!**

Call us to find out scholarships eligibility criteria

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UBL - TUBBAALE (BELL, TML, GUINNESS)

Why Tubbaale? – The objective

The main objective was to get Ugandans to join Uganda Breweries to celebrated their 70th anniversary.

Tubbaale was crafted to give back to consumers who were loyal throughout the years.

Tubbaale was also designed to stay true to what beer stands for;

- Celebration
- Togetherness
- Rewards



ENJOY RESPONSIBLY. EXCESSIVE CONSUMPTION OF ALCOHOL IS HARMFUL TO YOUR HEALTH. STRICTLY NOT FOR SALE TO PERSONS UNDER 18 YEARS.

The prizes were also designed to drive product trial and stir growth in market share.

Tubbaale Ne...(The brands Participating in the promotion)

For Tubbaale to come to life, it found enablers in Bell Lager, Guinness and Tusker Malt Lager; brands that have garnered love from our customers.

We also needed for our customers to have the time of their lives and celebrate life in the company of their favorite beers.



AROMAT - KANGAMU

The Task:
Create awareness for brand while driving trial to recruit new consumers.

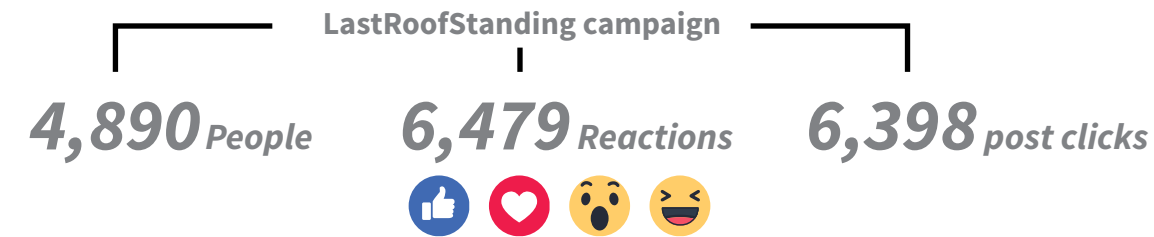
The Idea:
Kangamu – Loosely translated Sprinkle/Spice up

Channels:
Outdoor, Radio, Digital



AZED LAST ROOF STANDING CAMPAIGN

Roofings introduced AZED iron sheets in December, 2017, under the #LastRoofStanding campaign. Our task was to populate the Roofings social media pages with AZED iron sheets campaign. We successfully ran the campaign for two months while pushing the #LastRoofStanding hashtag. In the process, there was a significant increase in sales on Roofings side. The campaign led to growth of Roofings pages and a significant increase in interaction. The most performing post reached over 24,890 people, 6,479 reactions and 6,398 post clicks organically.



UGACHICK

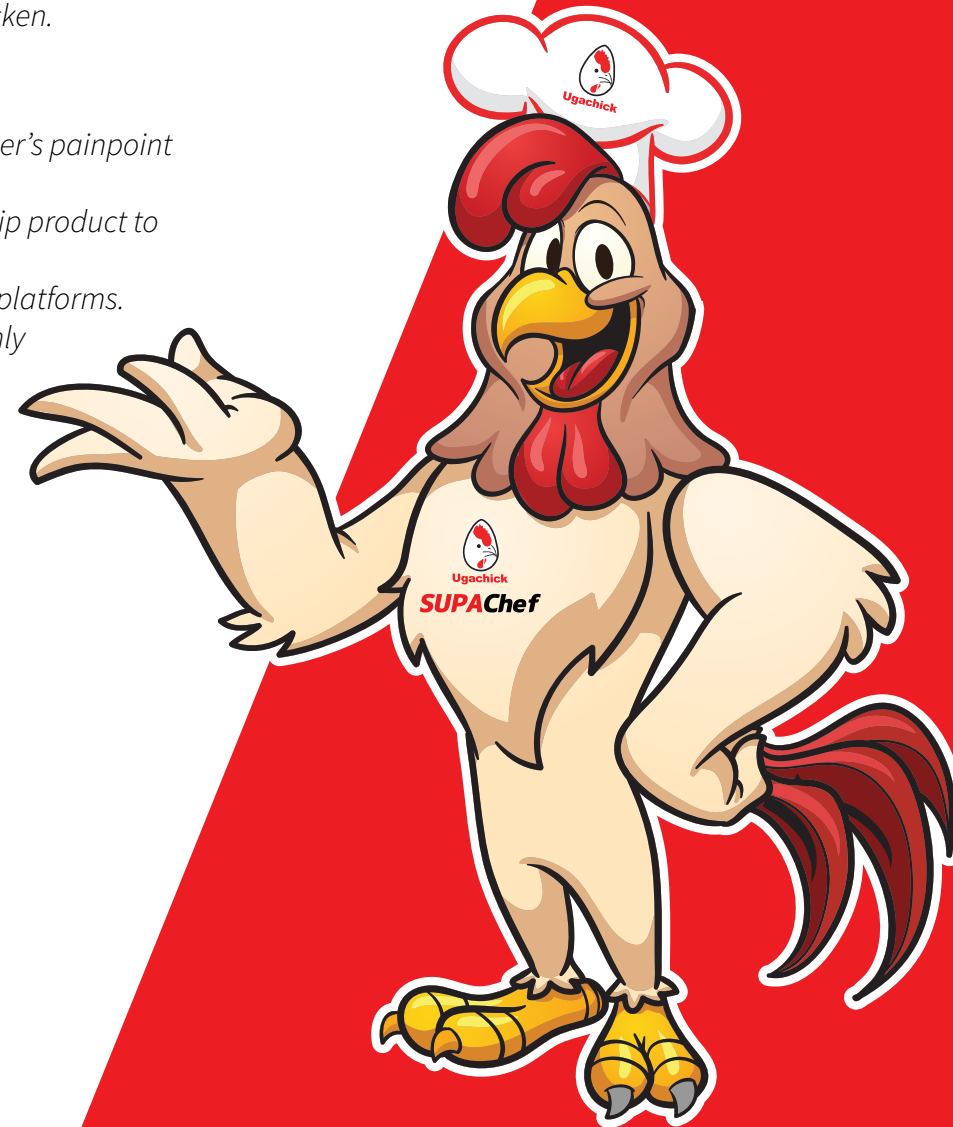
The Task

Help the brand play a meaningful role in the lives of its consumers while creating awareness for the products.

Positioning the brand as the Market leader of all things poultry and chicken.

Achievements

- Launched Ugachick Supa, a new product line that took away the consumer's painpoint of waiting for the chicken to defrost.
- Successfully redesigned and launched the packaging for the brand's flagship product to a more attractive look that enabled it stand out on the shelves.
- Helped the brand create and engage its following across major social media platforms.
- By staying in the faces of the consumers, we consolidated its position as the only trustworthy chickecken brand in the market.



PACKAGE

The number of chicken brands on the shelves were growing day and night. The client was worried the ir product was disappearing in the clutter. We revamped the product's packaging into something more vibrant, aspirational that couldn't be mistaken for any other product.

OLD PACK



NEW PACK



TVCS

EASY PEASY



TVC LINK - <https://youtu.be/tMDHCtfuJe4>

CAMPAIGN: INDIVIDUALLY QUICK FROZEN CHICKEN. EASIER TO PREPARE

Research showed that Ugachick customers were struggling to prepare meals because the chicken took long to thaw. The client developed a new product whose pieces were individually quick frozen and therefore thawed a lot quicker. To launch the product we developed concepts that showed the consumer the benefits of the new product.

MUKO MUKO



TVC LINK - <https://youtu.be/BM8HTOYFvqQ>

CAMPAIGN: CHICKEN SO GOOD, YOU WILL AWALYS WANT MORE!

- To keep the brand in the minds of consumers during the festive season, we developed commercials inspired by the truth that consumers will do anything for the things they love. We created a character whose love for chicken made him throw all caution to the wind.

CCEDU - TOPOWA

The Task:

Implement a campaign to address voter apathy in Uganda and encourage Ugandans to vote in the 2016 presidential and parliamentary elections.

The idea:

TOPOWA: Local slang that means “do not give up, do not loose hope”

Channels:

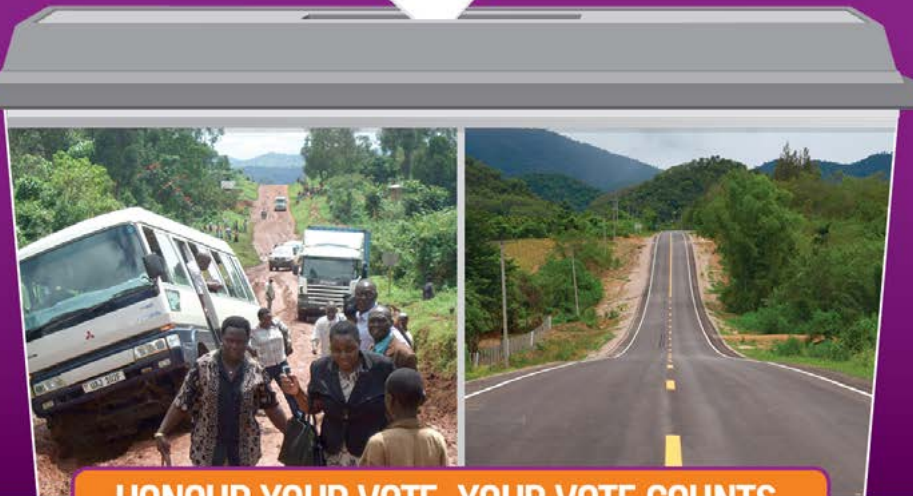
Radio, TV, Print, OOH, Social Media, BTL activations

TVC LINK - <https://youtu.be/Qsm7GAm1V1k>

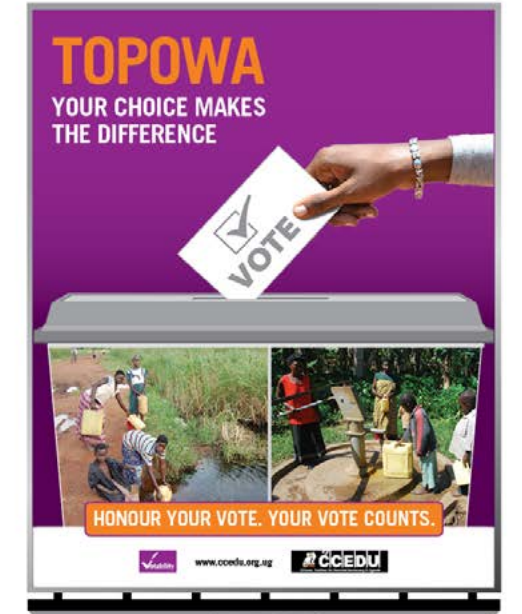


TOPOWA

YOUR CHOICE MAKES THE DIFFERENCE



www.ccedu.org.ug



WESTERN UNION CAMPAIGN - CHACHANCHA

The Task:

Develop communication encouraging the Ugandan audience to send Money through Western Union with an aim of boosting the Out Bound transactions during the festive Season

The idea:

Chachancha, This festive season

Channels:

Radio, TV, Print and SMS

Result:

Over 5000 people participated.
Increased transaction by 60%

TVC LINK - <https://youtu.be/Xmc4t6oeuo8>



20 YEARS WITH AFRICA

THIS IS CELEBRATING WHEN YOU WIN THIS FESTIVE SEASON

WU

Chachancha! Enter for a chance to win every time you send or receive UGX 100,000 or more, this festive season via Western Union Money Transfer service.

To enter the draw dial *289*9# and follow the prompts. Enter the last 5 digits of your MTCN number, then press "send". Your entry will be confirmed through a text message. Visit your nearest Agent location for details.

Terms and conditions apply. To find your nearest Agent location, visit WU.com

WESTERN UNION WU

moving money for better

visit wuafrika.com

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20 YEARS WITH AFRICA

THIS IS THE FEELING THAT COMES WITH WINNING

WU

Chachancha! Enter for a chance to win every time you send or receive UGX 100,000 or more, this festive season via Western Union Money Transfer service.

To enter the draw dial *289*9# and follow the prompts. Enter the last 5 digits of your MTCN number, then press "send". Your entry will be confirmed through a text message. Visit your nearest Agent location for details.

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WESTERN UNION WU

moving money for better

visit wuafrika.com

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20 YEARS WITH AFRICA

THIS IS ENJOYING THE FRUITS OF WINNING

WU

Chachancha! Enter for a chance to win every time you send or receive UGX 100,000 or more, this festive season via Western Union Money Transfer service.

To enter the draw dial *289*9# and follow the prompts. Enter the last 5 digits of your MTCN number, then press "send". Your entry will be confirmed through a text message. Visit your nearest Agent location for details.

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WESTERN UNION WU

moving money for better

visit wuafrika.com

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DEI CAMPAIGN - KANDA DEI OFUNE MILLION

The Task:

Design and implement a campaign to launch DEI Baking Flour onto the Ugandan market.

The idea:

Kand Dei Ofune Million (a promo promise, coined out of popular street slang, encouraging makers of chapatti to use Dei and win big).

Channels:

Radio, TV, Print, BTL, Out of Home, Digital and Mobile Phone.

Result:

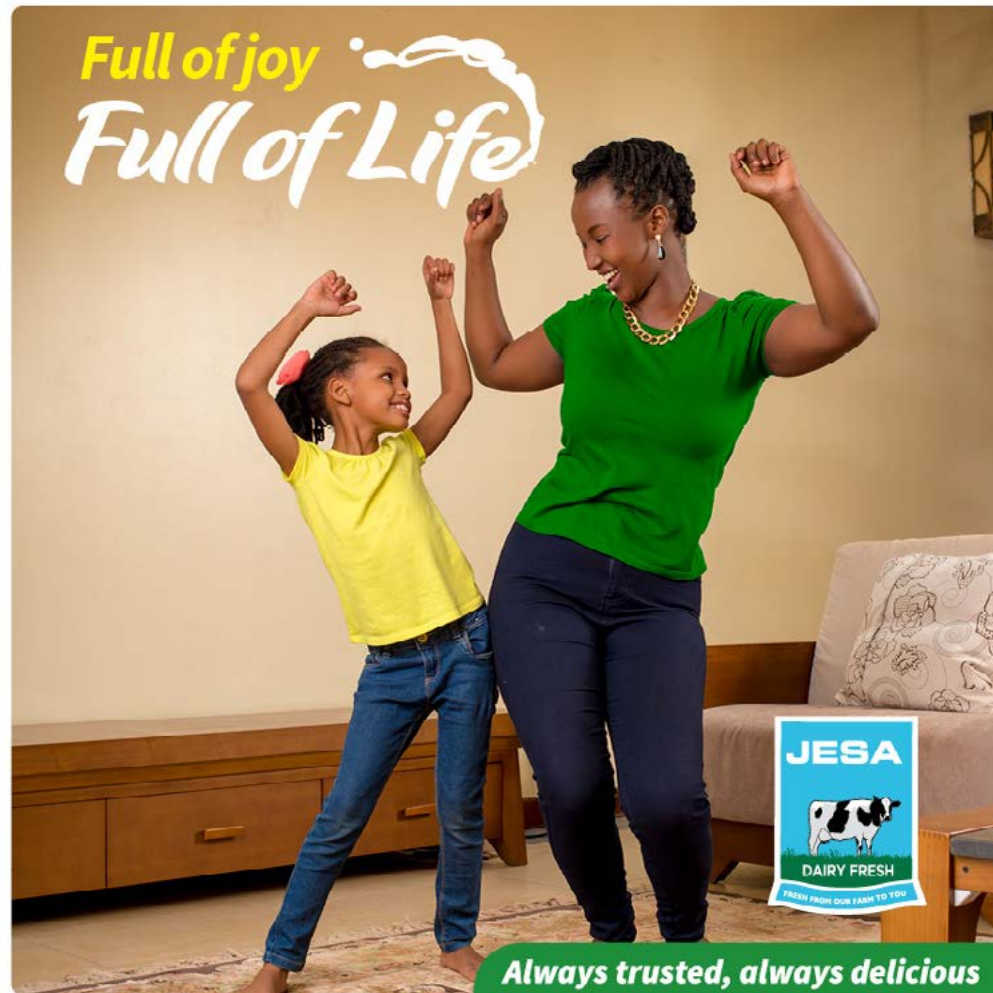
On-going.



JESA - FULL OF LIFE

The Task:

To develop a thematic campaign to grow brand love and position JESA as a family brand.



The idea:
Full Of Life

Channels:

Radio, TV, Print, OOH, Social Media, BTL activations

TVC LINK - <https://youtu.be/O0rhQvFSkKI>



JESA - FULL OF LIFE

The Task:

To develop a thematic campaign to grow brand love and position JESA as a family brand.

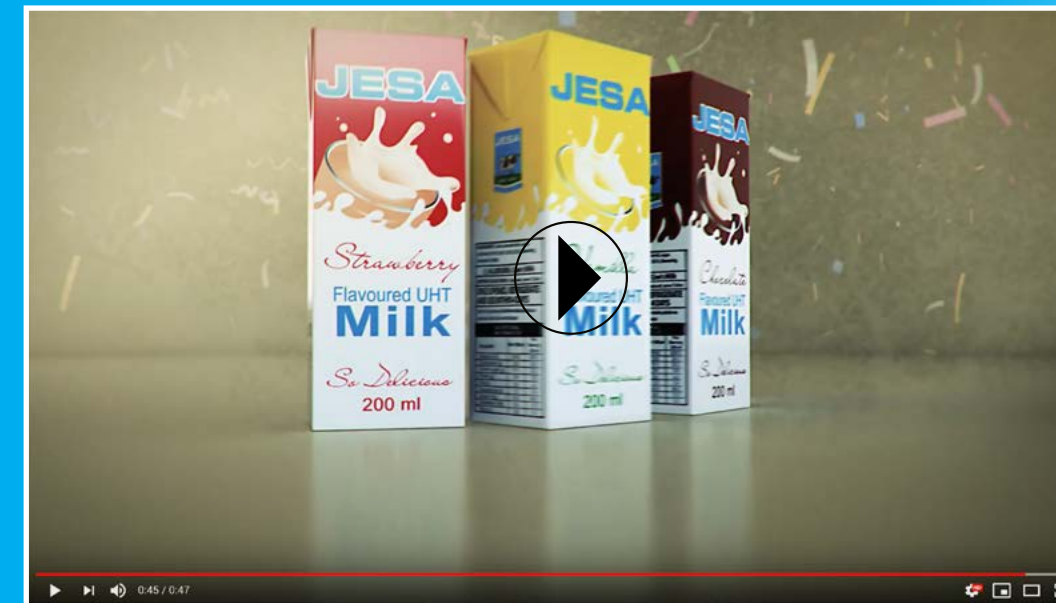
The idea:

Start your adventure

Channels:

Radio, TV, Print, OOH, Social Media, BTL activations

TVC LINK - https://youtu.be/FDS_har-8D8



POWER PLAY - CHARGINGA

The Task;

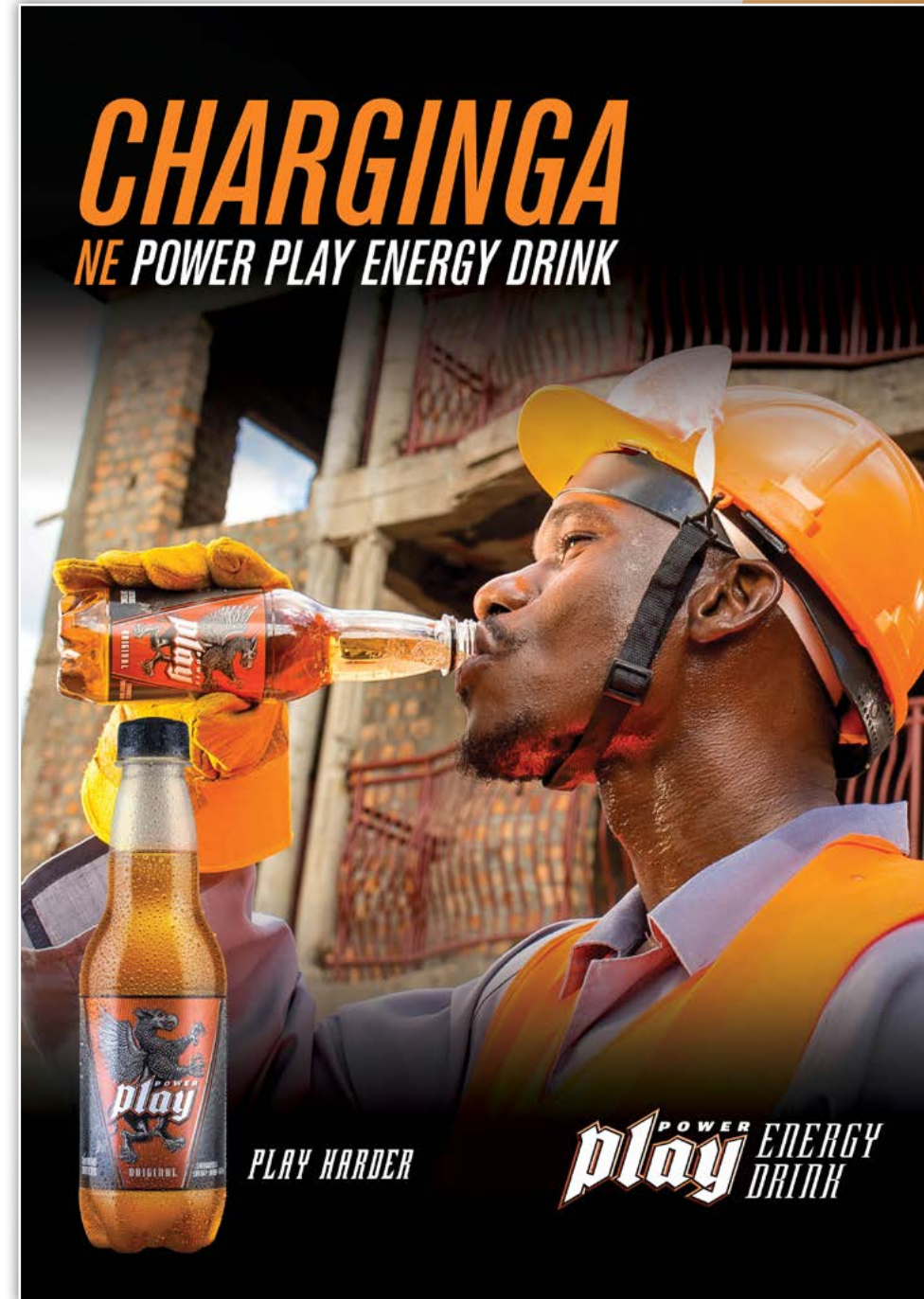
To introduce Power Play Energy Drink and position it onto the Ugandan market as the preferred energy drink in its category.

The idea;

Charginga - which loosely translates as “recharge your energy.”

Channels;

Radio, TV, Print, OOH, Social Media, BTL activations.



CLIMB UP - OOH-LA-LA

The Task:

Design labels for the various flavours of Climb Up flavoured milk and launch the product onto the market

Channels:

Outdoor, Below the Line Activation

Result:

Product was sampled by over 2000 children.
Product secured 4% market share in its category.



WIN IT - TAKULA CASH

The Task

Develop a brand DNA for a Lottery, in an exciting and localized way. Inspire Ugandans to embrace Lottery.

The idea

Takula Cash - which loosely translates as "scratch money".

Communication mediums

Radio, TV, Print, OOH, Social Media, BTL activations.



DAILY MONITOR - SHAPING THE NARRATIVE

The Task

To develop a campaign that celebrates the Daily Monitor's 25 years of existence while applauding its consistency and impact on the country.

The idea

Shaping the Narrative

Communication Mediums

TV, Print, Radio, Outdoor



Shaping the narrative

IT TAKES A VILLAGE TO RAISE A NATION.

The Truth is, we are more than just the Nation's daily dose of Truth. Our contribution spans journalism and beyond, and over the years we have grown into a small village; employing hundreds, paying taxes in millions, informing opinions and swaying policies. We are proud to contribute to the social, economic and political growth of Uganda. You can read the Truth Every Day on your **Smartphone, Tablet, Laptop** and in **Print**.




 DailyMonitor DailyMonitor www.monitor.co.ug 0312 301 100 0776 76 93 34
 epaper.nationmedia.com/ug

@DailyMonitor



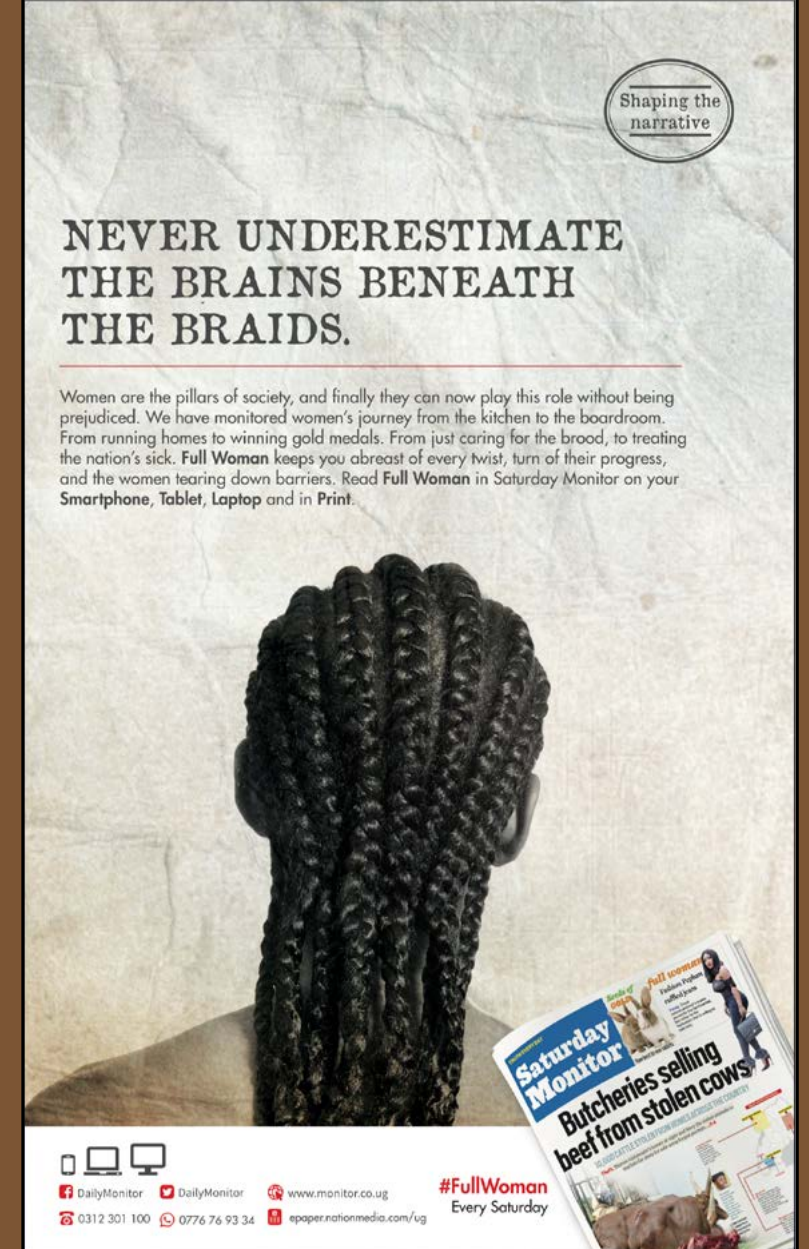

Shaping the narrative

A TINY PRICK CAN DO A LOT OF DAMAGE.

A worldwide survey revealed that Apac has the highest cases of Mosquito bites in the world; 1,564 of them to be exact. Translated, this means that a resident suffers 5 mosquito bites every night for a year. Even though we've all felt the telltale prick of a mosquito, we've also felt that of HIV/AIDS, Diabetes, Cancer, TB and other diseases. Let us be your health and wellness guide, read **Healthy Living** every Monday on your **Smartphone, Tablet, Laptop** and in **Print**.




 DailyMonitor DailyMonitor www.monitor.co.ug #HealthyLiving
 0312 301 100 0776 76 93 34 epaper.nationmedia.com/ug Every Monday

Shaping the narrative

NEVER UNDERESTIMATE THE BRAINS BENEATH THE BRAIDS.

Women are the pillars of society, and finally they can now play this role without being prejudiced. We have monitored women's journey from the kitchen to the boardroom. From running homes to winning gold medals. From just caring for the brood, to treating the nation's sick. **Full Woman** keeps you abreast of every twist, turn of their progress, and the women tearing down barriers. Read **Full Woman** in Saturday Monitor on your **Smartphone, Tablet, Laptop** and in **Print**.




 DailyMonitor DailyMonitor www.monitor.co.ug #FullWoman
 0312 301 100 0776 76 93 34 epaper.nationmedia.com/ug Every Saturday



RISING WOMAN

Task:

To create and launch a platform for womenpreneurs where they can go to acquire skills, train, register and set standards for their businesses.

The Idea:

Rising Woman

Impact:

- Recruited over 500 women from across the country.
- Nurtured hundreds of young businesses

Win millions of cash and take your business to the next level with

Rising Woman
Taking your business ahead

Participation is **FREE**

Write a proposal on how you would improve your business and win big:

UGX **5M** UGX **10M** UGX **15M**

Terms & Conditions Apply

Win millions of cash and take your business to the next level with

Rising Woman
Taking your business ahead

Participation is **FREE**

Write a proposal on how you would improve your business and win big:

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Powered by: Daily Monitor, UIA, dfcu WIB

Terms & Conditions Apply

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Rising Woman
Taking your business ahead

Participation is **FREE**

Write a proposal on how you would improve your business and win big:

UGX **5M** UGX **10M** UGX **15M**

Terms & Conditions Apply

Rising Woman
Taking your business ahead

ENTREPRENEURS TRAINING IN MBARARA

Participation is **FREE**

DATE: **19&20 SEPTEMBER 2018**

VENUE: **OXFORD INN MBARARA**

Terms & Conditions Apply

BANK OF AFRICA

The Task

Launch and position the BOA Mobile Wallet as a unique service, and the first of its kind in the market.

The idea

Bank Of Africa Mobile Wallet - My Phone, My Bank

Communication mediums

Print, Radio, TV, OOH and Social media.

TVC LINK - <https://youtu.be/PtjxG6yUmKE>



PAY YOUR UTILITY BILLS WITH YOUR PHONE.

Bank of Africa Mobile Wallet. **MY PHONE, MY BANK.**

Call Centre: +256 414 302 111
www.boauganda.com

BANK OF AFRICA UGANDA
GROUPE BANK OF AFRICA

BANK OF AFRICA MOBILE WALLET

INTRODUCING MOBILE BANKING LIKE NO OTHER.

BANK OF AFRICA Mobile Wallet allows you to do more with your phone, bringing convenience to your financial life.

BANK OF AFRICA Mobile Wallet. **MY PHONE, MY BANK.**

CHECK PRESS AND POSTERS FOR DETAILS

Call Centre: +256 414 302 111
www.boauganda.com

BANK OF AFRICA UGANDA
GROUPE BANK OF AFRICA

BANK OF AFRICA MOBILE WALLET

TRANSFER MONEY TO ANY BANK, ANY PHONE, ANY COUNTRY.

BANK OF AFRICA Mobile Wallet allows you to do more with your phone, bringing convenience to your financial life.

BANK OF AFRICA Mobile Wallet. **MY PHONE, MY BANK.**

CHECK PRESS AND POSTERS FOR DETAILS

Call Centre: +256 414 302 111, www.boauganda.com
BANK OF AFRICA - UGANDA LIMITED IS REGULATED BY BANK OF UGANDA

BANK OF AFRICA MOBILE WALLET

BUY AIRTIME WITH YOUR PHONE.

BANK OF AFRICA Mobile Wallet allows you to do more with your phone, bringing convenience to your financial life.

BANK OF AFRICA Mobile Wallet. **MY PHONE, MY BANK.**

CHECK PRESS AND POSTERS FOR DETAILS

Call Centre: +256 414 302 111, www.boauganda.com
BANK OF AFRICA - UGANDA LIMITED IS REGULATED BY BANK OF UGANDA

TROPICAL BANK

The Task:

To rebrand Tropical Bank and position it as a Ugandan Bank that cares about the progress of Ugandans.

The idea

We are here for you.

Communication mediums

Print, Radio, TV, and OOH

**WANT A BANK THAT WILL
MAKE YOU FEEL WELCOME?
WE'RE HERE FOR YOU**

Tel: (+256) 414-313 100
www.trobank.com

Tropical Bank
Simple & Professional

**WANT A BANK THAT WILL
MAKE YOU FEEL AT HOME?
WE'RE HERE FOR YOU**

As we make 60 years, we at Tropical Bank continue to bring you convenient and accessible banking solutions, designed to suit all your financial needs like a glove. Whoever you're, whatever your needs, Tropical Bank is here for you.

Tropical Bank Limited, Plot 27 K's Rd, P.O. Box 9485 Kampala, Tel (+256) 414-313 100, Fax (+256) 412-264 953, e-mail admin@trobank.com, web: www.trobank.com

Tropical Bank
Simple & Professional

**SIT BACK, RELAX AND
BANK FROM ANYWHERE**

TROPICAL - ONLINE BANKING
HELPING YOU MANAGE YOUR ACCOUNT
FROM ANYWHERE YOU PLEASE

The needs of our customers mean everything to us. Tropical Bank ensures that your banking experience goes beyond what you have come to expect from other institutions. With tailor-made services, great offers and dedicated staff, Tropical Bank is here for you.

Tropical Bank Limited, Plot 27 K's Rd, P.O. Box 9485 Kampala, Tel (+256) 414-313 100, Fax (+256) 412-264 953, e-mail admin@trobank.com, web: www.trobank.com

Tropical Bank
Simple & Professional

**WANT YOUR KIDS TO
ACHIEVE THEIR DREAMS?
WE'RE HERE FOR YOU**

TROPICAL - STARS ACCOUNT
SECURE YOUR CHILD'S FUTURE

The needs of our customers mean everything to us. Tropical Bank ensures that your banking experience goes beyond what you have come to expect from other institutions. With tailor-made services, great offers and dedicated staff, Tropical Bank is here for you.

Tropical Bank Limited, Plot 27 K's Rd, P.O. Box 9485 Kampala, Tel (+256) 414-313 100, Fax (+256) 412-264 953, e-mail admin@trobank.com, web: www.trobank.com

Tropical Bank
Simple & Professional

/ VASELINE

The Task

To position Vaseline as the brand that enables sportsmen take better care of the skins.

The idea

Healing power of vaseline

Communication mediums

Out of home

BUST FROM DRY SKIN

THAT'S THE HEALING POWER OF VASELINE



TACKLES DRY SKIN

THAT'S THE HEALING POWER OF VASELINE



REAL MEN TAKE CARE OF THEMSELVES

THAT'S THE HEALING POWER OF VASELINE



ROTARY CANCER RUN

TheTask

To develop a brand that will champion the fight against cancer in Uganda.
Create awareness for the Rotary Cancer Run on an annual basis.

The Idea

Keep Running

Communication Mediums

Digital. Radio. Television. Outdoor. Print.



UGANDA RED CROSS SOCIETY KEEP A GIRL IN SCHOOL

The Task:

The develop a communication campaign that will create awareness and raise funds that will can purchase sanitary towels for the girl child, in order for her to stay in school.

The Idea:

Keep A Girl in School

Communication Mediums

Social Media, Radio, TV

TVC LINK

<https://www.facebook.com/117683891624272/videos/2279986085355919/>





I miss school for a week every month due to lack of pads.



Keep a Girl in School

For just 15,000/=, support a girl to get pads for a full term.

Contribute through MTN Mobile Money, dial *165#, select Payments & follow the prompts or airtel Money, dial *185#, select Pay Bill and follow the prompts or put your contribution in any Red Cross donation box.

Empowered Girls. Empowered Mothers. Empowered Communities.



Be my hope in time of need



Keep a Girl in School

For only 15,000/=(5\$), support a girl to get pads for a full term.

Empowered Girls. Empowered Mothers. Empowered Communities.



Be my hope in time of need



Keep a Girl in School

For only 15,000/=(5\$), support a girl to get pads for a full term.

Empowered Girls. Empowered Mothers. Empowered Communities.



MISS UGANDA FOUNDATION VILLAGE POWER

The Task:

To design communication materials that bring the idea to life across various mediums.

The Idea

Power a Home

Communication Mediums

Social Media

Power a Home
Lighting up 10,000 rural homes

**Contribute to bring solar to
10,000 village homes in Uganda**

Join me in this cause. Send your contribution on:
0787 064756 or deposit directly:
Account Name: Empowering the Future Foundation (EFF)
Bank: Stanbic Bank, Account Number: 9030015815506

MAYD McCANN
Empowering the Future Foundation

Village Power
MISS UGANDA FOUNDATION

Power a Home
Lighting up 10,000 rural homes

Contribute to bring solar to 10,000 village homes in Uganda

Join me in this cause. Send your contribution on:
0787 064756 or deposit directly:
Account Name: Empowering the Future Foundation (EFF)
Bank: Stanbic Bank, Account Number: 9030015815506

MAYD McCANN
Empowering the Future Foundation

Village Power
MISS UGANDA FOUNDATION

The task

Develop an awareness campaign for the “Good stove” technology, leveraging its benefits and unique attributes, to drive / encourage uptake (adoption).

The Idea

“Kyuusa Emfumbayo” loosely translated as ‘Switch to Better Cooking’

Communication Mediums

Radio, Outdoor



KYUUSA ENFUMBA YO

Enjoy cleaner, healthier, safer and efficient cooking

EFFICIENT STOVE SOLD HERE

Funded by: Ministry of Foreign Affairs of the Netherlands, German Cooperation, giz, endeav

Political Partner: MINISTRY OF ENERGY & MINERAL DEVELOPMENT UGANDA

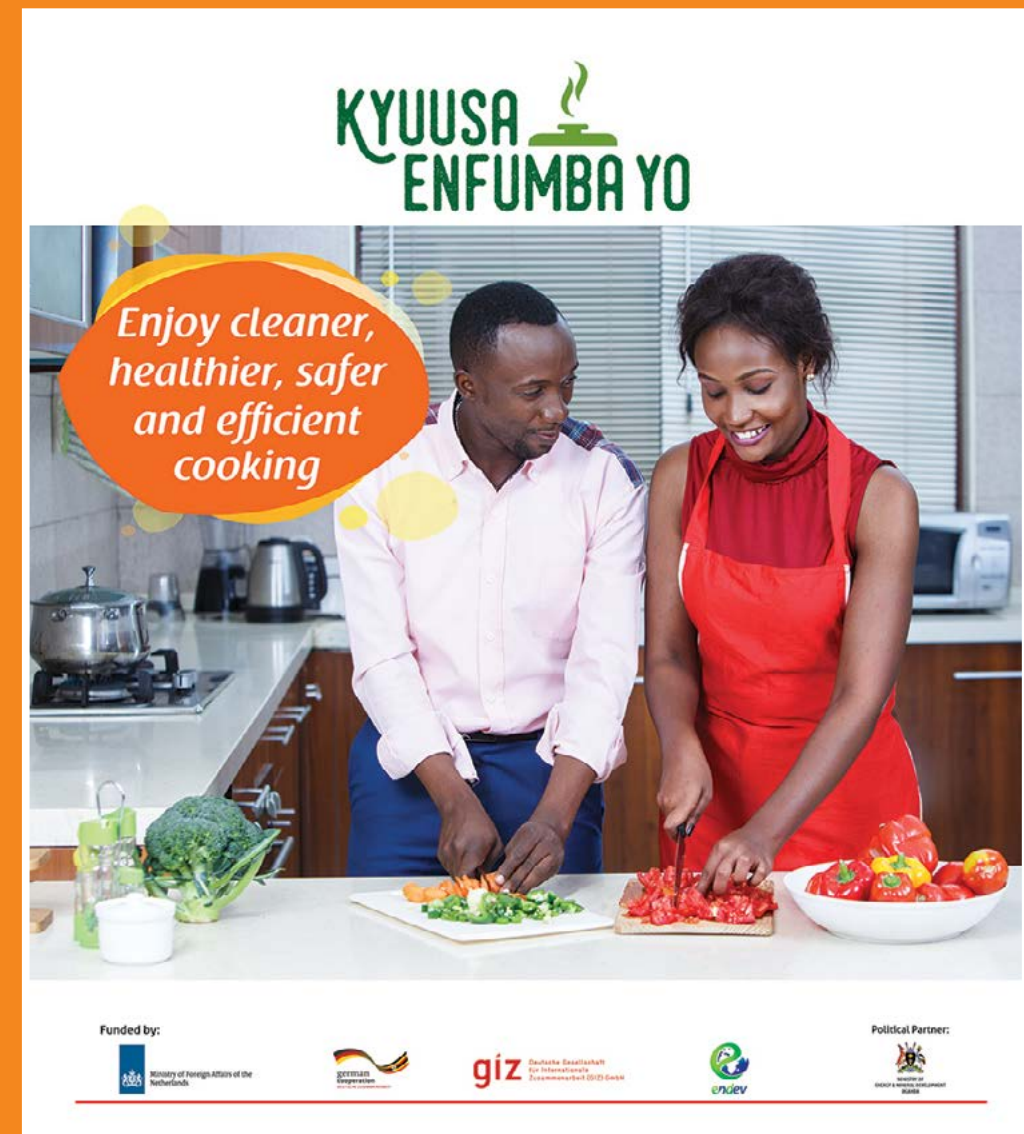


KYUUSA ENFUMBA YO

Switch to healthier, cleaner, safer and efficient cooking

Funded by: Ministry of Foreign Affairs of the Netherlands, German Cooperation, giz, endeav

Political Partner: MINISTRY OF ENERGY & MINERAL DEVELOPMENT UGANDA



KYUUSA ENFUMBA YO

Enjoy cleaner, healthier, safer and efficient cooking

Funded by: Ministry of Foreign Affairs of the Netherlands, German Cooperation, giz, endeav

Political Partner: MINISTRY OF ENERGY & MINERAL DEVELOPMENT UGANDA

/ PACKAGE DESIGN



Core fundamentals:

- Intrinsically understand the PR need so as to reach respective publics
- Handle B2B or B2C public relations campaigns
- Illustrate product/service excellence through opinions and media channels
- Provide strategic counsel, creative solutions and timely, responsive assistance
- Deliver on ROI



ENGAGE TARGETED AWARENESS



Service offering:

- Stakeholder mapping and management
- Maximize media contacts to avail coverage for our clients' products and services
- Write press releases, talking points, speeches, journals, lecture notes and market analyses
- Avail competitor analyses for brands as a marketing indicator
- Handle corporate and internal communications
- Crisis management
- Periodic campaign, activity or event reporting



PACE - TOSUULA STEP - Color your pleasure

The brief

Develop a powerful launch concept re-introducing Trust Condom and the new variants, with an aim of recruiting new users who will take up the brand as a condom of preference.

The idea

Tosuula Step, Colour your Pleasure. **Consumer - "Hug with Trust"**

Results

- Created Buzz and Excitement in media houses and corporate offices
- Created discussion on social media - NBS Television, NTV Uganda, Sanyu FM, Galaxy FM and the Trust Condom pages
- Generated opportunity for on air discussion on the new Trust condoms, therefore creating awareness for the new product



GEISHA - WIN FREE AIRTIME (NCP)

The brief:

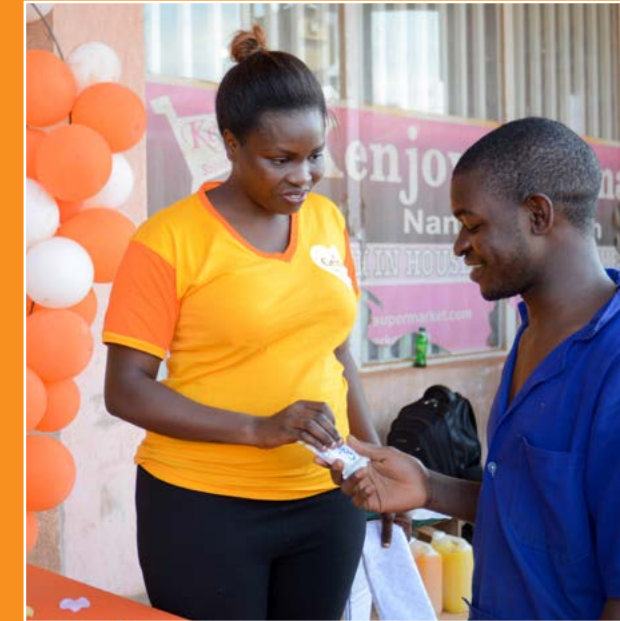
Carry out a Modern trade promotion in hyper outlets for the Geisha brand with core focus of creating awareness about the National Consumer Promotion and engage consumers on Geisha's attributes

Objectives:

To engage with at least 10,000 consumers regarding awareness about the benefits of the Geisha soap.

Result

We engaged approximatel 20,000 people countrywide and thus creating awareness for the promotion for the Geisha brand.



VASELINE - SKIN TEST

The brief

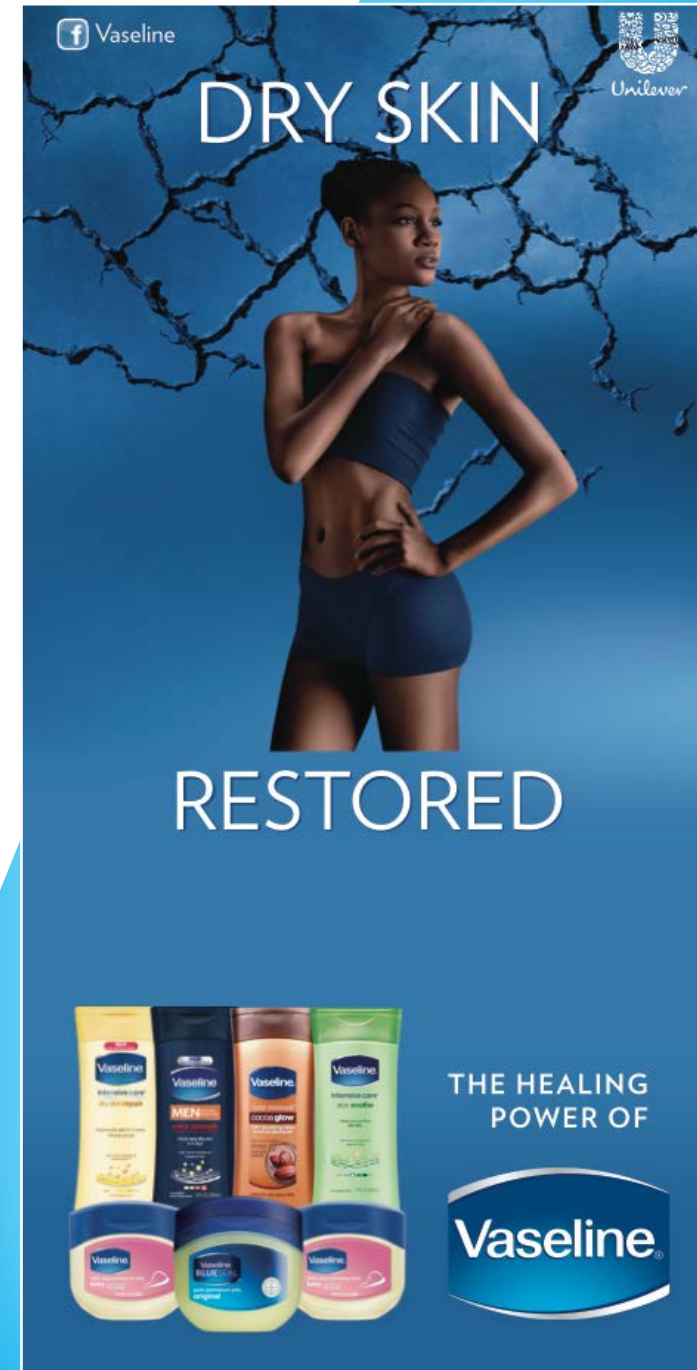
Unilever wanted to grow their Personal Care Category by driving consumer uptake of Vaseline in the Ugandan Market

Objectives

- Encourage product trial through sampling and articulate Vaseline attributes and benefits
- Increase brand awareness and knowledge

Result

Engagement with over 15000 consumers hence increasing product awareness



WESTERN UNION - NAIROBI EVENT

The brief

Organise Press conference and Western Union Agents cocktail with the President of Money Transfer at The Villa Rosa Kempinski Hotel Nairobi Kenya.

Communication mediums

Event Management

Result

Successful event



WU- DASH FEST

The brief

Carry out a consumer promotion to reward people who have transacted with Western Union during the festive season

Objectives

- Encourage usage of the Western Union services in Uganda

Result

Over 5000 people participated in the SMS driven promotion and had over 500 winners winning 30 second trolley dashes, airtime and cash prizes.





THANK YOU!

MAAD McCANN

MAAD LIMITED

Plot 2436 Ntinda, after
Victory City Church
P.O Box 401 85 Kampala,
Uganda

T: +256 (701) 222 522

E: maad@maad.co.ug

W: www.maad.co.ug