

Agency Profile

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www.thenomad.agency

nomad

Statement of Confidentiality

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About Nomad Advertising



WE EXIST TO:

Deliver creatively radical
communication concepts
to empower brands that
positively impact individuals,
communities and nations.

Who we are

Nomad is a regional creative communications agency based in Kampala - Uganda with presence in Rwanda. In today's digital business world, you need a partner who can help you take advantage of marketing opportunities across a variety of channels in real-time. Nomad combines both traditional and new-media approaches with knowledge gained from years to deliver outstanding results.



What guides us?

Our values make Nomad the I.D.E.A.L place to create great work for our clients.

INNOVATIVE

We are innovative & creative our response to every brief. We believe that our job is not simply branding and advertising but also giving you compelling communication solutions with solid creative ideas.

DEPENDABLE

You can count on us. Our “Can Do” spirit makes us Dependable and reliable while encouraging team work and collaborations that nurture life-long relationships.

ETHICAL

We respect you, each other and ourselves. We recognize that our success greatly depends on Ethical and trustworthy relationships with all our stakeholders.

ACCOUNTABLE

We are a good neighbor and citizen in the communities where we operate. We are always Accountable for our actions.

LEADERS

With a self-driven team, you can be certain that your project will be in good hands. We conduct ourselves as leaders in all we do.



The nomad approach

We work with you to fully understand your business and your target audience to inform our marketing strategy. Because we value your goals, our process allows for creative participation by our clients on every project.





Powered by people

We're a tight, passionate team made up of bold, diverse and extremely passionate individuals ready to roll up their sleeves and get to work for you. We take pride in our work, our process and our relationships – both with you and with each other.

Our Work

9-18

Advertising

19-26

Branding

27-38

Communication
for Development

39-45

Design

Attractive Advertising

We craft irresistibly magnetic on-brand ads that convert. To us, advertising is more than just marketing – it's about forming lasting connections. That is what we do for you.

Boosted productivity and conversions with FINCA 'Tomorrow is Here' Campaign

Background

FINCA is a catalyst for economic growth and financial inclusion for the poor. Founded in 1984, FINCA takes an innovative approach to microfinance, combining traditional branches with agency banking, alternative credit scoring and analytics, mobile wallets, point-of-service biometrics and the use of tablets. FINCA continues to show that access to basic financial resources can transform lives, strengthen communities and alleviate poverty.

Challenge

FINCA Uganda needed an agency to develop a thematic campaign, both internal and external to

create a shift in the mindset of who the ordinary FINCA customer is and counter various misconceptions that were proving detrimental to their image and brand loyalty.

Solution

Nomad crafted and executed a strategically astute thematic internal and external communication campaign which positioned FINCA Uganda as the ultimate business and personal growth partner. The result was an effective two-way communication which effectively communicated the FINCA Uganda brand positioning products and services to the relevant audience while receiving feedback.

Results

50%
of the **FINCA customer base** has embraced their CenteAgent digital channel.

80%
increase in productivity at the work place when the campaign was run

3000
new leads generated
in the first 2 quarters of the year from social media advertising with a conversion rate of over 10%



Dial ***203#** or download the app from **Google Play** and sign up for Mobile Banking today to be able to withdraw from the CenteAgent.

Tomorrow Is Here

f t i s | www.FINCA.ug



Digital is Here

Enjoy a world of Convenient Banking with

- FINCA Mobile Banking
- FINCA Digital Sign Up
- FINCA Internet Banking
- VISA Card
- CenteAgent Platform

www.FINCA.ug

Tomorrow Is Here

Accessibility is Here

An early start is a smart start with the **FINCA Junior Account**

- Free unlimited withdrawals
- Paperless account opening process
- No account management fees

www.FINCA.ug

Tomorrow Is Here.

FINCA Uganda is regulated by Bank of Uganda and Customer Deposits are protected by the Deposit Protection Fund of Uganda.

Better Quality is Here

Financing banana enterprises to boost production and marketing with the **FINCA Banana Production Loan**

- Credit facility of up to Shs. 30 Million
- Repayment structure tied to cash flow
- Instant account opening

www.FINCA.ug

Tomorrow Is Here.

FINCA Uganda is regulated by Bank of Uganda and Customer Deposits are protected by the Deposit Protection Fund of Uganda.

TRANSACTION & WIN

Branches which meet or surpass their targets will win a goat monthly.

Transact using our **FINCA VISA CARD** at any FINCA, UBA, InterSwitch or VISA powered ATM

Make FINCA deposits and withdrawals through **CENTEAGENT**

Register using **DIGITAL SIGN UP** and fund the account

Register and use **MOBILE BANKING** (USSD or App)

Tomorrow Is Here

www.FINCA.ug

UBL launches rebranded beer 'Senator' with record-breaking sales

Background

Uganda Breweries Limited is Uganda's leading premium adult beverage company that focuses on the development of great brands and great people. Our key objectives are delivery of the highest quality brands to consumers and long term value to our investors.

Challenge

UBL wanted to launch a new local beer, Senator. A lot of company funds had been sunk into Senator's creation so there was no room for the product launch to go wrong. This truly Ugandan brew needed the right platform to make its entry into the market for target customers to see it and make it their beer of choice.

Solution

The Nomad team created compelling launch communication packages for the various media platforms that were true to the UBL brand and appealed to the company's desired customers. Themes, designs and messages were carefully crafted to ease Senator's entry into the market.

Results

Senator bottles sold out faster than UBL had projected. The design and messages laid a solid foundation for Senator to find its place in the fridges and hands of UBL's customers.



The advertisement features two men, one in a yellow shirt and one in a red shirt, smiling and holding glasses of beer. In the foreground, two bottles of Senator beer are displayed: one labeled 'STOUT' and the other 'EXTRA'. A large circular graphic with the text 'WELL DONE' and 'FOR YOUR HARD WORK' is prominently displayed. The background is a warm, golden-brown color with a subtle pattern of beer bubbles. Logos for 'UGANDA BREWERIES LIMITED' and 'NO SUGAR ADDED' are visible in the top left and right corners respectively. A circular badge with 'UGX 2,200' is positioned near the bottom center. At the bottom, a disclaimer reads: '18+ EXCESSIVE CONSUMPTION OF ALCOHOL IS HARMFUL TO YOUR HEALTH. PLEASE DRINK RESPONSIBLY.'





CATHY'S JOINT

18+ EXCESSIVE CONSUMPTION OF ALCOHOL IS HARMFUL TO YOUR HEALTH, PLEASE DRINK RESPONSIBLY.

NO SUGAR ADDED

WELL DONE

FOR YOUR HARD WORK



MBARARA 470KM

WAKORA

WELL DONE



ENJOY A BOLD SATISFYING TASTE

— USH —
2,500



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

NO SUGAR ADDED

WELL DONE

FOR YOUR HARD WORK

Ngule adopted as Buganda Kingdom's leading beer

Background

Uganda Breweries Limited is Uganda's leading premium adult beverage company that focuses on the development of great brands and great people. Our key objectives are delivery of the highest quality brands to consumers and long term value to our investors.

Challenge

UBL wanted to drive brand reappraisal for its truly local beer, Ngule. The stakes were high and management knew that they needed someone who would truly capture the heart of the beer and communicate it clearly to their target customers. UBL needed exciting and emotive communication materials targeting the primary audience to be created.

Solution

The Nomad team crafted spot-on distinctive and disruptive communication packages that positioned Ngule as a true partner in the socio-economic success of the Kingdom of Buganda, and so gave the target audience an enduring reason to choose it.





Social media designs

Client: Dalausi Juice

Dalausi Juice wanted to change the market perception as a company that caters for only wedding and big events. They wanted to build out their content strategy and affirm Dalausi Juice as the preferred fresh juice outlet in Kampala. Nomad designed a holistic content strategy to get busy, culture-forward, social media loving people who need a quick pick-me-up to choose Dalausi Juice as their own. The team went further to develop an advertising campaign to connect, communicate and engage with the target audience for both the short and long term.



DALAUSI JUICE
straight from the fruit

dalausi juice week offers

Mulondo Mix

Imagine Mondia Whytei (Mulondo) blended with Pineapple, Passion, Carrots & Tangerine.

0702 071 497 | 0776 071 497

DALAUSI JUICE
straight from the fruit

SWIPE →

healthy juices

Detox Juice Weight Loss Juice Sugarfree Juice Doctor's Juice

0702 071 497 | 0776 071 497

DALAUSI JUICE
straight from the fruit

Ramadan Package
STILL RUNNING

Buy juice & get **FREE DATES**

FREE DELIVERY within Kampala for 5 LITRES & ABOVE of any juice flavour.

0702 071 497 | 0776 071 497

DALAUSI JUICE
straight from the fruit

Easter package

Free delivery within Kampala for 5 litres & above of any juice flavour at **50,000shs**

0702 071 497 | 0776 071 497

DALAUSI JUICE
straight from the fruit

dalausi juice week offers

Mulondo Monday 2 litres Mulondo Mix 15,000shs (25% discount) Mondays 9am & 5pm.	Tasting Tuesday The first person to comment on the day's post on our each wins a free litre of juice. Free delivery within Kampala.	Wellness Wednesday 2 litres Special Health Juice 35,000shs (12.5% discount) Wednesdays 9am & 5pm.
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0702 071 497 | 0776 071 497

DALAUSI JUICE
straight from the fruit

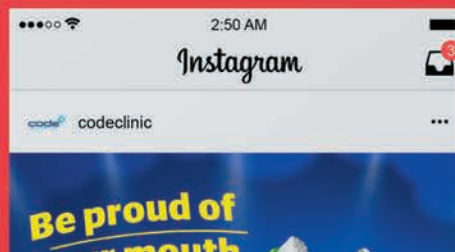
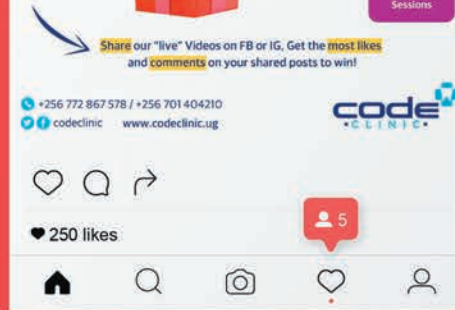
FAMILY package

20 litres of any juice flavour at **150,000shs**.

0702 071 497 | 0776 071 497

Client: Code Clinic

Code Clinic, a dental care practice in Kampala, needed an agency to create creative messaging and communication for office, social media and print media. Nomad provided Code Clinic with a dossier of creative work including social media artwork and banners, animations, flyers, posters, reports, dental plans and pricelists



Building Solid Brands

BRANDING

We capture the essence of your organization to build a solid brand that will shape customer perception and leave a good lasting impression.



Rwandair Rebrand Increases Number of Passengers By 49.5%

Background

Rwandair is a Rwanda-based airline with a mission to provide unsurpassed, safe and reliable services in air transportation including strategically linking Rwanda with the outside world, while ensuring a fair return on investment. Their goal is To be the airline of obvious choice in the markets we serve.

Challenge

Rwandair requested Nomad to refresh the RwandAir brand and help them realize their vision of linking Rwanda to the world.

Solution

The Nomad Agency brainstormed and executed a creative communication strategy and operation plan which included directing product photo-shoots, providing strategic guidance to mass media channels and creating product mood boards to connect with the airline's target audiences.

Results

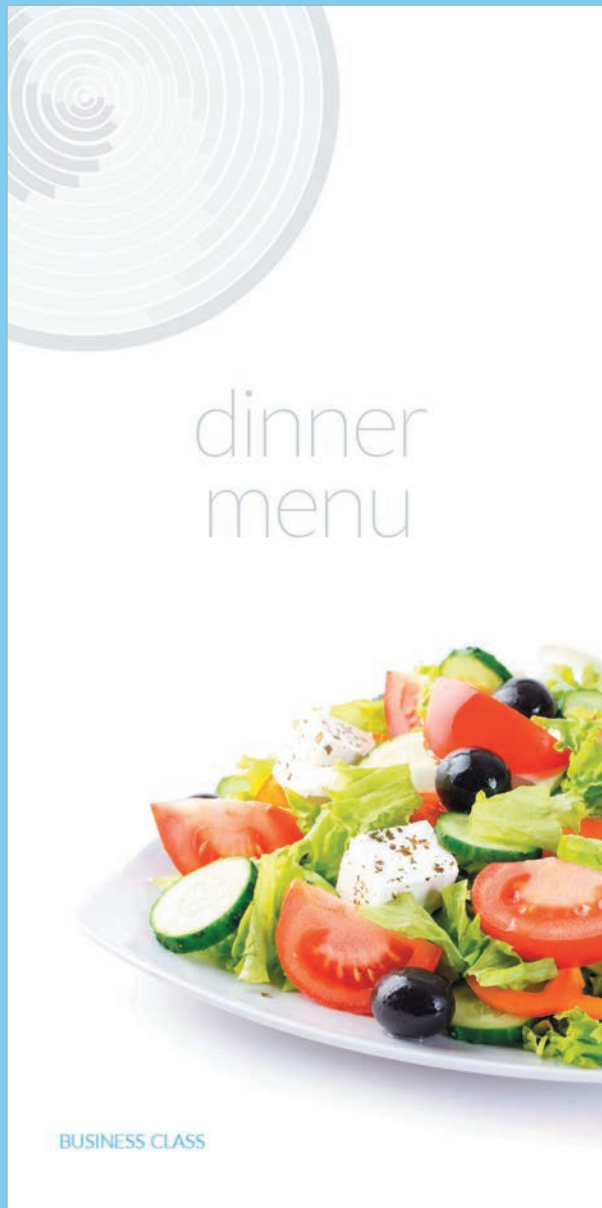
Since the rebrand in 2016, Rwandair has registered a

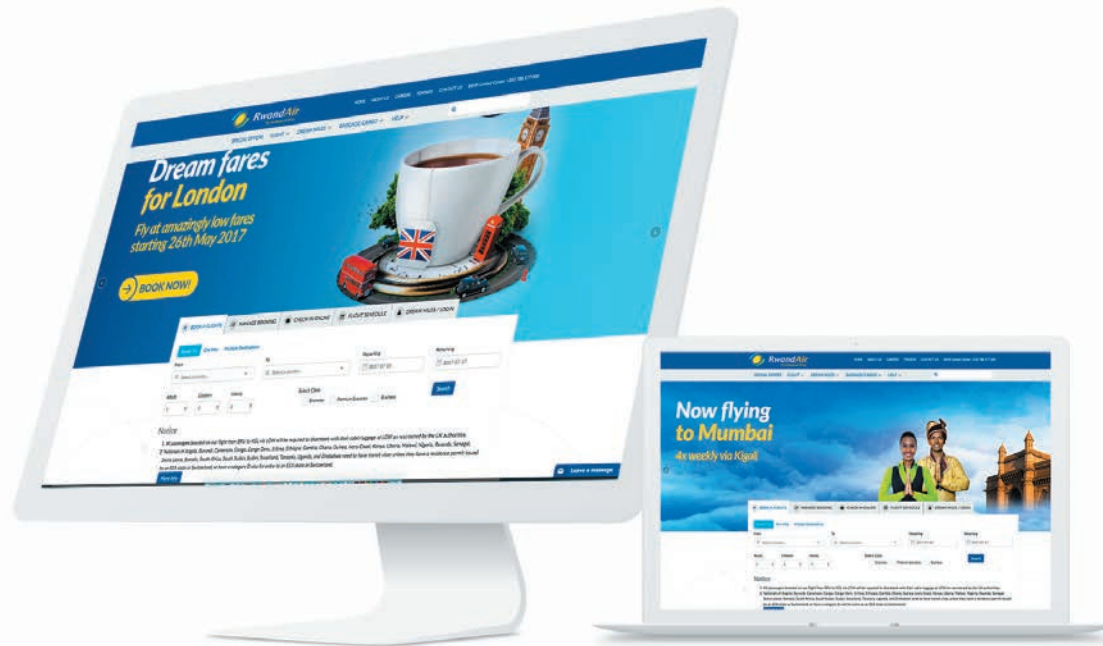
49.5%

increase in number of passengers choosing to fly the dream of Africa.

Operating from Kigali as its hub in the heart of Africa, RwandAir has become Africa's fastest growing airline with one of the youngest and state of the art fleet on the African continent with **32 destinations**.







rwandair.com

Dubai Direct

from **\$359**

Taxes incl
1st Feb - 15 Jul 2016

return fares

Mombasa - Dubai

BOOK NOW!

+250 788 177 000 | reservations@rwandair.com
Visit your nearest RwandAir sales offices or your preferred travel agent

RwandAir
Fly the dream of Africa

RwandAir
Fly the dream of Africa
rwandair.com

Dubai Direct

from **\$359**

Taxes incl
1st Feb - 15 Jul 2016

return fares

Mombasa - Dubai

BOOK NOW!

+250 788 177 000 | reservations@rwandair.com
Visit your nearest RwandAir sales offices or your preferred travel agent

An Identity Crisis Converted into a Branding Success

Background

"SR AFRO CHICKS & BREEDERS LTD, affectionately called SR Kuku, has been in operation since 2014. It has been founded by a group of highly motivated people with years of experience in various aspects of poultry rearing between them. SR Kuku deals in mainly four products; Fresh and Frozen Chicken, Eggs, Chicks and Chicken Feeds breeding, broilers, layers, fresh farm eggs and chicken feed.

Challenge

The company was facing an identity crisis due to lack of clear branding. SR Kuku needed guidance on the various elements of their brand including their logo, merchandising.

Solution

Nomad provided the logo and identity design, marketing banners, social media artwork, branch branding and signages.





Eid Al Adha Mubarak

MAY WE LEARN THE ESSENCE OF SACRIFICE AND MAY ALLAH SHOWER COUNTLESS BLESSINGS UPON YOU AND YOUR FAMILY!



SR KUKU
EVERYTHING CHICKEN

SR AFRO CHICKS & BREEDERS LIMITED
Tel: 0200 966335 | 0786 087562 | 0755 323272
www.srafrochicks.com
A PRODUCT OF SR AFRO CHICKS AND BREEDERS LTD

100% PURE

Chicken Know-How!

THE HOT SEASON USUALLY COMES WITH A HIGH RATE OF MORTALITY IN CHICKEN DUE TO HEAT STRESS, DURING THIS TIME ENSURE THE BODY TEMPERATURE OF THE BIRDS IS REGULARLY ADJUSTED FOR THEIR CONVENIENCE.



SR KUKU
EVERYTHING CHICKEN

SR AFRO CHICKS & BREEDERS LIMITED
Tel: 0200 966335 | 0786 087562 | 0755 323272
www.srafrochicks.com
A PRODUCT OF SR AFRO CHICKS AND BREEDERS LTD

100% PURE

BETTER NUTRITION, BETTER EGGS

BIRDS FED WITH BALANCED NUTRITION (RUN BY PROFESSIONAL VETS)

QUALITY IS OUR COMMITMENT



SR KUKU
EVERYTHING CHICKEN

PROUDLY PRODUCE IN SOUTH AFRICA

0200 966 335 | 0755 323272
www.srafrochicks.com
A PRODUCT OF SR AFRO CHICKS AND BREEDERS LTD



Client: Ekspreso

Idea: Hasili Beverages Limited sought to establish their flagship product Ekspreso as the preferred 'go-to' instant coffee, tea and snacks outlet for the corporates in Kampala. Nomad crafted communication packages that strategically positioned Ekspreso as convenient, fresh, delightful and affordable in print and media as a fresh to increase customer uptake.

Amplify to engage

COMMUNICATION FOR DEVELOPMENT

We go beyond simply providing information to engaging your audience at every step. We amplify your voice with clear relevant communication tools to foster sustainable change.

1m more Ugandan adults are now saving with Saving Groups

Background

Bank of Uganda (BoU) is the Central Bank of the Republic of Uganda. The primary purpose of the Bank is to foster price stability and a sound financial system. Together with other institutions, it also plays a pivotal role as a center of excellence in upholding macroeconomic stability.

Challenge

Bank of Uganda needed support for their efforts towards Financial Inclusion through creating awareness about the meaning & importance of Credit Reference, Deposit Protection & World Savings Day. The Federal Republic of Germany through KfW agreed to provide financial support to Bank of Uganda to undertake public awareness activities supporting three key activity areas for the development of the Ugandan financial sector, specifically.

- Public awareness of the credit reference system
- Public awareness of the deposit protection fund
- Financial literacy linked to the 2018 World Savings Day (WSD)

Solution

Nomad did the following to create and implement a nationwide campaign:

Created a multi-channel public awareness campaign to educate the public on the three aspects of the campaign which were Deposit Protection Fund, World Savings Day and Credit Reference System.

- Developed creative concepts for Multimedia Channels including radio, Tv, social media and PR.
- Oversaw the production of the communication materials.
- Organized and executed public events in the 7 districts where BoU has branches in celebration of World Savings Day.

Results

The Nominal National Gross Saving for Uganda rose to

21.12%

after the campaign.

10%

more Ugandan adults saving with formal financial institutions

like Saving Groups, mobile phones and commercial banks

2.5%

decrease in expected loan default from enterprises and household





My Money! | **LET'S BUILD A FINANCIAL FUTURE WE CAN TRUST**

TRUST IS THE FOUNDATION FOR ANY SUCCESSFUL RELATIONSHIP.

When you trust a financial institution regulated by Bank of Uganda with the safe-keeping of your money and access to your credit records, it is able to easily trust you with a loan. Together, we are able to build a financial future that we can trust.

Bank of Uganda, Plot 37/45, Kampala Road, P.O. Box 7120, Kampala, Uganda. Call +256 434 258 441-6 or visit www.bou.or.ug.
 Bank of Uganda | BOU_Official | Bank of Uganda

Supported by **KFW** **DPF** **GRS** **WORLD SAVINGS DAY OCTOBER 31ST**

BANK OF UGANDA



My Money! | **WHERE DO YOU SAVE YOUR MONEY?**

SAVE WITH A FINANCIAL INSTITUTION REGULATED BY BANK OF UGANDA

DPF Deposit Protection Fund of Uganda



My Money! | **DO YOU HAVE A SAVINGS PLAN?**

DON'T JUST SAVE MONEY. SAVE WITH A PLAN. **WORLD SAVINGS DAY OCTOBER 31ST**



My Money! | **ARE YOU PAYING YOUR LOAN ON TIME?**

PAY YOUR LOANS ON TIME TO KEEP A GOOD LOAN RECORD.

GRS Credit Reference Service



My Money! | **WORLD SAVINGS DAY**
THEME: SAVE WITH A PLAN
DATE: OCTOBER 31, 2018

WHERE DO YOU SAVE YOUR MONEY?

BANK OF UGANDA

Supported by **KFW**



My Money! | **WORLD SAVINGS DAY**
THEME: SAVE WITH A PLAN
DATE: OCTOBER 31, 2018

WHERE DO YOU SAVE YOUR MONEY?

BANK OF UGANDA

Supported by **KFW**

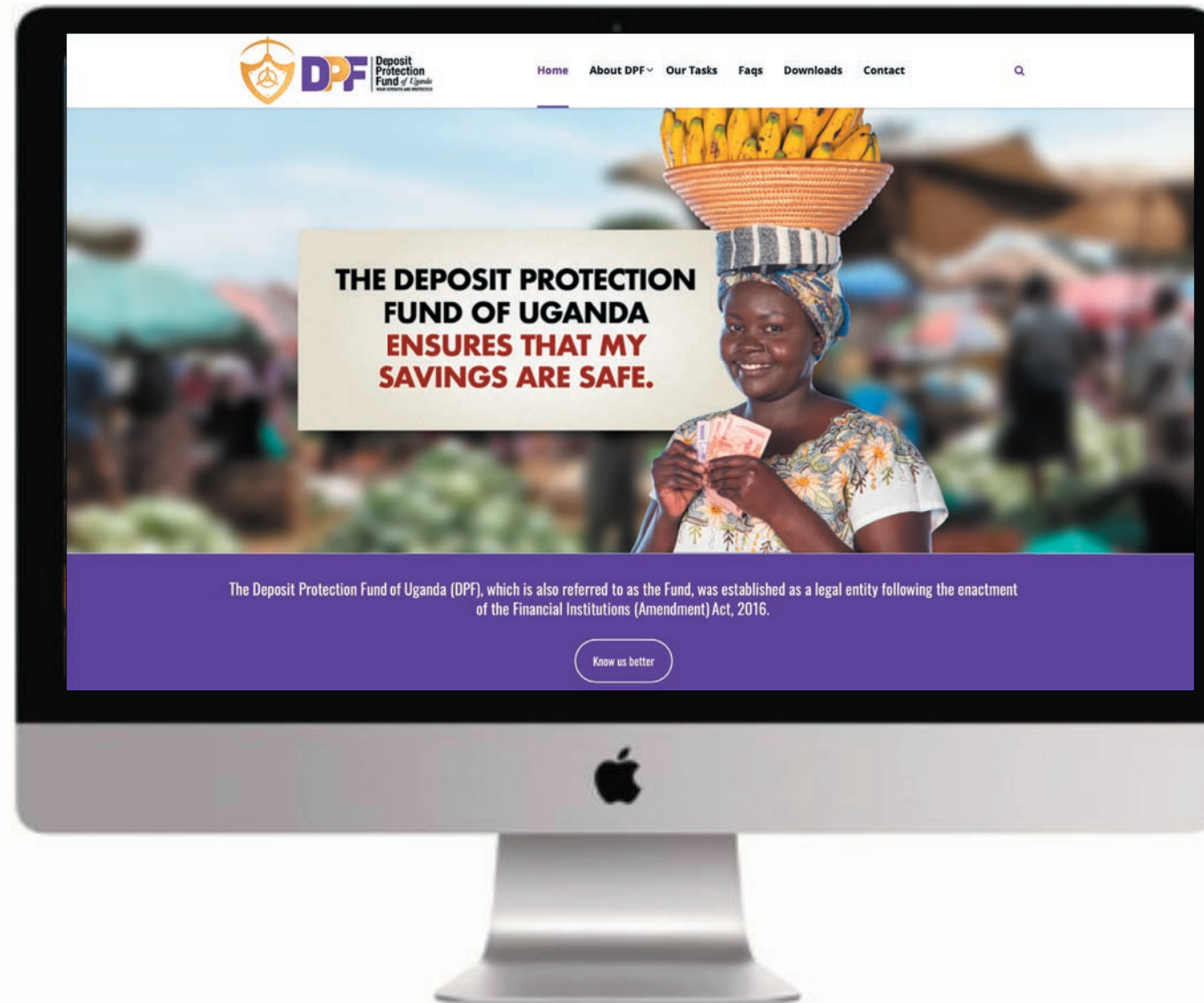


My Money! | **WORLD SAVINGS DAY**
THEME: SAVE WITH A PLAN
DATE: OCTOBER 31, 2018

DO YOU HAVE A SAVINGS PLAN?

BANK OF UGANDA

Supported by **KFW**



813 More Micro-Farmers Can Access Credit Facilities

Background

Government of Uganda [GoU] introduced the Agricultural Credit Facility [ACF] in the year 2009 in partnership with;

- Commercial Banks,
- Micro Deposit-Taking Institutions [MDIs],
- Credit Institutions &
- Uganda Development Bank Limited; all referred to as Participating Financial Institutions [PFIs].

The Scheme's operations started in October 2009, with the aim of facilitating the provision of medium and long term financing to projects engaged in Agriculture and Agro processing, focusing mainly on commercialization and value addition.

Challenge

The main objective of this scheme is to promote commercialization of

agriculture through provision of medium and long term financing to projects engaged in:

- Agriculture,
- Agro processing,
- Modernization and mechanization.

However, ACF's target groups were unaware of the loan facilities created for them. There was need for a relatable and creative communication campaign that would sensitize the people about the credit facility and its benefits.

Solution

Nomad developed a communication strategy that was used to achieve the goals of the campaign. After brainstorming and extensive testing, a complete communication kit was created and produced for use in all districts countrywide.

Results

ACF has experienced a **steady growth in the loan book totalling to UGX 525.99 billion** as at September 2020.

The scheme has financed

813 eligible projects

resulting in increased access to credit by the micro and smallholder farmers; country wide.



Are you a large scale farmer?

Do you need lots of capital to invest during the planting season? The Agricultural Credit Facility (ACF) is designed to give you a **grace period of up to 3 years before loan repayments kick in.** This relieves you of the pressure to make payments before harvest season.





For the love of
AGRICULTURE

We love Agriculture because it is the backbone of Uganda's economy. We know that you are heavily invested in it for your sustainability and development. The **Agricultural Credit Facility (ACF)** is set up to **give everyone involved in the agricultural value chain an opportunity to increase your productivity through friendly long-term low interest loans**, that are designed to help you grow your Agri-business.

If you love Agriculture, you will love us.



Ask about it at
your commercial
bank or call
0414 258 441/9
www.bou.or.ug



"Increased demand
for fresh milk has
**BOOSTED MY
BUSINESS**"
- Kinene, Masaka

Let's help you **INCREASE YOUR PRODUCTIVITY**

With the Support of the Agricultural Credit Facility (ACF), Dairy farmers like Kinene now have an opportunity to **acquire machinery for agri-business and processing. They can also use this machinery as collateral to borrow more money.** This in turn helps them keep their productivity levels high and therefore generate enough milk supply to the market.

If you love agriculture, you will love us.



Ask about it at
your commercial
bank or call
0414 258 441/9
www.bou.or.ug



For the love of
AGRICULTURE

We love Agriculture because it is the backbone of Uganda's economy. We know that you are heavily invested in it for your sustainability and development. The **Agricultural Credit Facility (ACF)** is set up to **give everyone involved in the agricultural value chain an opportunity to increase your productivity through friendly long-term low interest loans**, that are designed to help you grow your Agri-business.

If you love Agriculture, you will love us.



Ask about it at
your commercial
bank or call
0414 258 441/9
www.bou.or.ug

South Sudan on its Way Back to Total GWD Eradication

Background

The South Sudan Ministry of Health established the SSGWEP in 2006 with the goal of stopping transmission by December 31st 2009. Although this initial target was not reached, South Sudan achieved the ultimate objective of interrupting GWD transmission in 2016, and reported 6 cases in 2016 and zero cases in 2017 for the first time since the start of the eradication campaign. However, a resurgence of infections had begun to be reported in 2018.

Challenge

To prevent another outbreak of GWD, a communications campaign intended to sustain nationwide awareness of GWD was required. In collaboration with The Carter Center, this behavioral change communication (BCC) campaign

for Guinea worm Disease (GWD) eradication was to be implemented in the four endemic countries: Chad, Ethiopia, Mali and South Sudan.

The objectives of the campaign are to

- Increase awareness and knowledge of GWD symptoms, as well as reporting mechanisms, as the pathway to unlocking the cash reward,
- Increase uptake/maintenance of GWD prevention and containment behaviors.

Solution

The Nomad team put together a communication strategy and materials to achieve the goals of the campaign. The team developed scripts, cast radio actors for dramas and undertook production for the same.



Results

**60%
reduction**

**in GWD cases from
2018 to 2019 and only 1
case reported in 2020.**



**IT PAYS TO REPORT**
GUINEA WORM

**FIND IT**

**REPORT IT**

**GET PAID**

REPORT IMMEDIATELY IF YOU SEE A CASE OF GUINEA WORM.
Inform a health worker, go to the nearest health centre, or call 0925 201 181 (MTN), 0915 179 817 (ZAIN) or 0956 443 990 (VIVA).



**IT PAYS TO REPORT**
GUINEA WORM



REPORT IMMEDIATELY IF YOU SEE A CASE OF GUINEA WORM.
Inform a health worker, go to the nearest health centre, or call 0925 201 181 (MTN), 0915 179 817 (ZAIN) or 0956 443 990 (VIVA).



1.5m More Ugandans Access Basic Sanitation Facilities



Background

The Uganda Sanitation for Health Activity (USHA) is a five- year consortium project starting in 2018. It is financed by the United States Agency for International Development (USAID) led by Tetra Tech, the partnership which includes SNV, BRAC Uganda, FSG, and Sanitation Solutions Group (SSG).

Challenge

Through a series of interventions at district, community and household levels, USHA sought to achieve three interdependent outcomes:

Outcome 1: Increased household access to sanitation and water services

Outcome 2: Key hygiene behaviors at home, school, and health facilities are adopted and expanded

Outcome 3: Strengthened district water and sanitation governance for sustainable services.

Solution

The Nomad team developed a communication strategy after extensive research about the target groups. Creative concepts and communication materials were developed and tested for effectiveness before production. The result was an iron-clad comprehensive communication campaign toolkit used to launch the consortium's projects in all districts worldwide. For sustainable change, Nomad went further to train the USHA teachers how to optimize the tool kit.

Results

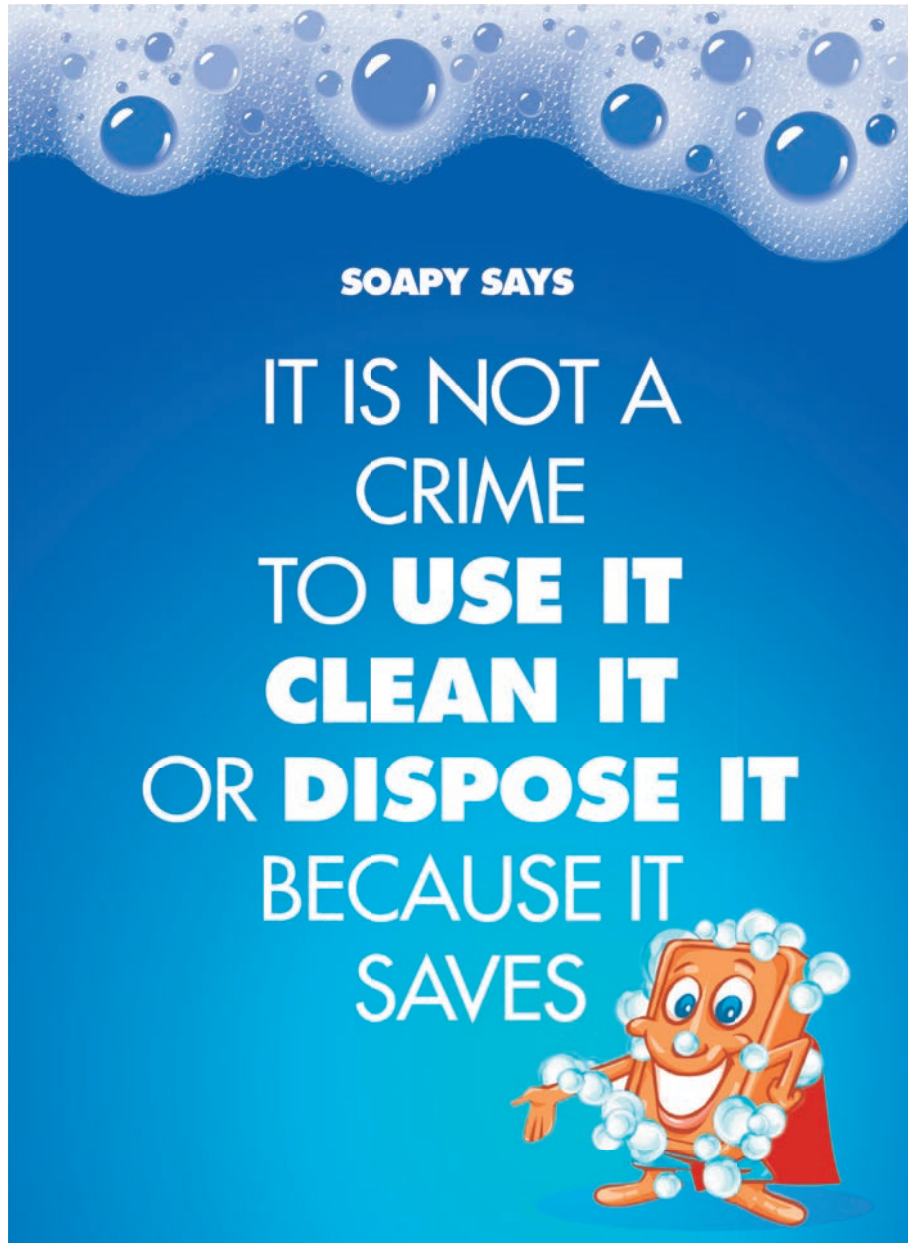
Since the project started to 2020;

1.27m people
have gained **access to basic sanitation**

667,000 people
gained **access to basic drinking water**

976,000 more people
are **washing their hands after using the toilet.**





Moving & Memorable Designs

DESIGN

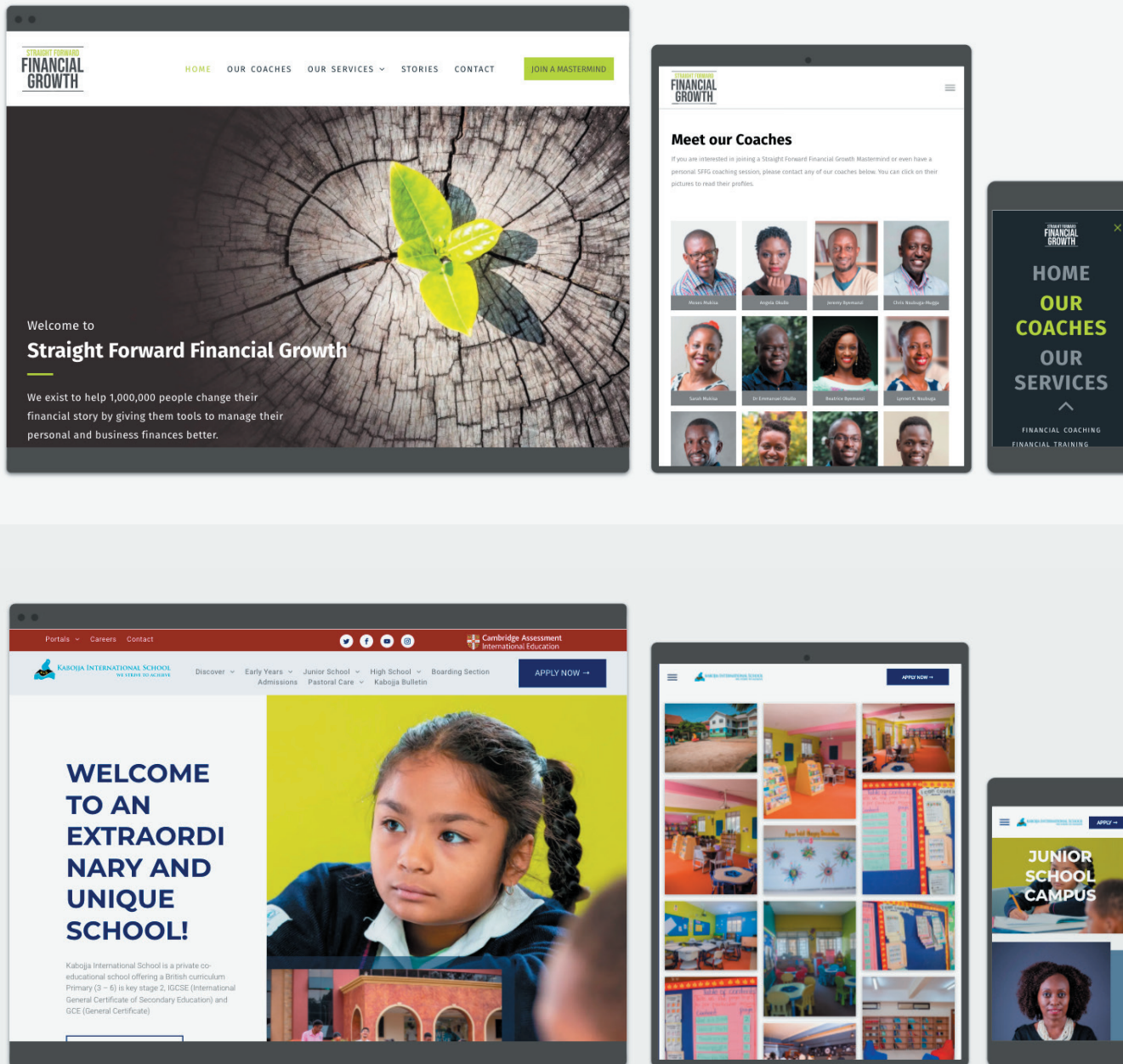
We create visually exciting and compelling designs that raise your brand visibility while striking the heart of your audience. Every design is uniquely harmonized with your brand for consistent campaigns that drive traffic to your sites.













Some of the clients we've worked with



CONTACT US.

Let's get something started today.

UGANDA: Plot 20-21 / 27 -28
Martyrs Crescent, Ntinda
P.O.Box 29779 Kampala, Uganda
Landline: +256 393 517 350
Mobile: +256 774 055 979
✉ uganda@thenomad.agency

RWANDA: KG 10 AVE | Plot 80
Kibagabaga | Kigali, Rwanda.

www.thenomad.agency