



**MINI
AGENCY
PROFILE**



THIS TORY

WHO WE ARE AND OUR ORIGINS

Established in 1994 in Uganda by **Patrick Quarcoo and David Galukande, (QG)** has won regional, international and peer awards while handling a cross-section of clients ranging from large commercial multinational brands to NGO's and government institutions.

QG Group Uganda is a partner agency of Publicis Worldwide, the third largest group of international advertising agencies. Through this partnership we represent such household names as Saatchi & Saatchi and Leo Burnett.

With our 26 years' experience lives an undying dream to create love and profits for our clients through world-changing ideas, and what drives this dream is a rebel spirit that believes impossible is nothing.

QG | group



WE ARE GLOCAL.

**27 years of local knowledge
and experience + Group
culture - A partner agency of
the Publicis Group**

QG | group



PART OF THE
PUBLICIS GROUP,
WE REPRESENT
THE **WORLD'S**
LEADING
COMMUNICATION
COMPANIES:



FOR US IT'S ABOUT **PEOPLE FIRST**

For us it's more than advertising or brand propositions or selling products, but about people, purpose and changing behavior. We are about communication that serves true human needs and not the other way around.

We distill everything down to two things, people and behavior. To us the most important thing is: what matters to people. That's why everything we do for brands is designed with a human purpose in mind. We believe a brand without purpose is one that will never be understood or embraced by people.



OUR
OFFERING
**TO HELP
YOU WIN**



**SOME OF THE
BRANDS WE
HAVE
WORKED
WITH**

Our 24 experience spans categories



**A SMALL
SELECTION OF
OUR WORK**

RAISING AWARENESS FOR UGANDA'S MOUNTAIN GORILLAS

The Uganda Wildlife Authorities' challenge to the agency was to raise awareness for the plight of the endangered Mountain Gorillas in Western Uganda and raise funds to support the communities living in the parks.

There were 3 key elements to consider:
THE GORILLAS + FUNDRAISING + CALL TO ACTION

Which led to the name FRIEND-A-GORILLA

The concept:

For a minimum of \$1, you could sponsor a gorilla by making it your friend

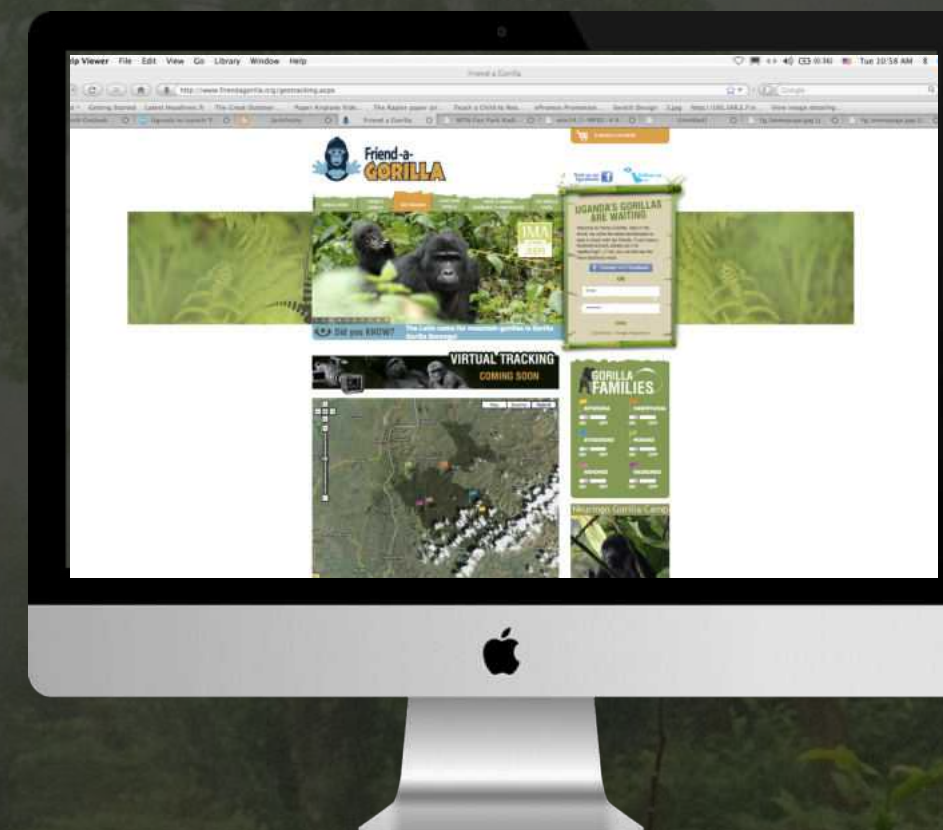
A sponsor also has the option of "gifting" a gorilla to friends & family
The program is open to individual as well as corporate participation

The Elements:

We created a Website where we profiled the families of Mountain Gorillas that could be friended. We also setup Facebook where friending would take place which we promoted through Twitter and Myspace.

The agency also involved Hollywood and South African Celebrities who flew into the country, visited the parks and then launched the campaign and a dinner fundraiser at the Serena Hotel where we sold tables at US\$ 3000

The campaign put Uganda in the living rooms of millions across the world through coverage by major media channels like CNN, BBC, Sky and other key channels on every continent in the world. The campaign was also covered by print and online media outlets such as New York Times.



International
Multimedia Award
won for campaign
innovativeness

"STAND PROUD GET CIRCUMCISED".

USING WOMEN TO PUSH THE CIRCUMCISION AGENDA IN UGANDA

Research showed that the main reason men gave for not getting circumcised was not knowing where to get the procedure or fearing that the procedure would be painful. At the same time, most women cited a desire for their men to be circumcised, stating that circumcised men are cleaner and are less likely to spread HIV.

Our Stand Stand Proud, Get Circumcised campaign used these findings and targeted men who wanted to circumcise, while encouraging women to support their men. Using a multimedia approach with radio, television, billboards, brochures and posters, the campaign promoted SMC as a way for men to reduce their risk of getting HIV. It also reassured men that the procedure was not painful, and directed men to locations where services were available.

Reactions to the campaign's provocative messages—which include posters depicting wives and girlfriends saying, "I am proud I have a circumcised husband because we have less chances of getting HIV"—were passionate.

The SMC campaign generated positive debate and radio personalities joined the conversation. When James Onen of the Sanyu FM Breakfast Show mentioned a Stand Proud, Get Circumcised poster on air, the radio show's lines were jammed with callers, debating whether SMC does reduce HIV infection and arguing that SMC was a license for promiscuity.

15,000 men
circumcised
during three
month campaign
period



**Forget size, you mean you're not
CIRCUMCISED!**

Stand Proud. Get Circumcised.


The Republic of Uganda
Ministry of Health

For more information about Safe Male Circumcision visit the nearest health facility where you see the SMC sign or call the National Health Hotline on 031 2 500 600 or 0800-200 600 OR Type SMC (leave a space) your question and send to 8198.


SAFE MALE CIRCUMCISION

Ministry of Health Advisory: Even with circumcision, having sex without condoms puts you at great risk of contracting HIV/AIDS.



Annette

**NESIIMYE OKUBEERA N'OMWAMI
MUKOMOLE KUBANGA EMIKISA
EGY'OKUKWATIBWA AKAWUKA
KA SIRIIMU MITONO.**

Kyennyumirizeemu- Komolebwa.

anyanya ebisingawo ku kukomolebwa okw'ekikigga genda ku
ro ly'olabako akabonero ka SMC erikuli okumpi oba kuba
imu y'eggwanga ey'ebiyobulamu eno 031 2 500 600


SAFE MALE CIRCUMCISION

Kubadde ng'oli mukomole, okwegatta mu by'omukwano nga tokozesezza kapira ka kalimpita wa kukubeka
kanyabagat okukwatibwa Akawuka ka Sirimu kanene nnyo

STOPPING POWER THEFT & VANDALISM

Power theft is a problem that has made it's way into Ugandan homes and businesses, robbing the economy of 105 billion shillings every year, consequently weakening the economy, causing power outages, tariff increases and deaths from electrocution.

When we were asked by Umeme (Uganda's leading power distributor) to create a campaign to help build awareness and help end this vice - our mission for the campaign was simple, we wanted people to take united action against electricity theft.

Our approach was to create collective shame for the perpetrators hence the campaign name "Wuuyo" - which is a local alarm-call that points out a thief or wrong doer.

We kicked the campaign off with a 30 day amnesty encouraging anyone on the wrong side of the law to correct their ways.

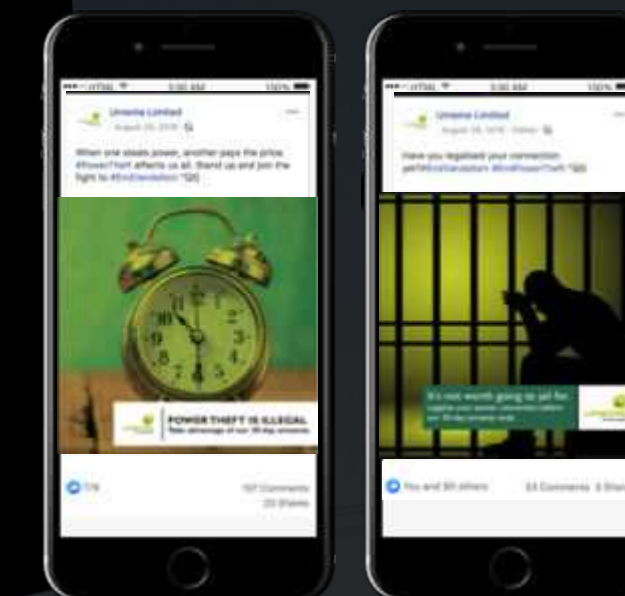
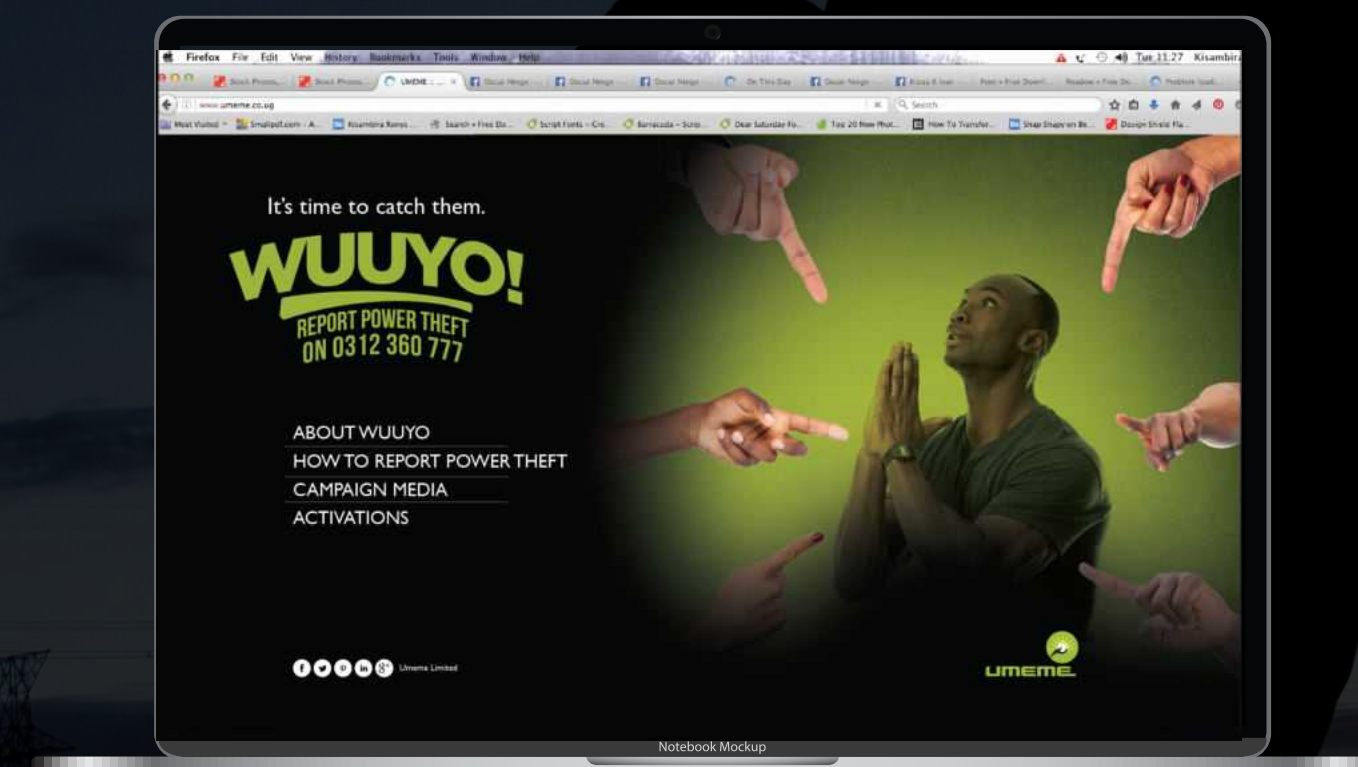
Our message was straight forward - report electricity theft in your community as it is not just an Umeme problem but your problem as well, by showing that we are all equally affected by it. We encouraged Ugandans to report any incident of electricity theft anonymously to a crime hotline.

This behavior change campaign went beyond the confines of traditional advertising. Print, outdoor, radio, TV and digital were complimented by educational collateral in the form of posters and fliers, on-the-ground activations and community as well as stakeholder engagement.

While the Wuuyo campaign was just the start to a long behavior change journey, we are proud of that we reached over 8 million Ugandans with the campaign, the over 30 court cases and convictions, 70 arrests and 10 billion shillings recovered during the campaign period

10 billion shillings recovered during the campaign period

Over 8 million Ugandans



LOCALISING A SOUTH AFRICAN BANK

Laugh Case Study:

A single bank operation on Kampala Road used by corporate clients and high net worth clients
Seen as "snotty" and "very South African"
Bought UCB (Government owned bank with largest network)

Negative publicity – fears of retrenchment, asset stripping, acquired against a corrupt previous failed acquisition, Government wanted the sale, the average Uganda thought another set up!

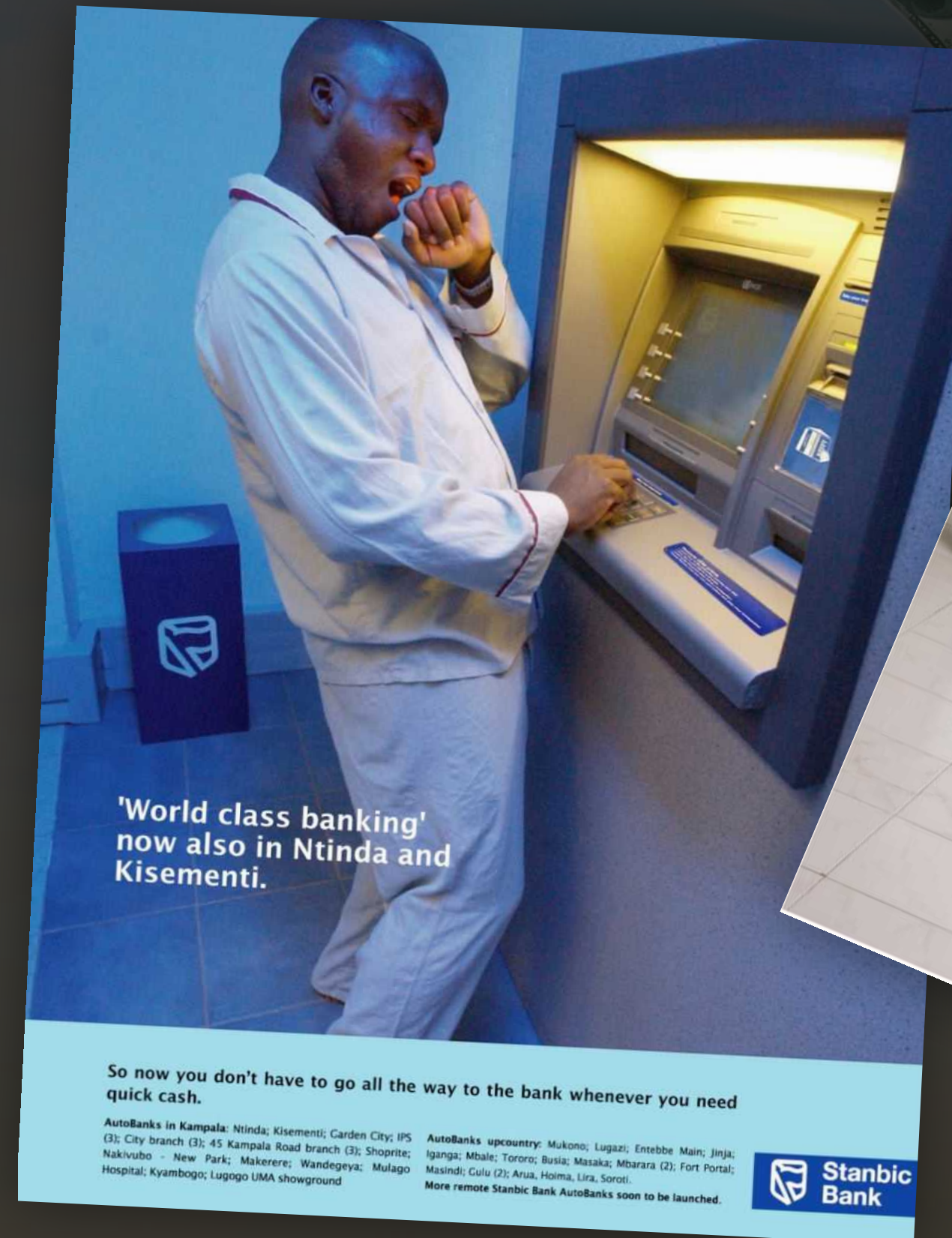
Strategy

Unleash communication with a 3 - pronged approach

- Brand campaign that welcomed the low end consumer yet remained aspirational
- Promotion campaign that offered rewards to new customers to open accounts at 10,000 Shs
- Internal staff incentive campaign with branch group incentives to drive sales
- PR drive to create positive impact

Results:

- 35,000 new accounts opened in 10 weeks
- Target of 15,000
- 400% increase in monthly sales over six months
- Positive PR coverage
- Radio and newspaper interviews
- Internal staff confidence and involvement
- Brand engagement and excitement



CREATING A MEANINGFUL BRAND CONNECTION

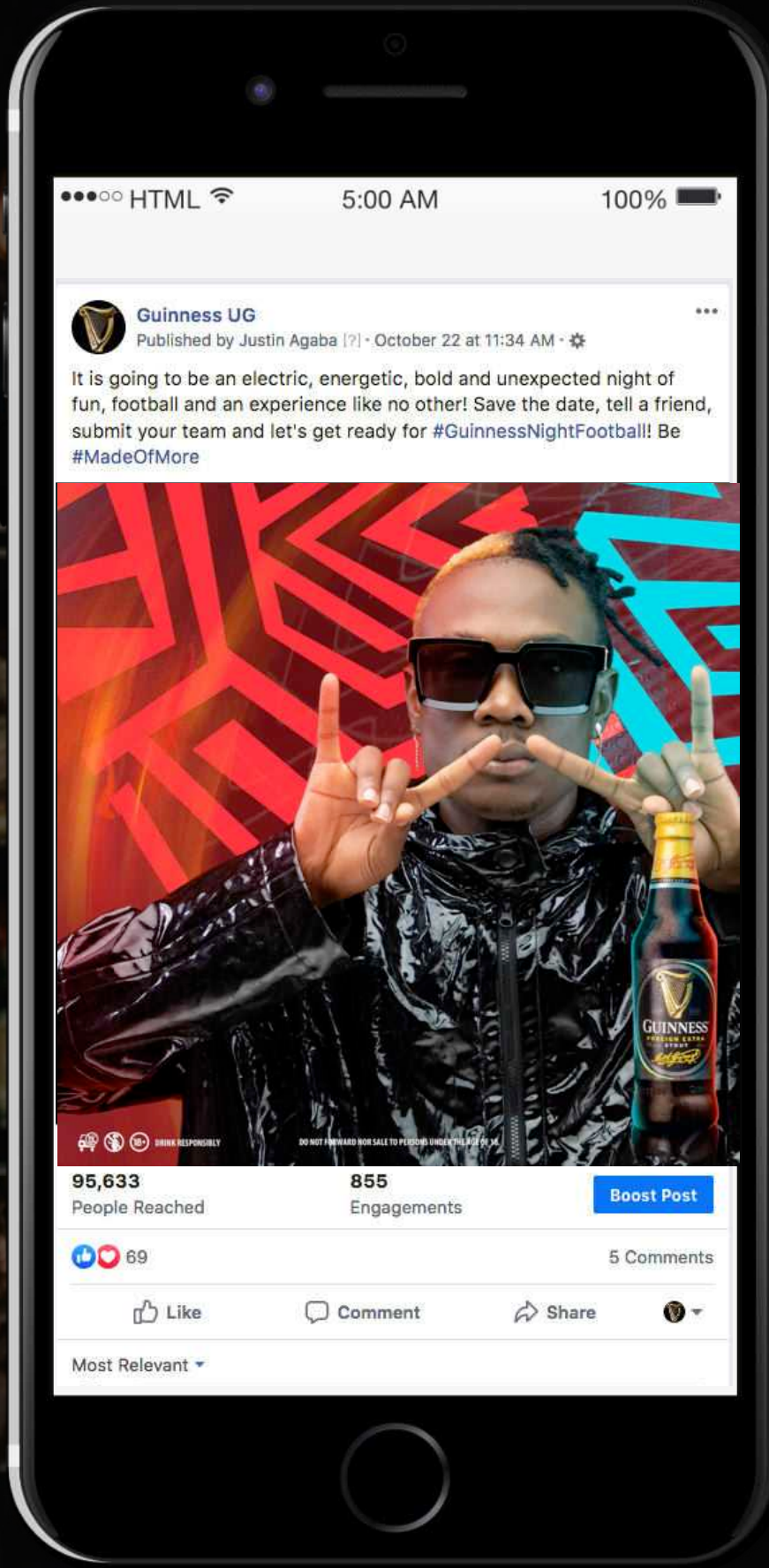
The issue:
The brands emotional connection was declining amongst it's key TA

Guinness Football was an all Africa activation by Guinness, the agency's role was to was tasked to come up with a digital strategy to build hype and engagement around the 5 aside tournaments across the county.

We showcased talent through engaging sharable videos, created curiosity through a teaser, and showcased the games and activations in video format

Under the hashtag #GuinnessNightfootballUG over 44million people online were reached through Facebook, Twitter, Instagram and online websites over a period of 3 months

44 million people reached online



MAKING THANK YOU TO KEY STAFF MORE MEANINGFUL

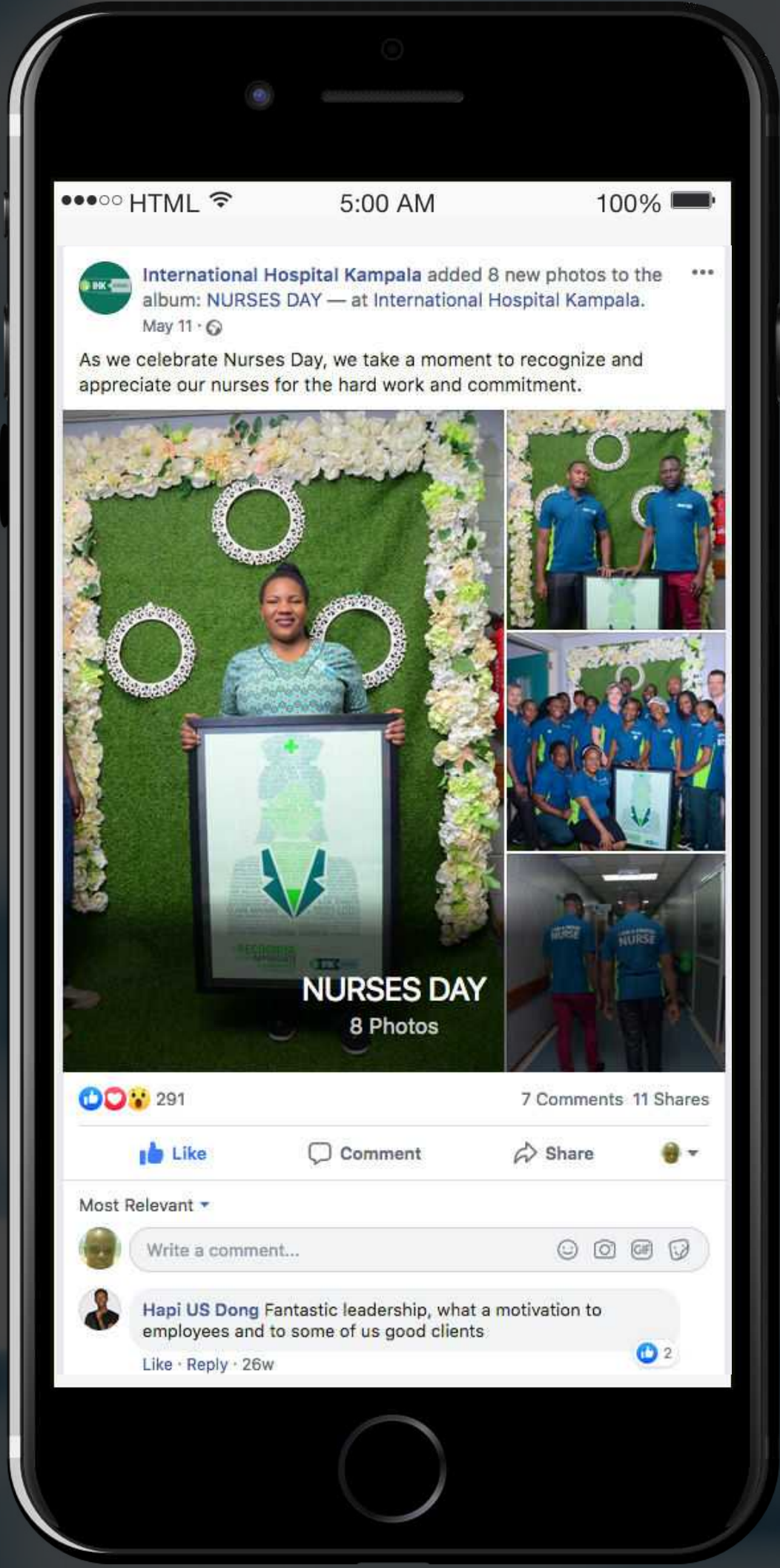
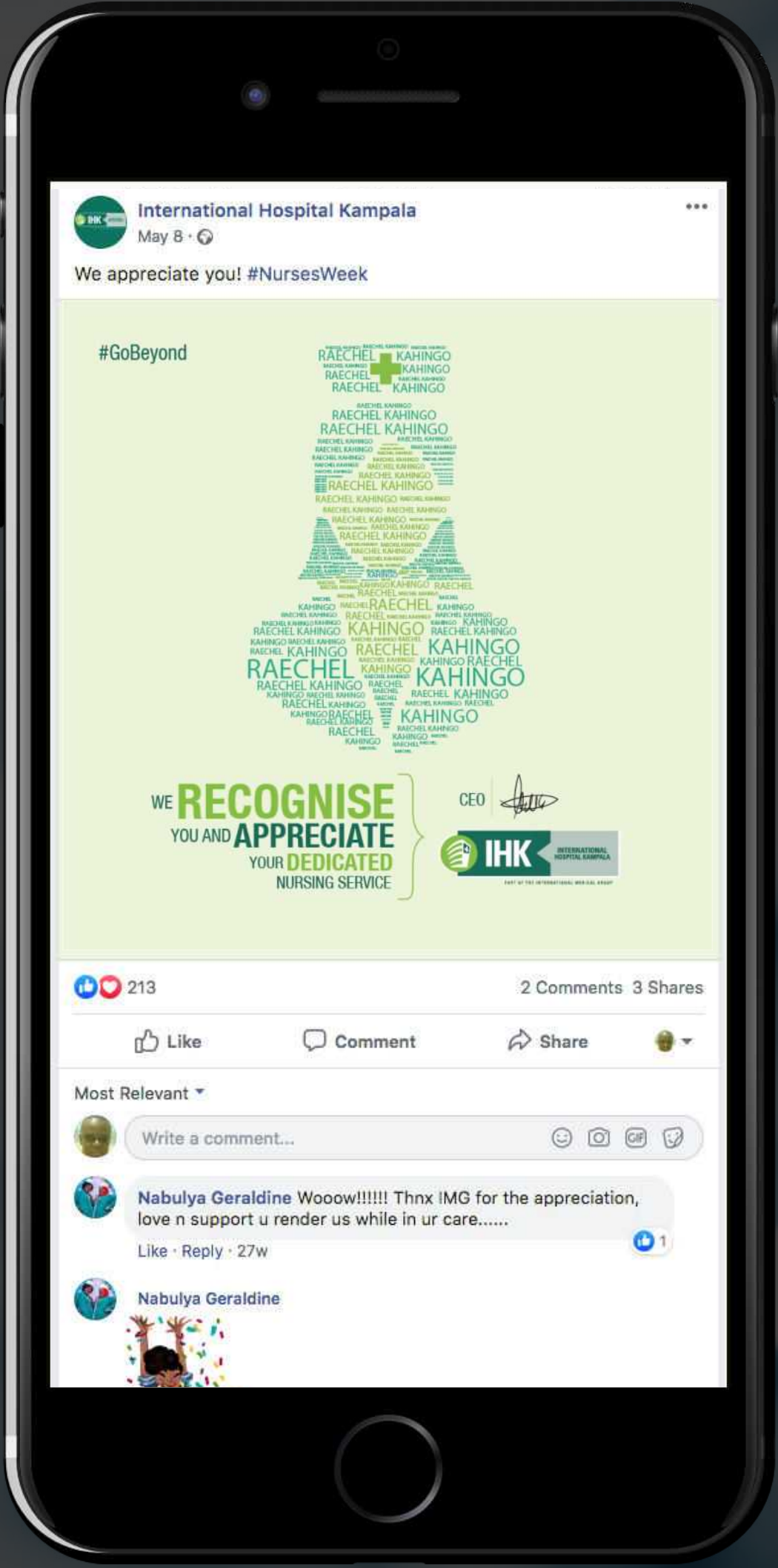
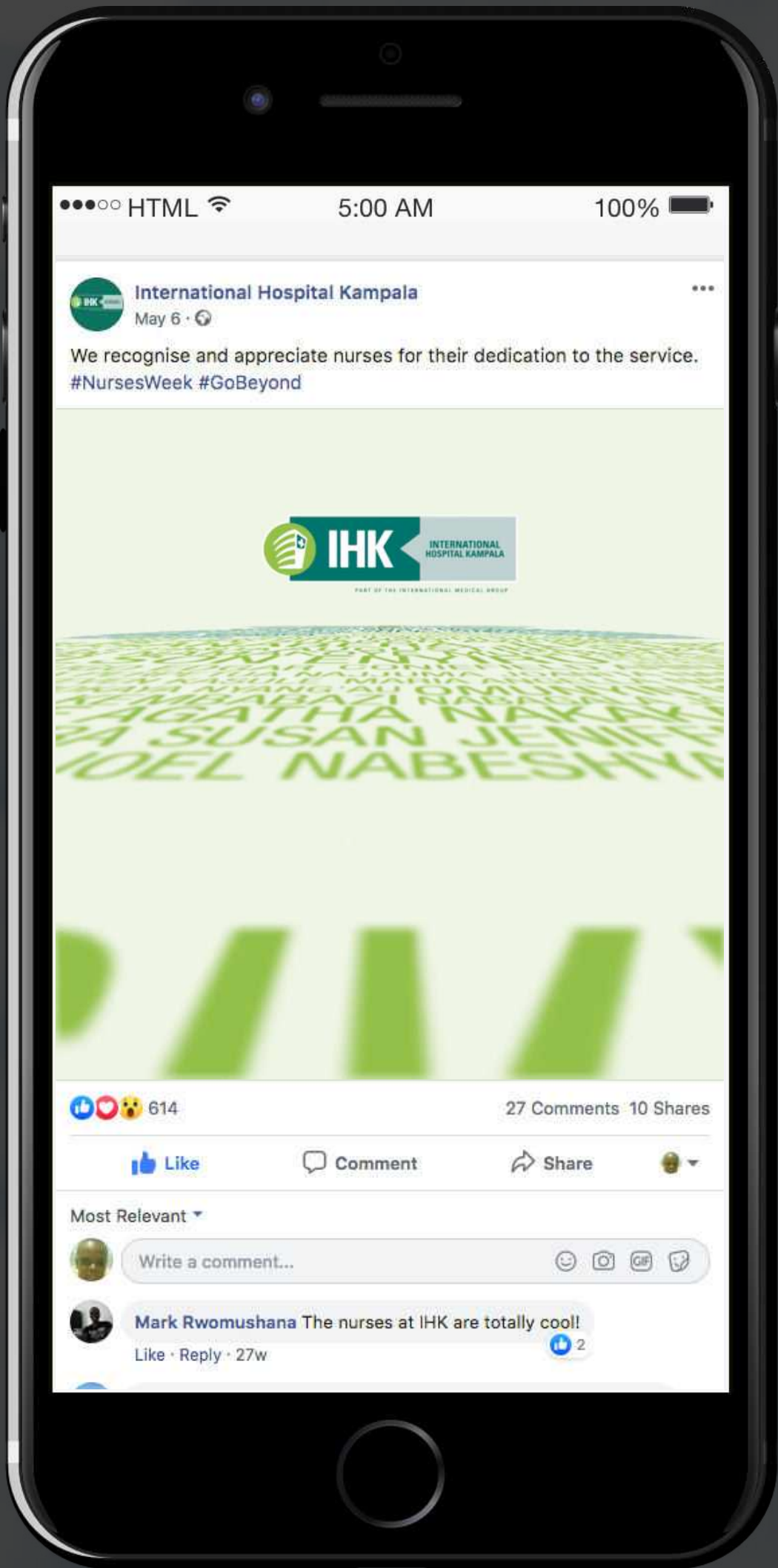
Objective:
Celebrate nurses that work throughout the IMG Group (IHK and IMCs) during Nurse's Week.

Idea:
Thank each of them by names

We designed animated Social media posts that brought up the names of each of the nurses which were posted on all the groups Social Media assets.

Posters were signed by the group's managing director were also placed in strategic locations at all facilities. The week was crowned by a cake cutting event at IHK.

44 million people reached online



GIVING A HERITAGE BRAND A FACELIFT

Lugazi Sugar was celebrating 90 years. The brand had been through just about everything Uganda had gone through, colonialism, independence, war, peace etc

Uganda had undergone full recovery and shop shelves were now layered with more attractive brands both local and imported.

After a series of brainstorm and brand immersion visits the agency direction was clear. Modern packaging that captured the heritage and mood of Lugazi's home.

The packaging background was illustrated by one of the agency's senior art directors who camped at the sugar plantation for 7 days to get the job done.



BUILDING A MILK BRAND FROM SCRATCH

our brief was to give the brand a name and package it.

We took 3 names into research and ended up with Milkman as the most preferred.

We designed 5 logo variations and 4 package variations which were also tested in focus group discussions.

The green cow pattern look was born.

We then developed a brand position deck, brand CI and a Website for the brand



SENIOR EXECUTION TEAM



DAVID GALUKANDE
(MANAGING DIRECTOR)

David Galukande has more than 26 years' experience in the industry. As a Creative Director he conceptualized all MTN Uganda communication for 12 years winning various awards. He also created the brands greeting Y'ello (Which was eventually adopted by the entire MTN group).

He brings with him vast knowledge of the telecom category and a deep understanding of consumer habits and insights in Uganda and East Africa.

He has worked on a range of brands across a number of sectors both as a Creative Director and Managing Director including telecommunications, financial services, FMCG, healthcare and behaviour change etc. Brands MTN Uganda and Rwanda, Stanbic Bank, DFCU Bank, Bank of Africa, Equity Bank, Pepsi, Johnnie Walker, Guinness, Tasker Lager, USAID, UKAID, GIZ, UMEME, Uganda Wildlife Authority, Uganda Government, New Vision Media, Kiss FM, Capital Radio, NTV, GTV, SN Brussels, Air Uganda, Alliance Air, Shell, Total, Oryx Energy, GLK Brands, Umeme, Fresh Dairy, Roke Telkom, Lugazi Sugar, Sheraton Hotel, Protea Hotel, UNICEF, Save the Children

Awards/ Recognition:

Kenya Advertising Awards: MTN Uganda Launch Campaign
Interactive Media Council Awards: Friend a Gorilla Campaign
MTN Peer Awards: Everywhere you Go, MTN Zone, CI Execution, 50% Extra Free



SILAS MUHANUKA
(GENERAL MANAGER)

Silas has more than 20 years' experience in the industry.

His core focus is to spear head the company's day to day management and growth formulation and ensure that the company leverages on its current assets to grow both its traditional and digital business. The ultimate goal is to meet clients expectations and this he tracks like a hawk.

He has worked on a range of brands across a number of sectors across the region including telcos, Government of Uganda, hospitality, FMCGs, energy, financial services, breweries, auto, manufacturing, health marketing and NGOs. Brands include MTN, Stanbic Bank, Engen (Oryx), Guinness, Johnnie Walker, Cadbury, P&G, Nestle, Protea, Marriot, Huggies, Chocolate, Sensodyne, Pepsi, Isuzu and Sadolin.

Silas has performed in several roles over the years where he began as a client service executive, and grew through the ranks to become an account director (Oringin8-Ghana), then returned to become a resource mobilization consultant with government and then later the General Manager.



GERALD LUKONGWA
(PRODUCT DIRECTOR)

Gerald is a seasoned advertising professional with over 20 years in advertising

As a dynamic professional, Gerald brings a wealth of knowledge of the telecommunication sector, a unique understanding of Uganda's consumer behaviour as well as converting consumer data into strategic actionable human insights. He has an ability to fuse strategic thought and creativity into relevant and memorable communication for the MTN brand.

He has worked on a range of brands across a number of sectors both as an Art Director, Creative Director, Brand manager, Business Development Director and Product Director in ad agencies and telecoms across sectors like telecoms, financial services, FMCG, healthcare and behavior change etc. He has served brands like MTN Uganda, Zain Uganda, Uganda Telecom, Orange Uganda, Stanbic Bank, DFCU Bank, Bank of Africa, Equity Bank, Crane Bank, Centenary Bank, Pepsi, USAID, UMEME, UNICEF, Marie Stopes, PACE and PSI

Awards/ Recognition:

ISSA Award: Best Pension campaign 2017- NSSF Friends with Benefits
Sabre Africa Award: Best corporate image campaign 2019: NSSF Friends with Benefits
TBWA AFRI CANNES Awards 2010: Gold & Bronze Awards for "One Love" campaign radio & TV spots
AFRICOMNET Annual Excellence Award 2010: Best Social Marketing campaign for "Express your style with "O" condom"
PRAU Excellence Awards 2010: Best campaign for "Get off the Sexual Network"



PATIENCE TINDYEBWA
(MEDIA DIRECTOR)

Patience has more than 18 years' experience in the industry.

Her core focus is to develop and co-ordinate integrated media strategies across different advertising disciplines with an aim of delivering excellent executions for different communication campaigns. Patience applies best practice for media planning and buying processes to ensure clients get value for money.

Patience previously worked as the Media Director, CARAT Uganda where she was directly in charge of developing and executing effective media strategy, planning and implementation management of all media campaigns for East African Breweries (UBL), Nokia and Commercial Bank of Africa.

Prior to that, she worked at Orange Uganda for 7 years as the Media and PR Manager, QG Saatchi and Saatchi as a Media Planner where she worked on accounts like MTN, Stanbic Bank, UHMG, NTV and PSI.

Patience is a member of Uganda Marketing Society and the Public Relations Association of Uganda.



IBRAHIM MUSOKE
CREATIVE & DIGITAL DIRECTOR

Ibrahim is an Award-Winning Creative with more than 14 years of experience in the industry. He is a multi-talented professional with a knack for innovative, disruptive designs across various media including print, web and broadcast platforms.

Throughout his career, he has strived to ensure that his passion and enthusiasm for design is reflected in his work. His philosophy is that success can only be realised through harnessing ideas and the collective power of teamwork. To Ibrah, an obstacle is an opportunity to innovate.

He brings with him a vast knowledge of the Telecommunications industry having worked with two of the biggest companies in Uganda; Warid Telecom Uganda and Airtel Uganda. He has worked various brands like Coca Cola, Barclays Bank Uganda, Air Uganda, Rwanda Air, Lafarge Cement, StarTimes, Roofings, Oryx Energies, Shell Uganda, Equity Bank, Umeme, Bank of Africa, Sheraton Kampala, Serena Hotel, Brac Uganda Bank Ltd, Spark TV, Crane Bank, NTV, Sadolin, Duracoat, Guinness, Johnnie Walker, Bell Lager, Tusker Lager, Uganda Waragi, V&A Wines, Senator Lager, UHMG, AHF, TIGO, Jubilee Insurance, iDroid, iBread, International Medical Group, Obulam, SNV, KCB Bank, Kwiksy, Ministry Of Finance, ACN, PACE, Liberty, Spring, Mobisol, CTCA (Center For Tobacco Control Africa)

Awards/ Recognition:

Loeries 2014 Silver Award Africa And Middle East Print Communication - Airtel Uganda Send Money Campaign





THANK
YOU