



SCANAD

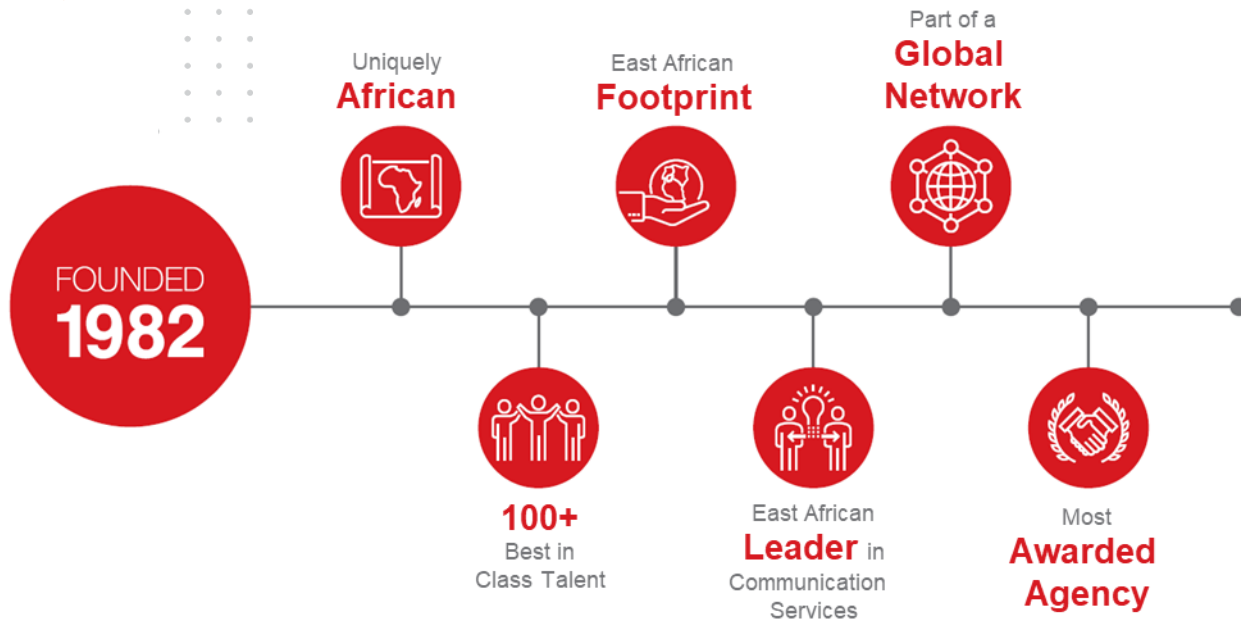
COMPANY PROFILE



WHO WE ARE

LOCALLY ROOTED. GLOBALLY CONNECTED.

We're an Integrated Creative Agency, Made in Africa & part of WPP Scangroup, dedicated to create work that influences culture and builds business value.



SCANAD

WPP | SCANGROUP

MEET THE TEAM

LIFE PHILOSOPHY



Making It happen

MOST PROUD OF



Regaining The Mantle

@Scanad/JWT, 'our solution' orientation changed the game

Shaping Futures



Mentored & guided the team to becoming successful IMC champions



Inspiring The Teams

Igniting employee passion

SUPERPOWER



Curiosity

To remain a student of 'life'



24/7 Solution Provider

Create Collaborate, Deliver



Talent Manager

So that our best people remain charged up and engaged



Tech Native

It interests me. Makes me 'unlearn'



SANDEEP MADAN

SCANAD, CEO

AWARDS



Cannes; Loeries; Abby; One Show; Effies



Himalayan Car Rally



Marketing Society of Kenya

MEET THE TEAM

LIFE PHILOSOPHY



Everything is Possible

MOST PROUD OF



Award Winning Campaigns

Delivering results beyond expectations



Effectiveness

The effectiveness of communication that doesn't just deliver results but 'Delivers cultural change for clients



Multi Geographical Campaigns

Campaign adaptation so ensure its culturally sound and works for multiple markets

SUPERPOWER



Changemaker

Take risks to drive better creativity



Talent Management

So that our best people remain charged up and engages



Problem Solver

Create, Collaborate, Deliver



Results Driven

Where there is a will, there Is a way



TOM WINDOWS

SCANAD UGANDA, Country Manager

AWARDS



Loeries & MSK



Billion Reasons to Believe winner, Coca-Cola global Advertising Award

MEET THE TEAM

LIFE PHILOSOPHY



If People Doubt How far you can go, go so far that you cant hear them anymore

MOST PROUD OF



Integrated 360 Campaigns

Successful Seamless implementation of Campaigns across all Mediums



Brand Growth

Growing Challenger and Emerging Brands/Products into Leader Brands/Products through aggressive, Tactical and Innovating advertising



SUPERPOWER



Agility

Adapt to situations fast & course correct



Inclusivity

Leave no one behind, team is better together



Problem Solver

Create, Collaborate, Deliver



Results Driven

Where there is a will, there is a way



MERESIA JUMA

SCANAD UGANDA, Media Director

AWARDS



Loeries & MSK



MEET THE TEAM

LIFE PHILOSOPHY



Heart over head

MOST PROUD OF



Award Winning Campaigns

Telkom PAWA bundles,
KEPSA election violence,



Changemaker

Launching Uganda's first and only
mental health awareness and stigma
campaign



Regional Track Record

Proven success working on leading brands
in Uganda, Rwanda and Kenya

SUPERPOWER



Craft

Turn some heads



Rigor

Ask and ask again



Ownership

Have some skin in the game



Insight

Make the work human



ALLAN MWANGI

SCANAD UGANDA, Creative Director

AWARDS

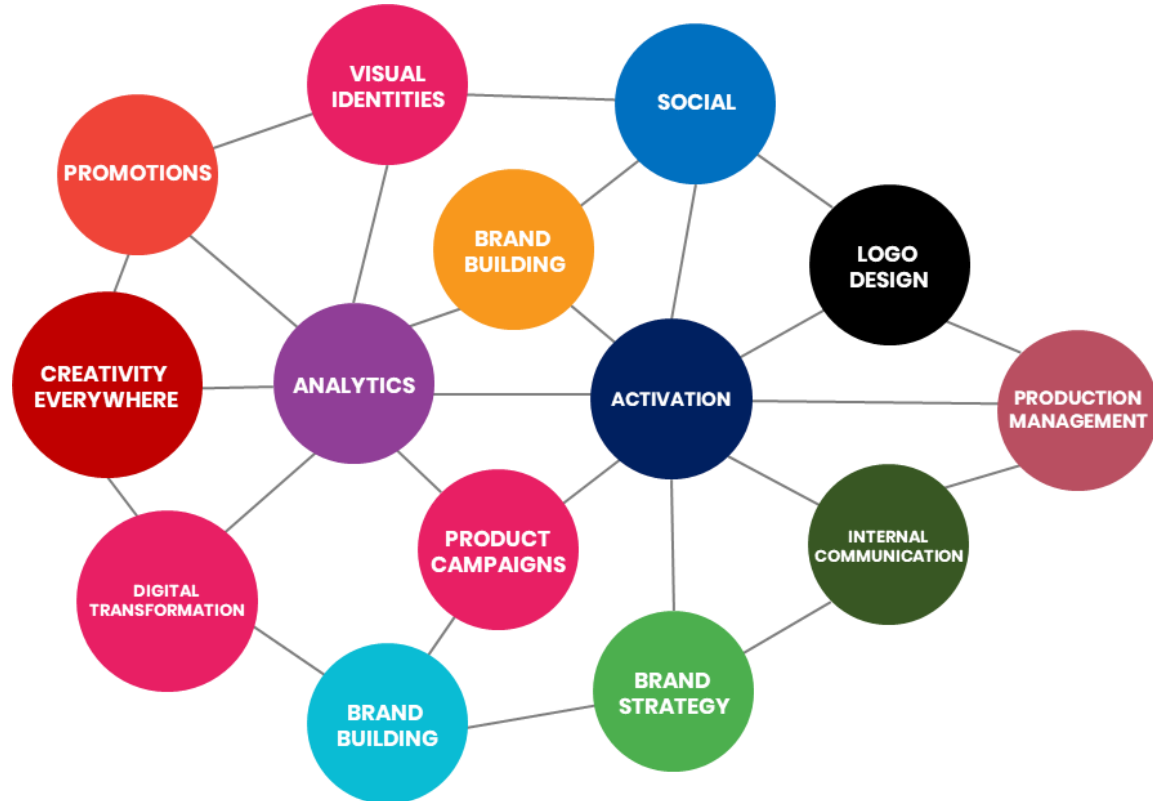


APA and MSK



Coca-Cola Pour me cola,
Safaricom Fuliza, Switch TV
launch, KCB 2JIAJIRI
Jambojet, Citibank thematic

OUR SERVICES & FACILITIES



OUR DNA

BUSINESS-FOCUSED. CULTURE-OBSSESSED.

OUR GOAL IS EFFECTIVENESS. OUR TOOL IS CREATIVITY

SCANAD



MOST EFFECTIVE AGENCY

Since 2013

MARKETING
SOCIETY
OF KENYA

MOST CREATIVE AGENCY

Regional & Local



THE
LOERIE
AWARDS



CAPABILITIES

A 'SOLUTIONS' COMPANY

SCANAD



COMMUNICATIONS

Big ideas to build scale in the short term and brand equity in the long term



TRANSFORMATION

Long term brand strategies that accelerate and pivot businesses

CONVERSATIONS

Brand Acts that stop thumbs on feeds and make headlines roll



JOURNEYS

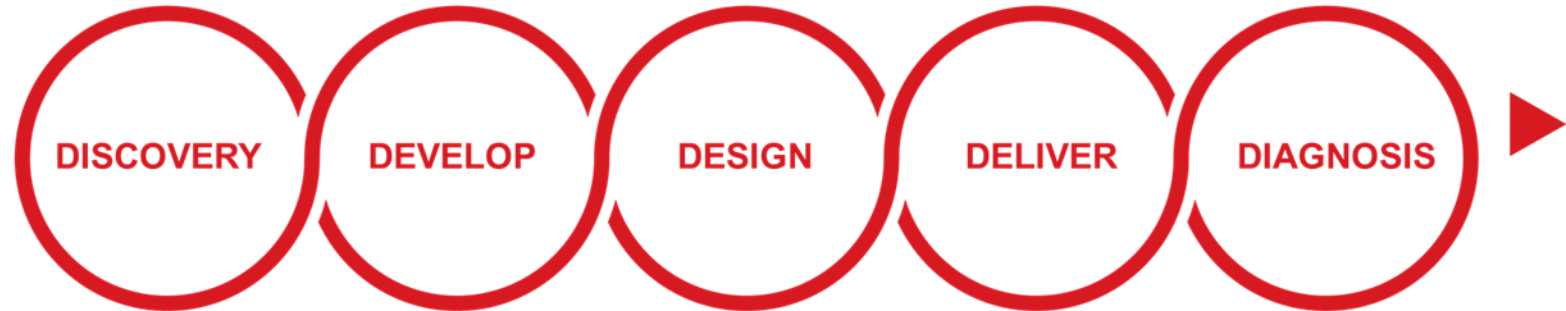
Connecting big ideas across the entire consumer journey

SCANAD

OUR APPROACH

5D_s INTEGRATED MODEL

SCANAD



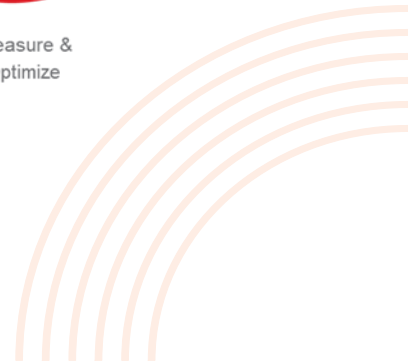
Define
Ambition
•
Understand
& interrogate
business /
Communication /
Consumer Context

Identify
Opportunity
•
Define Strategic
Direction

Generate
Big Idea
•
Idea Mapping
•
Concept
Validation

Produce
Assets
•
Activate &
Maintain
•
Media

Measure &
Optimize



CLIENTS



WE ARE

SCANAD



CULTURE OBSESSED | TECH ENABLED

CASE STUDIES

SCANAD



COMMUNICATIONS



TRANSFORMATION



CONVERSATIONS



JOURNEYS



COMMUNICATIONS

MAGICAL KENYA

CLICK TO  http://ftp.wpp-scangroup.com/~scanad/CREDS/1_KTB.mp4

WHO

CLICK TO  http://ftp.wpp-scangroup.com/~scanad/CREDS/2_World_Health_Organisation.mp4



TRANSFORMATION

JITAMBULISHE

CLICK TO  http://ftp.wpp-scangroup.com/~scanad/CREDS/3_Safaricom_Jitambulishe.mp4

CULTURE CAPTCHA

CLICK TO  http://ftp.wpp-scangroup.com/~scanad/CREDS/4_KTB_Culture_Captcha.mp4



CONVERSATIONS

M-PESA ELIUD

CLICK TO  http://ftp.wpp-scangroup.com/~scanad/CREDS/5_Safaricom_Eliud.mp4

APA IT'S WORTH IT

CLICK TO  http://ftp.wpp-scangroup.com/~scanad/CREDS/6_APA.mp4

LATO MILK

CLICK TO  http://ftp.wpp-scangroup.com/~scanad/CREDS/7_Lato_Milk.mp4



CLIENT

Safaricom M-PESA

CAMPAIGN

Eliud 159

THE CHALLENGE

Eliud is the greatest athlete of all time, with M-PESA being the greatest mobile money platform Globally. How then do we rally Kenyans behind Eliud leveraging a brand, that like the athlete, has put Kenya on the global map.

THE SOLUTION

To honour a man that knew no limits, Safaricom pushed theirs by changing their M-PESA logo into Eliud's name. The campaign created a custom Twitter emoji that would show up when anyone tweeted using the hashtag #Eliud159, adding a unique Kenyan touch to each message.

THOUGHT PROCESS

There were a lot of challenges that Kenyans faced. Therefore we wanted to remind ourselves that beneath these tough times there is a beauty and resilience in Kenyans that ought to be celebrated. Eliud's record attempt provided an opportunity to bring 27+ Million Kenyans to come together and remind Kenyans of their resilience and ability through the greatest Kenyan of all.

TOOLS, PROJECT MANAGEMENT, DELIVERY

We relied heavily on the power of digital to deliver our message, as each time an individual retweeted Safaricom's congratulations message they would be part of thousands of faces united behind Eliud's mosaic. Making our customers forever part of history, and forever part of his story. In addition we used reporting, social listening data and analytics to ensure optimization throughout the campaign, and for future learnings.



THE RESULTS

Over USDs **3.4 Million** PR news exposure.

4 Million Safaricom Subscribers watched his record attempt on YouTube.

12 Billion impressions garnered online world wide.

Generated over USDs **240,000** worth of impressions organically.

193,625 mentions of **#Eliud159** & **#NoHumanIsLimited**





JOURNEYS

EJAF CHUKUA SELFIE

CLICK TO  http://ftp.wpp-scangroup.com/~scanad/CREDS/8_Elton_John_Aids_Foundation.mp4

KCB USITENSE

CAN RADICAL HONESTY DELIVER RADICAL RESULTS?

CONTEXT

KCB M-PESA is a mobile based account offered to M-PESA customers to access small term loans at an attractive interest rate.

Since its launch in 2015, the platform has had an array of challenges. To address these problems, KCB introduced a new and improved platform. The challenge was to reintroduce the platform to its existing base of 10 million customers who had already suffered a bad experience.



STRATEGY

In Kenya, loans are always marketed as a way to make dreams come true, the tone is aspirational and inspirational.

The KCB M-PESA platform is an account to access small loans, also, given the sub optimal experience our customers had with our platform, to relaunch it, we decided to follow a path of radical honesty. Instead of dreams and fancies, our campaign embraced moments of real embarrassment, real tension, real life need and fessed up to re-introducing our customers to a new and improved tension free platform.

RESULTS

CUSTOMERS



LOAN BOOK



ACTIVE
CUSTOMER BASE



AVERAGE
LOAN SIZE



**AMBIENT
CREATIVE**

SCANAD

**AUTOGUARD
ISUZU DMX**

AUTOGUARD

In Kenya, many of the underground car parking spaces in the shopping malls and office blocks are ridiculously small and the pillars and walls therein bear the evidence of countless minor bumps, scrapes, scratches and other assaults on vehicular bodywork.

We saw an opportunity for an ambient idea for the Autoguard automotive paint brand produced by our client, Basco Paints; one that would really resonate with space-challenged drivers everywhere.

We found a run of pillars in a typically tight carpark, left big, bold paint scrapes on each one and used the last two to deliver our message and reveal our solution!



CANAD





**LOGO DESIGNS
PACKAGING
ANNUAL REPORTS
BRANDING EXTERNAL / INTERNAL**





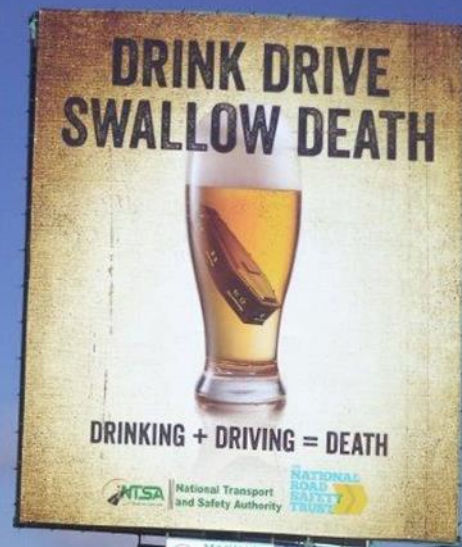
CREATIVE BILLBOARDS

SCANAD



NTSA / SAFARICOM
COCA-COLA





RETAIL ENVIRONMENTS

SCANAD



COKE STUDIO





LOGO DESIGNS



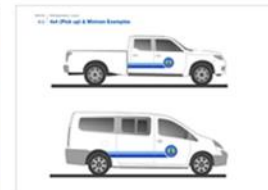
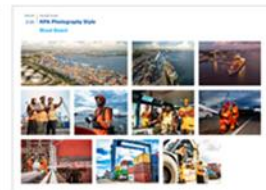
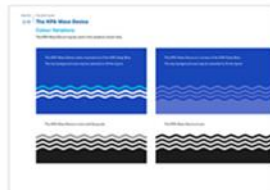
**COLUMBIA AFRICA
I&M BANK
FIRST CAPITAL BANK
HF GROUP
KTB
KCB VOOMA
KPA
COMMUNICATION AUTHORITY OF KENYA**

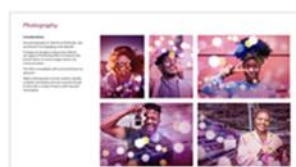
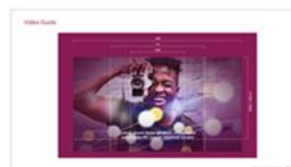
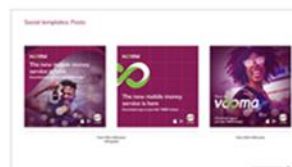
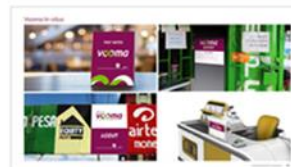




**BRAND
BOOKS**

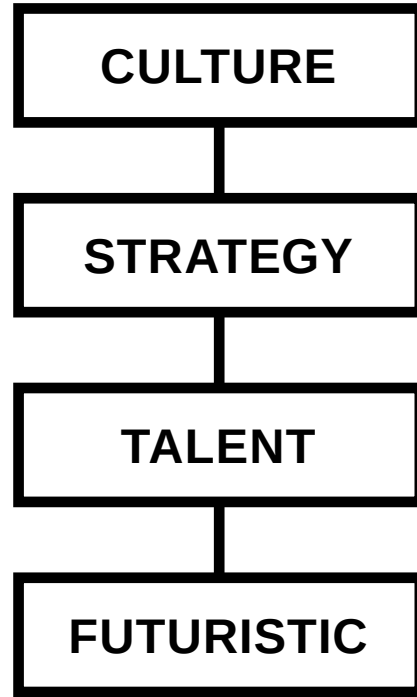
**KENYA PORTS AUTHORITY
KCB VOOMA**



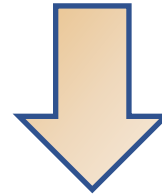


WHY SCANAD?

SCANAD



OUTPUT



OUTCOMES