



THE DISRUPTIVE **CREDENTIALS**



WE'RE
KICKING
NORMAL
TO THE
CURB



It's simply not fair to give the calibre of clients we serve something like that. For all the trust placed in us, they deserve something else, something more profound.

Now don't get us wrong, there are those who are content with tried and tested, not keen on rocking the boat, but truth be told, we see such clients less and less these days. On the contrary, we find that the people walking through our gate come to us with a challenge - to give the market a jolt, a "shock to the system" if you will. It would be pretty irresponsible to greet such people with the very thing they've left behind, wouldn't it?

So, while everyone else makes do with the usual, we are excited to rub shoulders with the ones who look the other way expecting anything but.

Delivering normal, for us, just isn't normal anymore.



WE CREATE
DISRUPTIVE
IDEAS

TBWA\Uganda

We create disruptive ideas that locate and involve brands in culture, giving them a larger share of the future.

OUR FOCUS

Humanity: Our people to your people for all people – we believe whatever we do must add value to all people involved.

Agility: Flat, multi-disciplinary teams that identify & act on opportunities in real-time.

Data: We believe in the guidance data provides, but should the anecdotal and data conflict, we back the anecdotal.

Disruption: Disruption is our software. We all live at the speed of chaos; our role is to stand out. To do this we must disrupt.





HELD
TOGETHER
BY **PEOPLE**



PETER MAGONA, MANAGING DIRECTOR.

A strategist stuck in a suit's role or a sportsman stuck behind a desk - either of these describes Peter who, armed with a Pharmacy degree and CIM, joined the agency and worked his way through duo account management/strategy to become Managing Director.

Unable to let go of strategy (though data is fast closing in as a favourite), he says if he wasn't in communications, he'd be coaching rugby to teens (he's coached Uganda senior side before). The current Vice President, Uganda Rugby Union, loves to spend time with his son at a rugby game or golf course... or both (if he could).



ALBERT MUCUNGUZI, CHIEF OPERATIONS OFFICER.

A technology enthusiast, Albert's story is truly intriguing. Born and raised in the picturesque hills of rural Kabale with a passion for communication, he's always seen himself as a techpreneur which led him through web development to journalism, public relations and finally to lead digital which straddles all his passions. Today he leads ROI driven campaigns for a range of companies across multiple verticals in Uganda and within the region.

The former President of the ICT Association of Uganda (ICTAU), Albert will happily spend his day with his wife and children...and gadgets.



TIM JOHN, FINANCE AND ADMIN DIRECTOR.

Bean counter, manager of the purse strings and sanity checker, Tim spent 15 years working in the UK in various operational positions in the Aerospace and Printing Industries before relocating to Uganda in 2003. He managed operational projects for key brands before crossing over to advertising in 2010, with a focus on operations and finance. Too old for playing sort anymore, when he is not poring over spreadsheets or contributing time and resources to several charities, Tim pays allegiance only to rugby, but will also watch whatever else catches his fancy (except football) at any given time.



ERIC MUNUNUZI, CREATIVE DIRECTOR.

Eric takes a very hands-on approach to work and life. A big believer in the insight-mining power of engaging with the audience, the soft-spoken and deceptively meek team leader can be counted on to constantly challenge his team with the words, "What if", or offer a new view, usually prefaced by a series of taps on the table that suggest he might be hiding a love for the piano.

Just don't expect him to brainstorm over a beer because a lighter weight, you won't find. Bananas and Tinder make for his favourite food and pass time - an odd mix, which speaks to who he is.



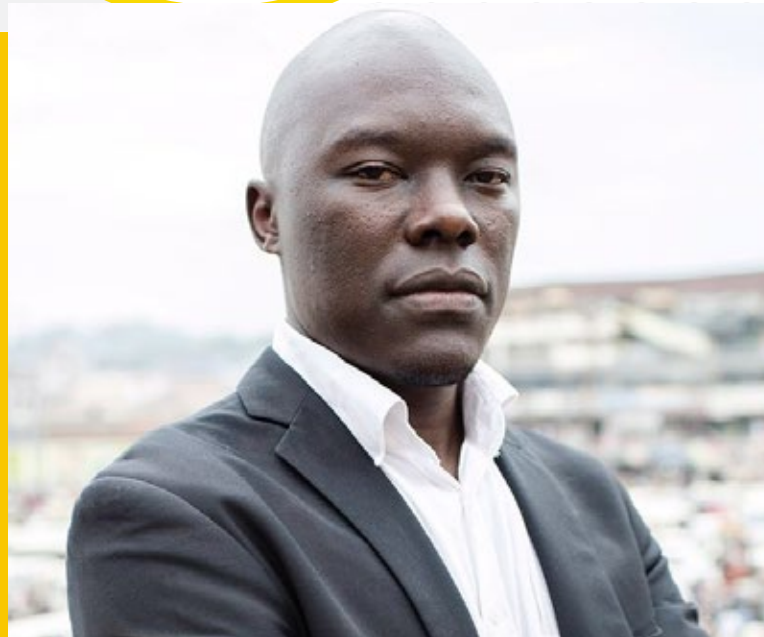
PHILIP A. KIBOIJANA, ACCOUNT DIRECTOR.

A former soccer referee, amateur rally driver and vice chairman of a rugby club, Philip is a sports enthusiast with a passion for marketing. He loves out of the ordinary approaches and that could answer why he likes watching trailers. He does not see victory when a concept has been approved but when it comes to life and runs smoothly. Easy to notice is his high level of OCD.



MICHELLE BAINE, ACCOUNT DIRECTOR.

After working in the marketing/advertising industry for over 8 years, some of which she spent as a client, Michelle, commonly known as Michie B, has always been drawn to the fast paced life that advertising promises. She best describes herself as a people person, though many would prefer the term social butterfly. She is definitely an extrovert - very socially oriented, outgoing (read likes going out) and always has plans lined up, not to mention has a way with people. It is because of this and her love for socializing that she has managed to shine at networking, so it really comes as no surprise when it comes to the department she belongs to. Despite all this, we wouldn't be surprised to find her by herself in a corner reading a novel, as this is how she tends to reset.



JOSEPH OWINO, DIGITAL DIRECTOR.

With over 15 years of experience as a tech & media whiz, Joseph is a powerhouse of dedication, hard work & passion, especially when it comes to building local content capacities that enable Africans to tell our own unique stories & celebrate our own heroes..



LUCY MBABAZI, MEDIA LEAD.

Ask Lucy what moments make it all worth it and our astute head of Media will be quick to tell you it's a tie between when she gets the best deal from suppliers, earning her clients' appreciation, and when she gets new media clients. She calls these her "wow moments". It's not all work for our media aficionado - when she is not booking ad space and trying out new ideas in media placement, she loves experimenting with new recipes with her daughters. We are yet to score an invitation to try these out.



GIGI MAGEZI, PR LEAD.

If "don't judge a book by its cover" was a person, she'd likely sport glasses and sit in our PR department. Gigi's first impressions of a quiet shy young lady belie a jack of all trades. However, when the facade is dropped, one has to contend with a wicked sense of humour. She finds her rush developing PR Strategies and gets a kick out of that "oomph moment". She's achieved 5/10 things on her bucket list and will likely go after the other 5 when she takes a break from listening to Kashif while reading all sorts of nonsense on her Kindle.



PAUL NASASIRA, EVENTS LEAD.

Paul's the true definition of "work hard, play harder", which gels nicely with his role - putting together the most memorable brand experiences and executions. He is excited to wake up every day knowing each day presents an opportunity to develop ideas that will top the previous groundbreaking ones. A poorly kept secret is his passion for music.



HAM KAKEMBO, PRODUCTION LEAD.

Though he spends a lot of his free time tinkering with his collection of 1:18 Scale Model racing cars, there's no denying the breadth of experience the James Bond aficionado has tucked away. His dalliance with production has led him to Kenya, Malawi & Mozambique making us wonder whether his fascination with 007 is only screen-deep.

He has been involved in various communication projects with Unicef, Care International, War Child, where he was part of a team that developed Information Education Communication (IEC) materials and worked more recently with MTN Uganda, Vivo Uganda, Health Communication Partners (HCP) among others. A strong team player, Ham strongly believes in doing as much as possible to get the job done.



OUR CAPABILITIES



► KEY ACCOUNT MANAGEMENT (KAM)

The core of it all, the KAM team takes a deep dive into all things client; industry and business to understand the needs and wants, ranging from business-continuity to personal preferences. They then collaborate with the client and ensure everything possible is done to deliver this.

In constant, and dare we say 'healthy', conflict with the strategy and creative teams, they are truly at the core of it all as the first pea in the pod.

► STRATEGY

If KAM are the client champions, strategy are undoubtedly the consumer champions. As the second pea in the pod, 'strat' uses all the tools available from desk & online research to immersions, mining consumers for insights into their relationship with brands and categories, thus determining need gaps that can deepen that relationship.

The strategy department is consistently keeping both KAM and creative true to the all-important consumer.

► CREATIVE

Ah, the enigmatic creative team. While their role is to make the brand truly stand out, it's often that this comes with testing the resolve of the KAM and strategy teams. Consistently tapered by KAM representing clients' needs and kept true to the cause by Strategy's consumer insights, creative are the third pea in the pod.

We not only respect but religiously guard each team's passion & expertise to ensure the disruptive and effective campaigns that grow relationships between brands and their audiences.



► DIGITAL

Rapidly increasing in importance in our market, digital touchpoints offer brands the immediacy of service and experience making or breaking this moment of truth for brands. We offer an end-to-end digital service portfolio, for every phase of the customer journey, from awareness through trial, adoption and advocacy.

► MEDIA

With experience spanning over 20 years, we help plan and publish campaigns that are not only cost-effective, but relevant, fresh and memorable. The team possesses a deep understanding of different advertising platforms and can be counted on to deep dive into consumer context to advise our clients on what works best.

► PUBLIC RELATIONS

This enigmatic department is where the original approaches to storytelling and content development emerge from. Here, campaign ideas for clients are put together, tapping into the digital world for some extra sauce. The team initiates rapport with the brand/client, understanding them at their most granular level, then develop clear KPIs and media-neutral strategies that are applied towards digital PR and traditional media using agency and personal relationships developed over the last 20 years. Our core strength is Brand PR and crisis communications.



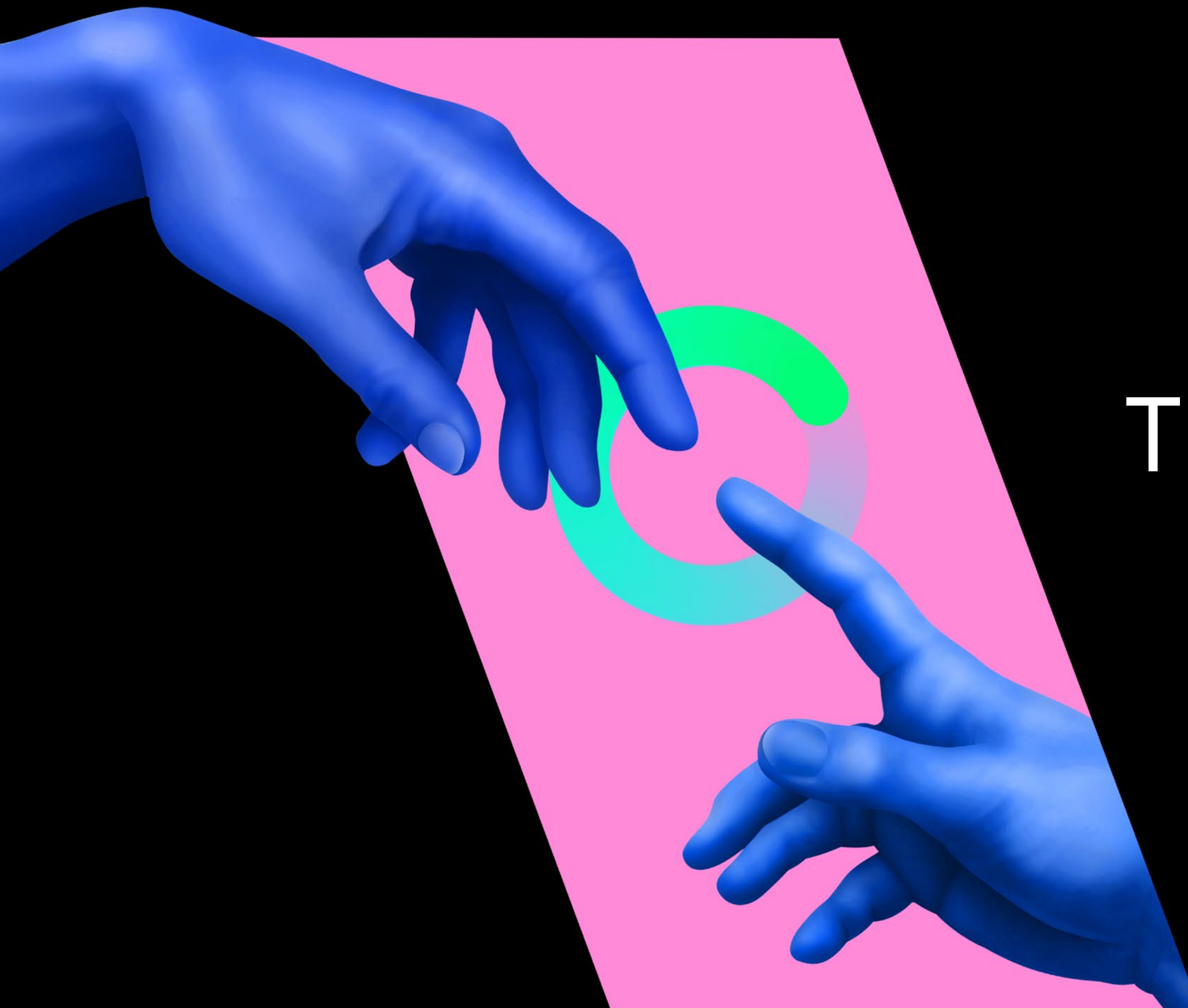
► **EVENTS AND EXPERIENTIAL**

We do not have events equipment or facilities. What we do know very well is brands and that every event, sponsorship and experience is a moment of truth for the brand to walk the talk. Tapping into the entire agency team's brand knowledge to come up with creative on-brand ideas, our E & E team are then able to bring together all the best partners managing a bespoke event or experience that brings the brand alive in a memorable way.

► **PRODUCTION**

Once three peas in the pod are aligned and harmonious, Production works collaboratively with creative, KAM and client to deliver all advertising elements (video, audio, still) and marketing collateral that presents the brand as envisioned by the creative and client teams.

You don't need to be directly served by the agency to take advantage of any of our diverse offerings.



THANK YOU