

THE
fuse
AGENCY

Our 360 scope of marketing services

BI, analytics, marketing insights

- Brand and competitors audit
- Marketing strategy
- End-to-end analytics
- Interactive dashboards
- Analysis of Youtube placements
- Social Listening
- Quick measurement of ad memorability, measurement of effective frequency through polling mechanics
- Brand Lift
- Cluster analysis

performance marketing

- display ads
- search engine optimization
- social media
- lead generation
- mobile marketing (installs/sells)

traditional media

- media strategy/planning
- media buying services (TV, print, radio)

Creative and content

- communication ideas/strategy
- end-to-end special projects
- art direction
- content production (photo/video/digital)
- SMM
- influencers marketing
- website development

e-commerce

consultancy



WHO WE ARE

We are an expert 360-degree marketing and media agency with 45 own offices and counting covering the whole African continent. With a team possessing extensive experience in Africa and strong local media connections, we leverage our regional knowledge and presence to collaborate with ambitious brands.

Our focus is on unlocking local markets, ensuring campaigns that are not only truly relevant to the local audience but also deliver tangible Return of Investment for our client. .

Pan African FOOTPRINT

The Fuse Agency has 45 registered businesses across the continent with head offices in Johannesburg and Dubai and four regional HUB offices in Africa (Egypt, Nigeria, Ivory Coast, and Kenya) which managed neighboring countries. These offices are 100% owned by the group and cover the end-to-end media value chain.

Core to our business is a philosophy centred around establishing direct relationships. This entails negotiating and procuring all services directly, without involving brokers and affiliates.



SOLUTIONIST THINKING AROUND YOUR BUSINESS

We believe we have a compelling offer & solution, unique to only our business.

Here are some reasons why we believe we are the perfect partner.



At **Curiosity Africa**, we specialise in Through the line media, creative & digital Ad tech service that go beyond numbers. Through our partnership with Media & Digital Intelligence Partners, we not only access market reports but also pioneer new markets. This enables us to provide comprehensive offering a holistic view of digital marketing performance and strategic insights.



Using our in-market intelligence we offer **spend and value modeling**, to ensure your message reaches audiences at optimal levels.



Our **teams are on the ground** and experienced in delivering value driven insights that can be translated into tangible input within your business.



Bottomline: Aggressive media rates are our core. We leverage our extensive buying power across the continent to deliver cost-effective campaigns that reach your audiences, efficiently

Example of
campaign
Case studies

YANGO

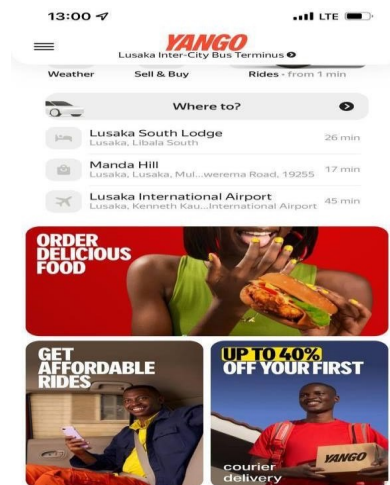
LAUNCH OF SUPPER APP

RESULTS

3M Zambia Reached

TV/Radio/OOH/DIGITAL
Brand Awareness
Building Campaign

simplyblack.



MARKET: ZAM





Tanganda Radio Outside Broadcast Case Study

EveryDay



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ABOUT TANGANDA MARATHON:

- The Tanganda Marathon is one of Zimbabwe's most well-known **long-distance running events**, held annually in the eastern city of Mutare.
- **Sponsored by Tanganda Tea Company**, the marathon not only celebrates athletic excellence but also attracts large community participation and media attention.
- It serves as a vibrant platform for brands to engage with consumers in a dynamic and high-traffic environment, **making it an ideal setting for promotional tie-ins like the Nestle Everyday** Wet Sampling and Give away event.

OBJECTIVES:

The primary goal of the Outside Broadcast (OB) was to bring Nestlé Everyday to the heart of Mutare, Zimbabwe, in partnership with Tanganda's Half Marathon.

1. **BUDGET:** \$ 4750.00
2. **PERIOD:** 29 June 2025
3. **VENUE:** Mutare Sports Club

EVERYDAY ACTIVATION AT TANGADA MARATHON:

- **Nestlé hosted a live Outside Broadcast (OB) on Diamond FM during the Tanganda Marathon on 29 June 2025 at Mutare Sports Club.** The OB celebrated the brand through **wet sampling** and **giveaways** to marathon winners and participants, amplifying excitement and awareness.
- The **3-hour broadcast** included **30 minutes of commercial airtime, 10-minute crossovers every hour, plus 5 minutes of added value.** Leading up to the event, **9 winners** from the interactive pre-promos were awarded the marathon tickets.
- The OB was smoothly executed with full event coverage, and **live updates** from presenters **Farai and Tinashe**, who interviewed winners and engaged the crowd. Giveaways included **Nestlé Everyday 200g sachets and branded coffee mugs.**
- Digitally, the event was **live-streamed** with stills and winner announcements shared on **Facebook**, boosting online engagement.
 - **Estimated reach: 1 million people.**

Nestlé Everyday OB in Pictures



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EveryDay



Mwebale Nyo!