



the
Partnership

Powered by **PUBLICIS**



“

The Partnership puts
**insight driven emotional
persuasion**
into delivering Business Outcomes

”



WHO WE ARE



THE CORE TEAM



PAST EXPERIENCE



GLOBAL NETWORK



**THE PARTNERSHIP
PUBLICIS WAY**



**CURRENT EXPERIENCE &
RESULTS**



WE ARE



**2nd LARGEST MARKETING
SERVICES COMPANY IN THE
WORLD**



FUTURE FOCUSED SINCE 1926



**IN OVER 100 COUNTRIES WITH
OVER 100,000 STRONG TALENT**



EXPERIENCE IN ALL INDUSTRIES

THE CORE TEAM



SANDEEP MADAN
CEO



SALLY SAWE
COO



DEEPESH JHA
CCO



RAKESH JHA
Executive Creative Director



MEGHA DUTTA
Executive Creative Director



NELSON MKALA
ACD Copy



JESSY MUHIA
ACD Art



IRENE MICHUKI
SNR Art Director



NJOKI KIIRU
SNR Copywriter



LAWRENCE OWENDAH
Art Director



TONY MURIUKI
JNR Art Director



JANET NDIVO
Business Unit Director



MAUREEN WAMBUI
SNR Account Manager



DANIELLE MUSYOKA
Account Manager



XAVIER OGOCHI
Account Executive





SIDNEY NGANDA
Country Manager



BRIAN MUNUNUZI
SNR Copywriter



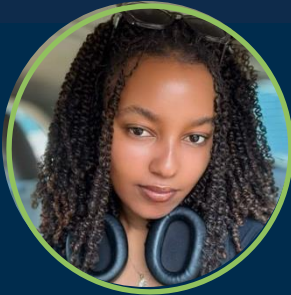
IBRAHIM MUSOKE
Creative Director



JOEL MURUNGI
Group Head Copy



ERIC NGANGARE
SNR Copywriter



SANDRA MUGABEKAZI
Account Director



IBRAHIM YAKUB
Snr. Art Director



DIANA SANGWA
Digital Lead



PASCAL BAZERA
Multimedia Designer



ABDALLA AZIZ
Multimedia Designer



JULIAN KYOMUGISHA
Account Director



ISRAEL FORTUNATE BAKKA
Account Manager



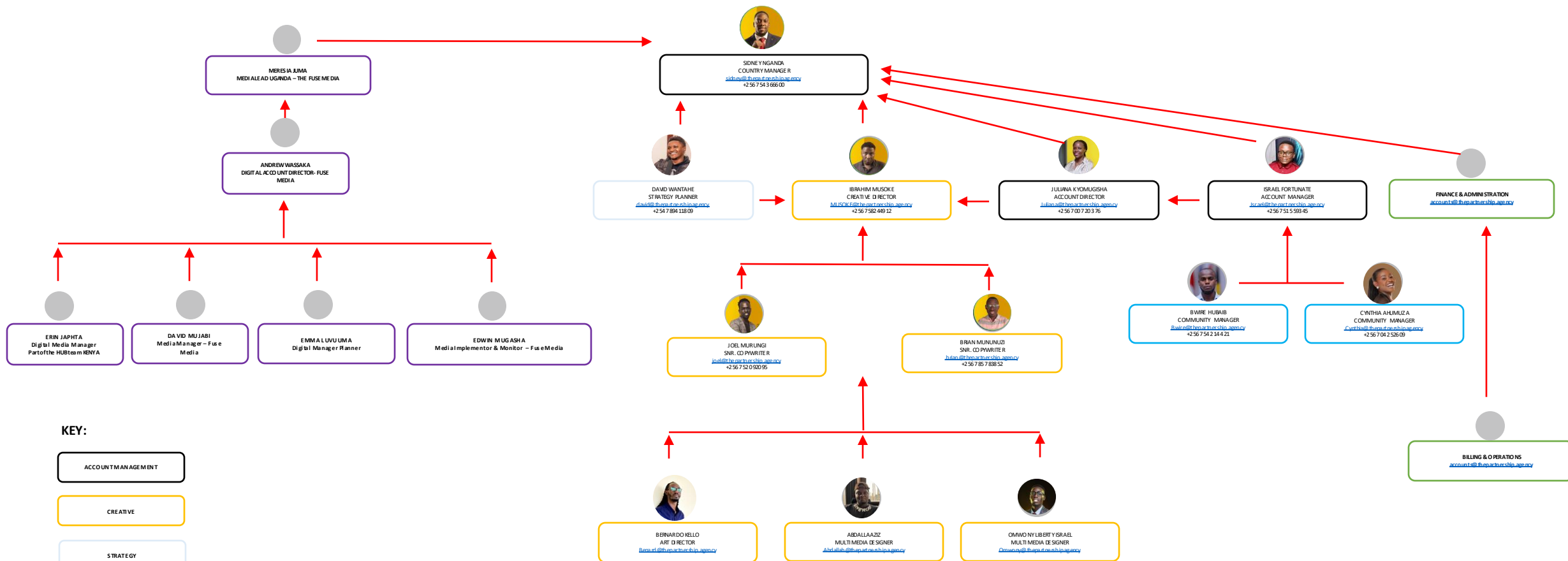
CYNTHIA AHUMUZA
Community Manager



BENARD OKELLO
Art Director



BWIRE HUBAIB
Community Manager



KEY:

- ACCOUNT MANAGEMENT
- CREATIVE
- STRATEGY
- DIGITAL - COMMUNITY MANAGERS
- MEDIA SUPPORT TEAM (FUSE) – ATL & DIGITAL
- FINANCE & ADMINISTRATION



Publicis is a global leader in technology, skills and scale.

Seamless access to 90,000 talents across over 100 countries globally; 63 agencies in 38 countries in Africa

Revenue: €16.5b
Market Cap: €20b +



CR-YK16RDPE

3

WE SOME
WE SOME



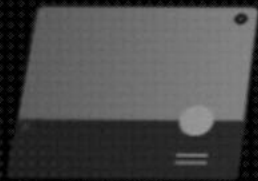
You got the
WHASSSUUPP

First to comment!
Like · 1 like · Reply

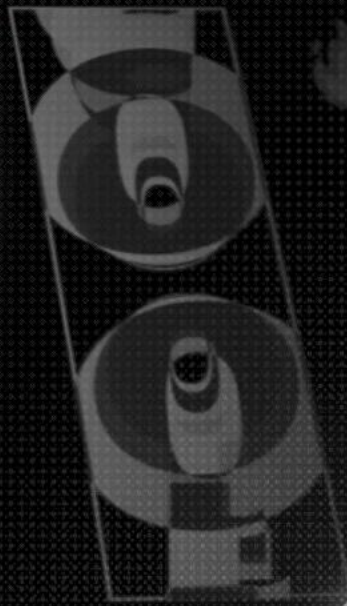
This is a mood
Forward

100%

Bring It!



COMING CALL



AMAZ
DOPE
1000



Message
Legit!

VIEWS



Sending kisses



PUBLICIS GROUPE IS THE GLOBAL MARKET LEADER

STRONGER

Recognised as an industry leader



"An early adopter of agency transformation... Publicis Groupe champions integration with a connected tech and services approach."

Forrester Global Marketing Services Wave 2022



"Publicis Sapiens's application of GenAI to further amplify digital business transformation, fostering enhanced growth in business model innovation, CX and EX sets the firm apart"

David Cushman,
Executive Research Leader at HFS,
Nov 2, 2023

BIGGER

Net Revenue Change: 2023 vs 2019



+21%
Net revenue
change

+4%
Twice as fast as
peers

#1 in New Business

5 years in a row

#1 Client Retention

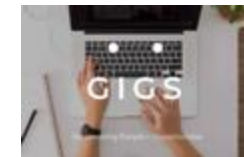
4 years in a row

BETTER

Putting our people first



Ranked #1 in
our industry by 7/10 ESG
agencies



**2500+ jobs
saved**
during COVID with
Marcel Gigs



WE KNOW HOW TO WIN: 4 IMPERATIVES TO ORCHESTRATE GROWTH AT SCALE



1 Real Identity

KNOW and harness consumer & retail data for targeting, personalization and optimization, safely & compliantly, utilizing AI driven solutions.



2 Scaled, Smart Media

FIND the right audiences by placing the right media at the right moments to optimize investments for better business outcomes



3 Platform Creativity

ENGAGE attention by leveraging the unique strengths of the platforms to create a more relevant connection to accelerate their purchase journey



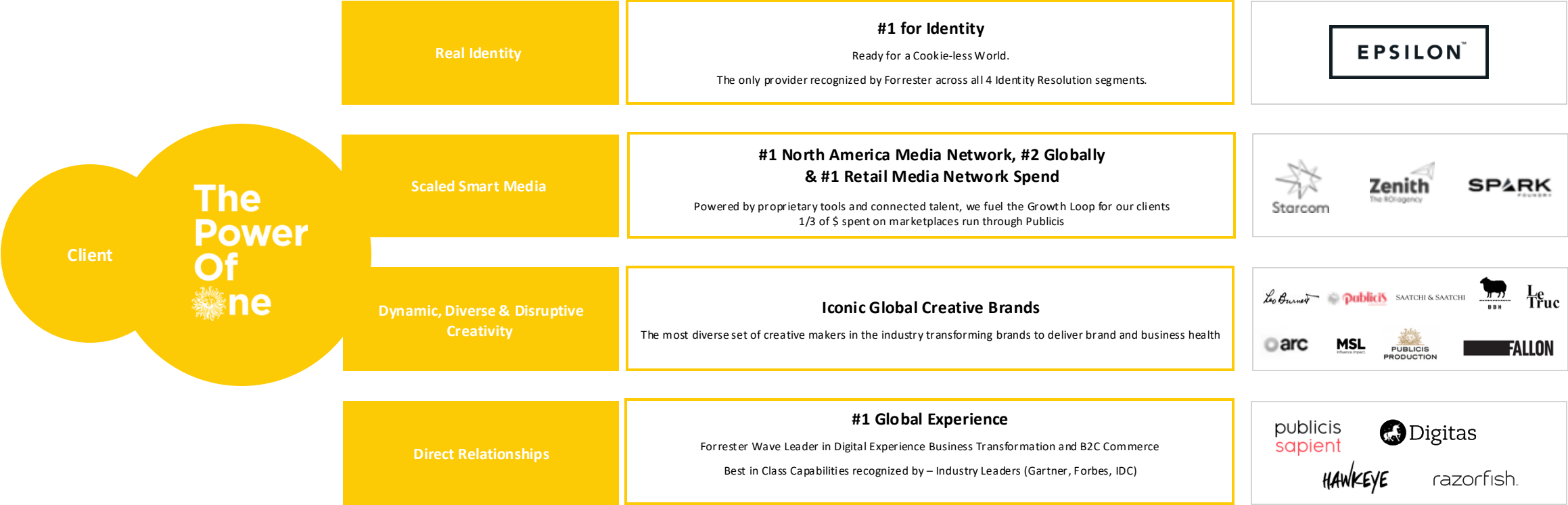
4 Direct Relationships

Orchestrate premium and hyper-personalised experiences powered by AI across direct commerce channels and **OWN** the relationship to optimize customer lifetime value

WHICH WE ORCHESTRATE THROUGH THE
GROWTH LOOP
**AND ACCELERATE THROUGH
AI**



DELIVERED THROUGH THE POWER OF ONE



**THIS GIVES THE CLIENT AGILE
ACCESS TO A LEADING GLOBAL
PORTFOLIO OF CREATIVE, MEDIA,
DATA AND DIGITAL
TRANSFORMATION BRANDS.**

The Power Of ne

Seamlessly Connected

One client leader
One team & shared culture
One way of working
One set of objectives
One set of tools & systems

Digital Business Transformation

- Customer Experience & Design
- Platform Technology & Engineering
- Data/AI Optimised Platforms/Systems

Agile Production & Development

- Automation, Dynamic Assembly, Distribution, Optimization
- DAM & Workflow Management
- Prime Content Production
- Content Factories

Brand Building Creativity

- Brand Strategy
- Experience Design
- Advertising
- UX Design
- Brand Systems and CI Design

Commerce

- Commerce Platforms
- Retail Media
- eCommerce Strategy
- Shopper Marketing & Sales Activation

Reputation & Influence

- Corporate PR
- Consumer PR
- Events & Activations
- Influencer Marketing
- Employee Engagement

Data Strategy & Activation

- Data Platforms & Insights
- Identity
- Data Strategy & Development
- Dynamic Content Engine
- Messaging & Loyalty
- CRM

Media

- Strategy & Planning
- Media Buying incl. programmatic
- Performance and SEO
- Attribution
- Social Listening

Content

- Content Production
- Social Content & Management
- Content Marketing Strategy & Distribution



1. OVER A DECADE OF EXPERIENCE BUILDING BESPOKE AGENCY MODELS THAT DELIVER GROWTH

We have a proven record of building global (regional and local) connected models for clients which deliver better results at a better cost.

GLOBAL		AFRICA			
SAMSUNG	P&G	 OLD MUTUAL	VISA	Nestlé	DIAGEO
Igniting customer-first experiences across paid, owned and commerce, with frictionless agency model	Transforming with the world's largest advertiser to reignite growth	Delivering local relevance through in country agencies & centralised production hub in SSA.	Orchestrating regional scale with local relevance through a ground-breaking open source model	Platform model of Connected Experts, Centralised Production and Global Technology	Owning the retail experience for brands from retail, shopper marketing, on & off con activations and promotions
75 Markets	80 Markets	12 Markets	9 Markets	40 Markets	28 Markets
					
Est. 2010	Est. 2016	Est. 2017	Est. 2018	Est. 2021	Est. 2020
#5 Interbrand most valuable global brand in 2020, up +14 places in the decade.	Highest sales growth in 12 years (Bloomberg, 2019) #1 Marketeer of the Year (2020)	Delivering Old Mutual's first content delivery at scale across the continent.	Integrated campaigns delivered across 9 markets with media lead data and insights.	Has grown by 300% since inception in one year ago due to successful delivery.	Over 300 activations days per PEM (Partner and Emerging) markets.

2. OUR UNIFIED WAY OF WORKING, ‘MAKE IT’ IS DESIGNED TO DELIVER COMMERCE EXPERIENCES, END-TO-END



WINNERS:



MEMBERS:



ASSOCIATION OF
PRACTITIONERS IN
ADVERTISING-(APA)



CEO, ECD, CCO ranking in Africa 2023: Top 20

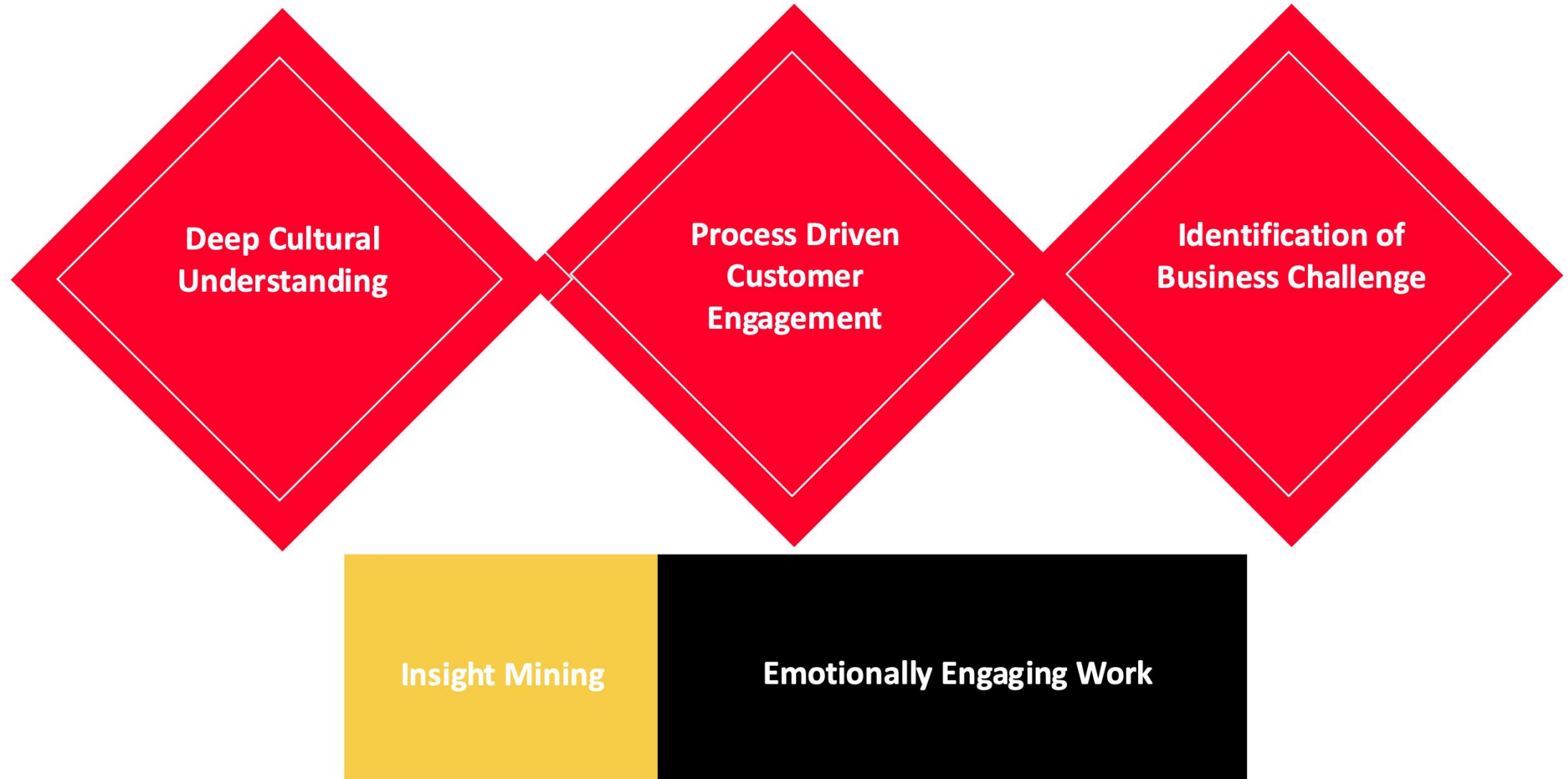


Glass Lion Winner: June 2023,
(the only winner from Africa)



Loeries Winner: November 2023

Our Difference





What do we do for our clients

GROWTH & INNOVATION

GROWTH STRATEGY

NEW BUSINESS MODELS

**CAPABILITY
TRANSFORMATION**

BUSINESS DESIGN

BRAND STRATEGY

MARKETING STRATEGY

CX STRATEGY

MARKKET ACCESS & EXIT

DIGITAL TRANSFORMATION

DIGITAL EXPERIENCE

DIGITAL INNOVATION

**DIGITAL TRANSFORMATION
CONSULTING**

SPECIALITY PRACTICES

**POLITICAL RISK
MANAGEMENT**

GOVERNMENT AFFAIRS

EMPLOYEE EXPERIENCE

SUSTAINABILITY & CSR

ALL LED BY CATEGORY & DOMAIN EXPERTS WITH RESEARCH BACKING

Our Suite Of Competencies



ADVISORY

Market Development, E-Commerce enabling, Omni-Channel Brand Communication, Brand Positioning, Brand Architecture, Go-to-market strategy, Engagement Planning, data analytics, Measurement



CREATIVE & DIGITAL ADVERTISING

Concept Development; Campaign Creation (online); multimedia content creation, management and distribution; moving pictures (TVC, videos for web/mobile/social, interactive videos, long form entertainment videos), creative assets (still, graphics)



CONTENT CREATION

Still, video and graphic production; multimedia studio; Front-end design; UX, Information architecture; usability testing



MEDIA

Media Intelligence, Media strategy, Communication Planning, Media planning & buying (including programmatic), SEO, SEM, Affiliate marketing



SOCIAL MEDIA MANAGEMENT

Real-time marketing, content hubs, social analytics, community management, influencer marketing, performance marketing, e-commerce CRM and Loyalty



SEARCH ENGINE OPTIMISATION

Implement SEO strategies to improve organic search rankings, increase website traffic and engage with the target audience



ONLINE REPUTATION MANAGEMENT

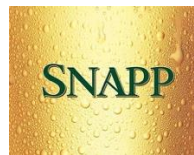
Monitor and manage online reviews, respond to customer feedback, and proactively address any issues to maintain a positive brand image



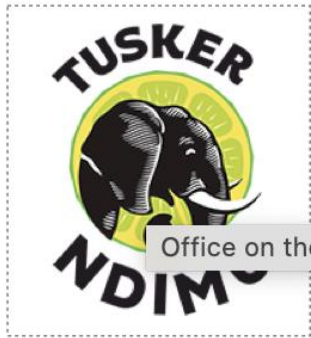
TECHNOLOGY

Asset builds (web, mobile), Interfaces, campaign and site analytics, Custom Dashboards, Data visualization, CRM and e-commerce integration

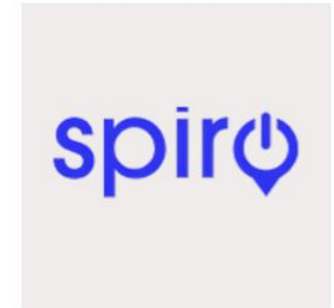
Our Partners



Our Partners



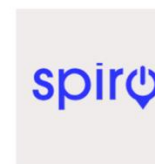
Office on the web Frame



Projects Delivered



Office on the web Frame





5 Case Studies

1

SMARTA
WITH
DATA

CAMP
AIGN
UPDAT
E



SMARTA
SMARTA
SMARTA

#BANGER

MUSIC
VIDEO



AFRICA
WE LIVE!

@YT @IG
@SPOTIFY

27/12



SOKO



2

Brand Re-Launch

Single Product

Flour Range



Problem Statement

Despite health equity scores, Soko range of flours are in decline in key regions due to heavy competitor activity from heritage brands and new entrants.

Marketing Objective

Retain Soko's equity
Grow Soko MM, HBF, & Porridge penetration

Communication Objective

Re-affirm Soko as Kenya's staple brand for daily nutrition
Move consumers from awareness to consideration and trial
Shift unbranded users to Soko

Brand Essence
Strengthening bonds

Campaign Idea
Food connects people

Communication Framework

Soko Surrounds Moments When Meals Nourish Connections

Connection Moments

Everyday Quality Time | Seasonal | Special Days

Channels

SOCIAL AS HUMAN | RETAIL JUST LIKE HOME | PERVASIVE & IMMERSIVE ATL

ISUZU
D-MAX



3

Brand Reappraisal
Ambassador >>> Asset



Challenge

- Newer models of Ford and Toyota introduced with more features and contemporary design making them more suitable for lifestyle
D-Max seen as more of a farm/ business vehicle

Task

- Make Isuzu D-Max a lifestyle choice



Strategic solution



**The D-Max, the
original G.O.A.T
of pickups in
Kenya**

**Eliud Kipchoge,
the original
G.O.A.T
from Kenya**



The TSF40 Eliud Kipchoge Limited Edition is born.

A vehicle that embodies
the best of Eliud and
the best of D-Max.





S#!T HAPPENS

Again!



Brand Challenge

Many people avoid taking insurance, believing that if disaster strikes, divine intervention will save them. They place disaster management firmly in His hands, overlooking practical solutions.

Insight

Disaster management belongs in the insurance department, not in heaven

Creative Idea

Assign the right job to the right entity

Walking on water

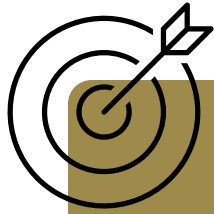




5

An Africa first

Global Brand »» Local Launch



JOB TO BE DONE

Smirnoff is a significant global brand with presence, stature and a history of shaping culture and drinks globally, but East Africa has not been touched by the brand in that same impactful way. Re-establish Smirnoff as a global brand, that unlocks local relevance in culture, and be part of shaping the brands lasting interaction with younger consumers and create a new product category for premium flavoured spirit RTD's



Recruit occasional drinkers with a balanced RTD proposition



Connect deeply with our target consumers



Successfully launch and sustain Smirnoff Freestyler



Create and sustain a moderation movement



Consumer Insight

When I live authentically and achieve balance. I make better connections and am open to experience more of what life has to offer. Having the freedom to express my genuine self unleashes my creativity and becomes the catalyst to unlock the best in others, and in life.

Being free to be me makes a better we.





Communication platform

**Express yourself.
Free to be me.
Free to be.**





Messaging Ladder

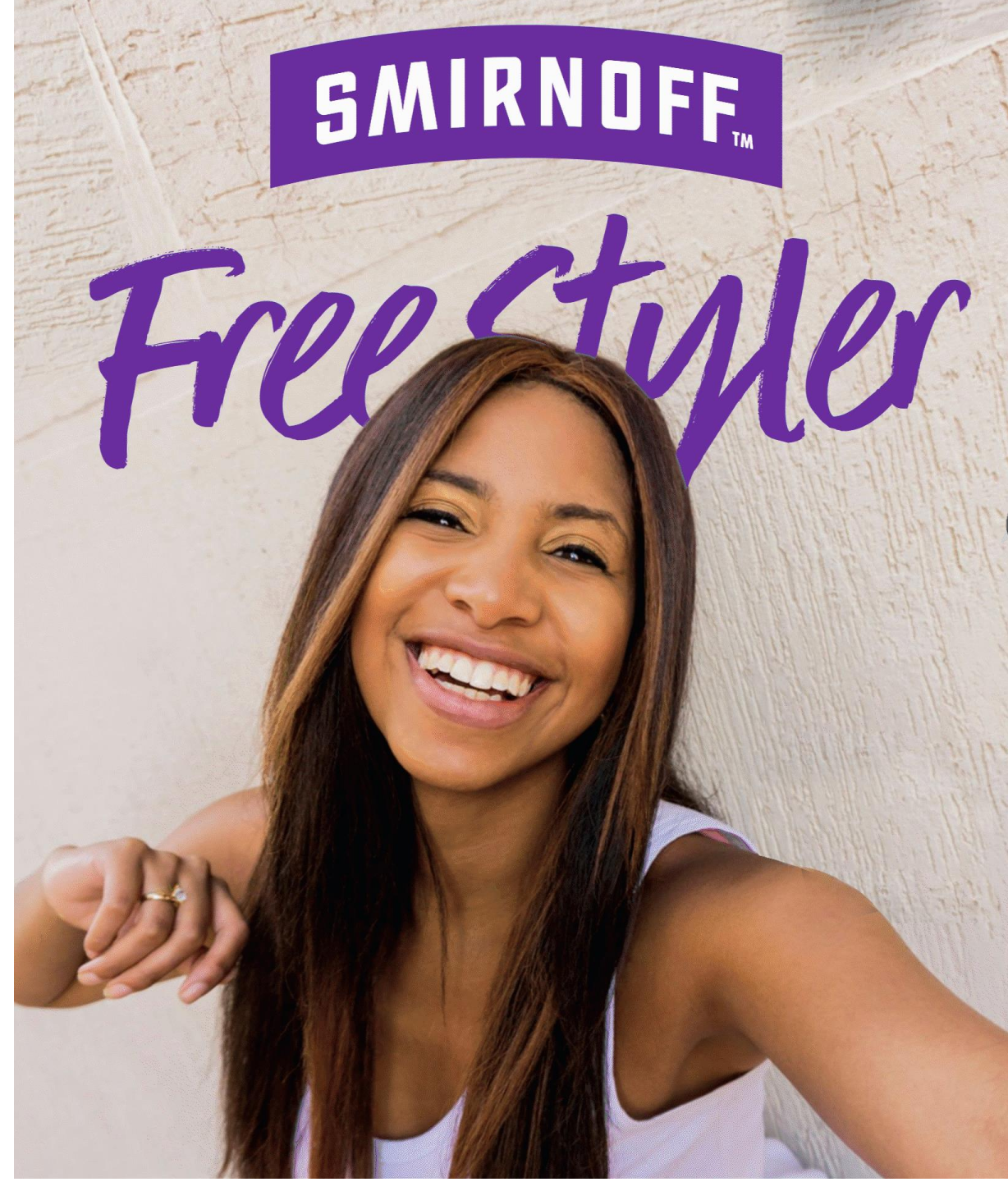
Brand Purpose	Express Yourself
Emotional Benefit	The freedom to live the authentic you connected to and inspiring others
Functional Benefit	Flavour and moderation with wellness benefits
Reason to Believe	No added sugar, 4.5% ABV, Smirnoff heritage and balance

Communication Insight

Having the freedom to express my genuine self unleashes my creativity and becomes the catalyst to unlock the best in others, and in life.

Communication Platform

FREE TO BE

[illegible]A full-page advertisement for Smirnoff Free Styler. At the top, the Smirnoff logo is displayed in white on a purple curved banner. Below it, the words "Free Styler" are written in a large, purple, cursive script. The background is a close-up of a smiling woman with long, straight brown hair, wearing a white tank top. She is looking directly at the camera with a bright smile, showing her teeth. Her right hand is visible near her shoulder, wearing a gold ring with a diamond. The background wall has a light, textured, stucco-like appearance.

bpr

BANK

6

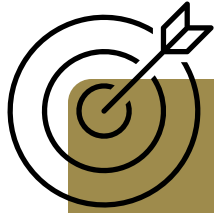
FORWARD

**She means business,
we mean support.**

For People. For Better.

Regulated by the National Bank of Rwanda





**JOB
TO BE
DONE**



Brand Challenge

Post-merger, our culture feels complex and siloed. To move forward, we must become more connected, agile, and people focused, building One BPR with shared values.

Opportunity

Shift behaviors from siloed, bureaucratic, low-retention to align with BPR's values (Closer, Connected, Courageous) by making values part of everyday work, not abstract.

Creative Idea

Forward Together

A campaign seeking to create One team. One future. One set of values that take us further, together.



bpr BANK

5 FORWARD

**Designed for growth,
powered by finance.**

For People. For Better.

Regulated by the National Bank of Rwanda

[WhatsApp](#) [Instagram](#) [Facebook](#) [TikTok](#) [X](#) [LinkedIn](#) [YouTube](#)

bpr BANK

5 FORWARD

**Strong herds,
stronger futures**

For People. For Better.

Regulated by the National Bank of Rwanda

[WhatsApp](#) [Instagram](#) [Facebook](#) [TikTok](#) [X](#) [LinkedIn](#) [YouTube](#)

bpr BANK

5 FORWARD

**Made for Rwandans,
always within reach**

For People. For Better.

Regulated by the National Bank of Rwanda

[WhatsApp](#) [Instagram](#) [Facebook](#) [TikTok](#) [X](#) [LinkedIn](#) [YouTube](#)

bpr BANK

5 FORWARD

**Founded by families,
building legacies**

For People. For Better.

Regulated by the National Bank of Rwanda

[WhatsApp](#) [Instagram](#) [Facebook](#) [TikTok](#) [X](#) [LinkedIn](#) [YouTube](#)



bpr BANK

5 FORWARD

When was the last time you felt part of something bigger?

Introducing Forward Together, the start of our journey exploring our three core values:



Closer



Courageous



Connected

Join us for a townhall meeting to find out more:

📍 BPR Hall

📅 6th October 2025

🕒 9:00 AM

For People. For Better.

Regulated by the National Bank of Rwanda



bpr BANK

5 FORWARD

Can you walk in your colleagues shoes?

Closer means understanding each other better.

For this week, we are challenging you to live out our 'closer' value by swapping tasks with a colleague for 30 minutes. Discover their world. Let them see yours.

Free lunch to the two colleagues that do it best.

For People. For Better.

Regulated by the National Bank of Rwanda



bpr BANK

5 FORWARD

When was the last time you spoke up?

Courageous means sharing what's on your mind.

This week, pitch one idea to your supervisor. Big or small, it counts. The bravest person? Gets a special gift.

For People. For Better.

Regulated by the National Bank of Rwanda



bpr BANK

5 FORWARD

Who haven't you said hello to?

Connected means being one team.

This week, start a conversation with a colleague you've never spoken to before.

Take a selfie with your new bestie and send it to HR and get special gifts.

For People. For Better.

Regulated by the National Bank of Rwanda



Our Pride



Specialist Communications

Public Relations

Events & Activations

Influencer





the
Partnership

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