



**ZEUS THE  
AGENCY**

**LEGAL DISCLAIMER:** Without images we cannot show you our ideas for your brand. However, whilst every care is taken in putting forward this brand world document, the photos, artwork and typography used are for internal illustration purposes only to depict our creative thinking and are not obtained under any commercial production licenses and nor are models included as endorsing the brand. They should not be used outside of this document until licence arrangements are put in place. Drawing and designs prepared by Zeus The Agency are for internal concept purposes only and not for commercial use unless agreed in writing with Zeus The Agency. No warranties or representations are given in relation to merchantability and fitness for particular purposes. Any brand names or logos presented by are subject to trademark clearance by the recipient unless agreed otherwise in writing. PLEASE CONTACT US FOR FURTHER INFORMATION AND PLEASE DO NOT REMOVE THIS NOTICE.

**GET TO  
KNOW  
ZEUS**



ZEUS THE  
AGENCY

Zeus is a regional, insight driven, award-winning advertising agency, seamlessly integrating four dynamic entities that have **consistently disrupted the advertising, digital, and content creation landscape for the past four years.**

#THEZEUSWAY

A solid red horizontal bar is positioned below the hashtag.

**What sets us apart:** Our unwavering determination to **pursue & perfect three fundamental principles that define our existence**, and we fervently incorporate them into every aspect of our endeavours.



**SPEED**

**QUALITY**

**CONSISTENCY**

# THE ZEUS GROUP



An award winning integrated Ugandan advertising agency that offers 360 degrees marketing & communication services. We offer Creative, BTL, Digital, PR, Media Buying and Production strategies.  
[www.zeustheagency.com](http://www.zeustheagency.com)



An award winning Digital offshoot of Zeus that offers integrated Digital strategies; Content, SEM/SEO, Influencer, media buy, Channel and digital innovation strategies  
[www.zeustheagency.com](http://www.zeustheagency.com)



Our Audio & Visual content creation studios that offer:  
Sound production, photography, podcast, product photography film & documentary production.  
[www.labyrinthcontentstudio.com](http://www.labyrinthcontentstudio.com)



Our fully integrated conflict agency that allows us to serve clients within the same category and offers 360 degrees marketing & communication services. We offer Creative, BTL, Digital, PR, Media Buying and Production strategies.  
[www.oddgorilla.com](http://www.oddgorilla.com)

- **Depth and Capability:** Experienced team that has honed skills over the years.
- **Multi-Channel Mastery:** Proficiency across diverse marketing channels.
- **Data-Driven Decisions:** Analytics-driven strategies for optimal results.
- **Target Audience Savvy:** Deep understanding for personalized campaigns.
- **SEO Prowess:** Expertise in maximizing online visibility.
- **Creative Content Brilliance:** Engaging content across different channels.
- **Agile Adaptability:** Swift response to industry shifts and trends.
- **Conversion Optimization:** Focused on maximizing conversion rates.
- **Transparent Communication:** Open and clear client collaboration.
- **Tech-Savvy Approach:** Utilization of cutting-edge tools and tech.
- **ROI-Centric Focus:** Driven by measurable return on investment.

## SOME OF THE AWARDS WE'VE WON



UMEA  
DIGITAL AGENCY  
OF THE YEAR 2021



UMEA DIGITAL  
AGENCY OF THE  
YEAR 2022



UMEA  
RISING AGENCY  
OF THE YEAR  
2023



UMEA 2022  
ADVERTISING  
CAMPAIGN OF  
THE YEAR - CFAO  
MOTORS  
UGANDA



UMEA 2022  
EXPERIENTIAL  
CAMPAIGN OF THE  
YEAR - JONNIE  
WALKER



2023 SILVERBACK  
AWARDS BRAND  
PSRTNESHIP BRONZE -  
CAPTAIN MORGAN



2023 BEST USE  
OF DIGITAL  
MARKETING  
AWARD - KFC  
UGANDA



2023  
ADVERTISING  
CAMPAIGN OF  
THE YEAR -  
JONNIE WALKER



2023  
EXPERIENTIAL  
CAMPAIGN OF  
THE YEAR -  
SMIRNOFF  
UGANDA

# PARTNERS WE WORK WITH



SCAN TO KNOW MORE ABOUT US

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#THEZEUSWAY





**WHAT  
WE DO  
BEST**

# WHAT WE DO BEST

## COMMS/ BRAND STRATEGY

```
graph TD; C[COMMS/ BRAND STRATEGY] --- CS[CREATIVE STRATEGY]; C --- DS[DIGITAL STRATEGY]; C --- MS[MEDIA STRATEGY]; C --- BTL[BTL STRATEGY]; C --- PM[PRODUCTION MANAGEMENT]; C --- PR[PR STRATEGY]; CS --- CS1[CREATIVE STRATEGY DESIGN]; CS --- CS2[BRAND DESIGN]; CS --- CS3[CREATIVE PRODUCTION MANAGEMENT]; CS --- CS4[2D GRAPHICS DESIGN FOR PRINT & DIGITAL & UI/UX]; CS --- CS5[3D GRAPHICS DESIGN FOR PRINT & DIGITAL]; CS --- CS6[MOTION GRAPHICS FOR DIGITAL]; CS --- CS7[FINISHED ART & OUTPUT]; DS --- DS1[INFLUENCER STRATEGY & MANAGEMENT]; DS --- DS2[DIGITAL LISTENING & REPORTING]; DS --- DS3[DIGITAL CHANNEL STRATEGY]; DS --- DS4[DIGITAL CONTENT STRATEGY]; DS --- DS5[DIGITAL MEDIA BUY STRATEGY]; DS --- DS6[DIGITAL OFFLINE SUPPORT]; DS --- DS7[COMMUNITY MANAGEMENT AND CRM]; MS --- MS1[MEDIA PLANNING & EXECUTION]; MS --- MS2[MEDIA MONITORING & REPORTING]; MS --- MS3[MEDIA NEGOTIATIONS]; BTL --- BTL1[EQUIPMENT SUPPLY (PA SYSTEMS & DECO), STAGE SETUP & LIGHTING]; BTL --- BTL2[PRODUCT LAUNCHES, ON-TRADE & OFF-TRADE ACTIVATIONS]; BTL --- BTL3[MEDIA LAUNCH, PRESS CONFERENCES]; BTL --- BTL4[LIVE CONCERTS, EXHIBITIONS, WEDDINGS]; BTL --- BTL5[ONLINE STREAMING AUDIO/VISUAL PRODUCTION]; PM --- PM1[PRINT RADIO TV/FILM PRODUCTION]; PR --- PR1[CRISIS MANAGEMENT]; PR --- PR2[MEDIA RELATIONS]; PR --- PR3[EVENTS & COVERAGE];
```

### CREATIVE STRATEGY

COPYWRITING  
& SCRIPT  
WRITING

CREATIVE  
PRODUCTION  
MANAGEMENT

2D  
GRAPHICS  
DESIGN FOR  
PRINT &  
DIGITAL &  
UI/UX

FINISHED  
ART &  
OUTPUT

3D GRAPHICS  
DESIGN FOR  
PRINT &  
DIGITAL

MOTION  
GRAPHICS  
FOR DIGITAL

BRAND  
DESIGN

CREATIVE  
STRATEGY  
DESIGN

### DIGITAL STRATEGY

INFLUENCER  
STRATEGY &  
MANAGEMENT

DIGITAL  
LISTENING  
& REPORTING

DIGITAL  
CHANNEL  
STRATEGY

DIGITAL  
CONTENT  
STRATEGY

DIGITAL  
MEDIA BUY  
STRATEGY

DIGITAL  
OFFLINE  
SUPPORT

COMMUNITY  
MANAGEMENT AND  
CRM

### MEDIA STRATEGY

MEDIA  
PLANNING  
& EXECUTION

MEDIA  
MONITORING  
& REPORTING

MEDIA  
NEGOTIATIONS

### BTL STRATEGY

EQUIPMENT  
SUPPLY (PA  
SYSTEMS &  
DECO), STAGE  
SETUP &  
LIGHTING

PRODUCT  
LAUNCHES, ON-  
TRADE & OFF-  
TRADE  
ACTIVATIONS

MEDIA  
LAUNCH,  
PRESS  
CONFERENCES

LIVE  
CONCERTS,  
EXHIBITIONS,  
WEDDINGS

ONLINE  
STREAMING  
AUDIO/VISUAL  
PRODUCTION

### PRODUCTION MANAGEMENT

PRINT  
RADIO  
TV/FILM  
PRODUCTION

### PR STRATEGY

MEDIA  
RELATIONS

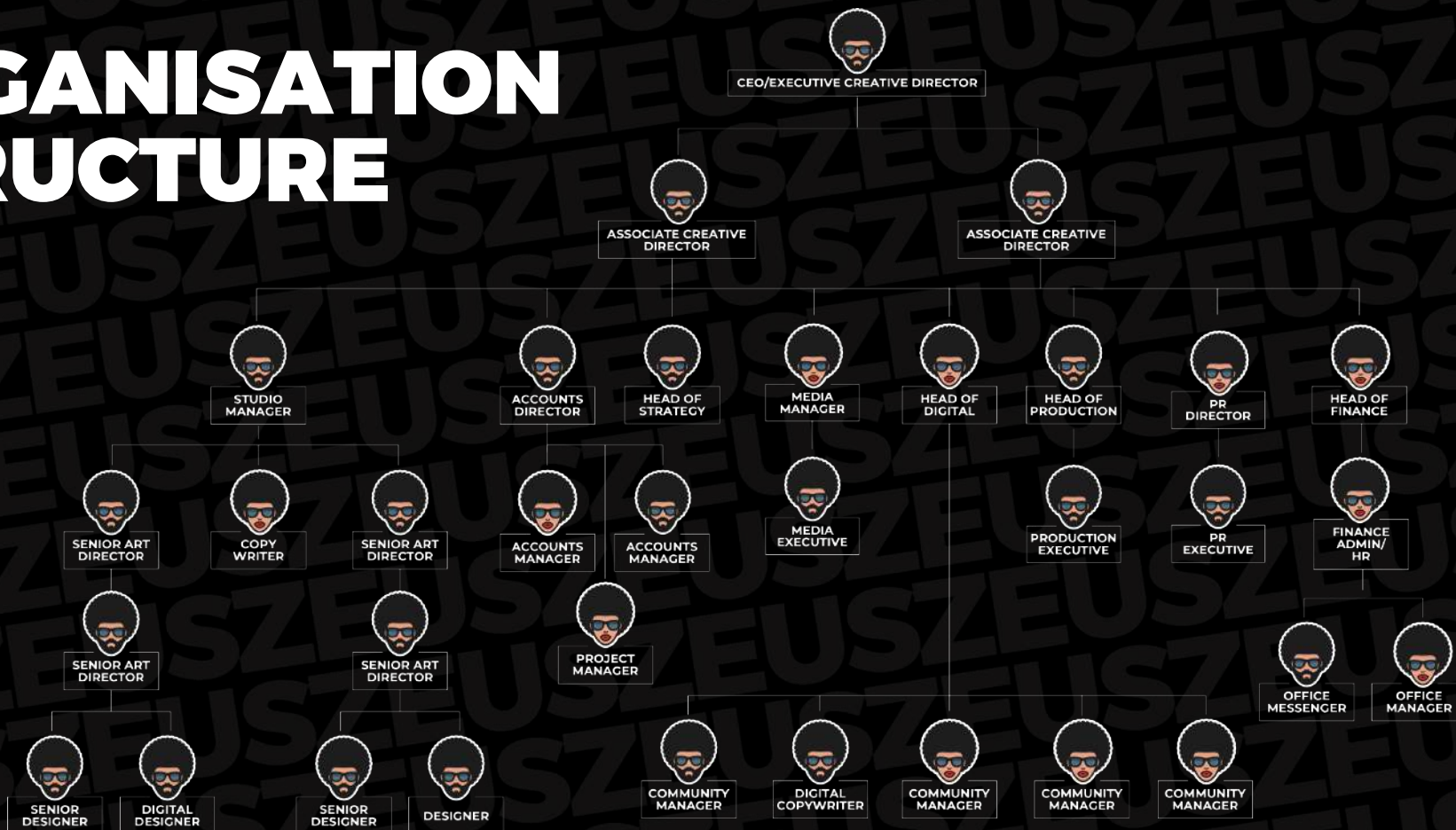
EVENTS &  
COVERAGE

CRISIS  
MANAGEMENT

# OUR CORE TEAM

OVER 90 YEARS  
COMBINED  
EXPERIENCE...  
AND WE'RE  
JUST THREE  
YEARS OLD

# ORGANISATION STRUCTURE



# OUR CORE TEAM

OVER 90  
YEARS  
COMBINED  
EXPERIENCE...  
AND WE'RE  
JUST THREE  
YEARS OLD

# JEFFREY AMANI, FOUNDER. EXECUTIVE CREATIVE DIRECTOR



With an impressive 17 years of experience, Jeff stands as a true powerhouse. Here's a closer look at his extraordinary journey:

Jeffrey has been a driving force behind the success of renowned brands, including Diageo, diverse industries such as automotive, consumer goods, manufacturing, telecommunications, energy, technology, banking, e-commerce, insurance, and agriculture. His expertise has left an indelible mark across the East African region. A natural-born artist, Jeffrey's innate talents have propelled him seamlessly through the realms of design, elevating him from a junior designer to the esteemed position of Executive Creative Director in record time. His artistic intuition has been a guiding force, enabling him to navigate the intricate world of design with finesse.

Beyond his role as an Executive Creative Director, Jeffrey has honed the craft of brand building from strategy to execution. This mastery is a testament to the countless hours he's dedicated to shaping the narratives of leading brands within the region. Jeffrey Amani, a name synonymous with creativity and strategic brand elevation, continues to leave an indomitable imprint on the advertising landscape.

<https://www.jeffiscreative.com/>  
<https://www.behance.net/ief-amani>

**ANDREW  
RADIER,  
ASSOCIATE  
CREATIVE  
DIRECTOR  
/COPY LEAD**



With over 12 years in advertising and marketing, Andy has woven stories in diverse realms—insurance, finance, alcohol, motor, telecoms, and more for some of the biggest brands in East Africa.

His mission? To craft authentic, trust-inspiring brand tales that resonate. I specialise in delivering timely, relevant messages that connect with hearts and minds, leveraging the power of storytelling to shift perspectives and build brands. Whether it's changing the world or just altering the way we perceive it, Andy is always up for creating unforgettable brand experiences.

# MOSES WADDA, ACCOUNT DIRECTOR



This marketing maestro has a knack for crafting unique and practical strategies to make your competition shake in their boots.

Our maestro has not only mastered the art of managing brands under the prestigious Diageo Group in Uganda and Tanzania, but he's also worked with heavyweight clients like Total, Stanbic Bank, KCB Bank Uganda, Vivo Energy Uganda, and Shell Uganda.

His Midas touch in client relationships is simply unbeatable.

# HANNAT SEMANDA, ACCOUNT DIRECTOR



Meet Hannat Semanda, a marketing powerhouse armed with over 10 years of hands-on experience.

Her track record speaks volumes with her work being part of the success stories of major Ugandan brands like UBL, Shell-Vivo Energy, Airtel, Equity and Centenary Banks, and NSSF.

With her strategic prowess, she doesn't just tackle challenges; she turns them into triumphs, making her a true leader in the marketing and comms arena.

# RYAN ARINAITWE, DIGITAL DIRECTOR



Rita Meet Rita, an accomplished Digital Marketing Director with a robust 9-year tenure defined by expertise in Digital Content, Strategy, Execution, Media Buying, Digital Conversions & Reporting, and Influencer Management. As a seasoned professional, Rita stands as a strategic architect in the realm of digital marketing, adept at navigating the complexities of the evolving digital landscape.

Rita's distinguished career is highlighted by her proficiency in orchestrating diverse and impactful digital campaigns. Her portfolio boasts collaborations with prestigious organizations, including Civil Society Budget Advocacy Group, Oxfam in Uganda, Huawei ICT Academy Uganda, Ministry of Tourism Wildlife and Antiquities, Minister of State Hon. Martin Mugarra Comms, KCB Bank Uganda, CFAO Motors Uganda, KFC, JESA, ICEA Lion, Nice House Of Plastics, Wave Uganda, Ministry of Finance, Mastercard Foundation, Resource Rights Africa, SEATINI, UN Women, Ministry of Health Uganda, Shell Uganda, and many more.

Key attributes that set Rita apart include her strategic vision, analytical prowess, and a demonstrated ability to translate business goals into successful digital initiatives. She possesses a nuanced understanding of leveraging digital channels for government, NGOs, and private sector entities, resulting in consistently positive outcomes. Rita isn't just a Digital Marketing Director; she is a results-driven leader who brings a transformative approach to every project. By aligning her expertise with your organizational objectives, Rita is poised to elevate your digital presence, drive engagement, and deliver measurable success in the competitive landscape of digital marketing.

# MOSES MBONA, STUDIO DIRECTOR/ ART DIRECTOR



Meet our creative maestro, who constantly works his magic! With over ten years of experience, he's left his mark on multinational and local companies across various Uganda and East Africa sectors.

He goes above and beyond, putting in immense effort and infusing creativity in equal measure to deliver exceptional results. He has worked on campaigns for renowned beverage companies like Uganda Breweries and Serengeti Breweries.

Whether capturing the essence of a refreshing beer or bringing the spirit of celebration to life, Sando knows how to make these brands shine.

# VIOLET NAKIGGWE, HEAD OF PR



Introducing Violet, the communications wizard with a bag full of expertise and a sprinkle of magic! She's on a mission to make organizations grow, enhance their brand reputation, and achieve strategic communication goals.

With her strategic thinking and innovative approach, she's like a superhero in the world of communication. She can build lasting relationships with clients and stakeholders while captivating them with her exceptional writing and storytelling skills.

The media landscape is her playground; she knows how to make positive brand exposure soar.

# HILDA KAKATE, HEAD OF MEDIA



Presenting the reigning media queen, the driving force behind "Don't Touch That Dial"! With unparalleled glamour and media expertise, she dominates both the streets and the airwaves, exploring every channel.

Her knowledge has benefited (Chipper, Shell Uganda, Uganda Development Bank, Equity Bank, Housing Finance Bank, Carrefour Uganda, Jubilee Life Insurance, and Jumia).

Prepare for an extraordinary media expert, poised to make a substantial impact in the industry. Get set to acknowledge the ultimate authority in all things MEDIA!

# VICTOR OLOO, DIGITAL GROWTH MANAGER



A seasoned Digital Growth Manager boasting over five years of expertise in the dynamic realms of Digital and Content Marketing. His exceptional track record showcases a talent for crafting and executing digital marketing strategies that not only spur growth but also enhance profitability for his esteemed clients. Victor's journey is marked by an impressive portfolio, featuring collaborations with influential entities such as NBS Television, Next Radio, Sanyuka Television, CFAO Motors Uganda, Wave Mobile Money, ICEA LION Insurance Uganda, Express Football Club, SafeBoda, and Uber Uganda, among other notable names. His strategic prowess extends beyond the conventional, offering tailored digital marketing strategies that align seamlessly with each client's unique needs.

Within this rich tapestry of experiences, Victor has consistently demonstrated his ability to propel clients toward achieving their marketing objectives while fostering robust business growth. His strategic finesse, combined with a deep understanding of the digital landscape, makes Victor Immanuel Oloo a driving force in the realm of Digital Growth Management. Partnering with him ensures not just a service but a transformative journey towards digital success.

**OUR  
PARTNER  
S  
REFS**



KCB BANK Uganda Ltd  
Commercial Plaza  
Plot 7, Kampala Road  
P. O. Box 7389  
Kampala, Uganda  
Tel: +256 317 118200  
Email: ContactCenterUG@ug.kcbbankgroup.com

18<sup>th</sup> August, 2021

Dear Sir/Madam

#### **RECOMMENDATION LETTER**

We onboarded Zeus Agency in January 2021 as our Creative and Digital Agency. We have received exceptional commitment, passionate ideas and excellent execution in their work.

The agency supports our communication needs right from ideation through to execution across several of our platforms from Digital, Staff Communications, and Traditional Media.

We have since launched several successful Campaigns including New Product Launches, Internal Brand revamp initiatives and turned around our overall digital persona.

Their focus on consumer insights to create meaningful creative strategy has improved our customer engagement enhancing product uptake and ultimately improved our bottom lines.

I would strongly recommend Zeus as a creative partner for your business.

Do not hesitate to contact me on +256 702 042 579 for any further clarification.

Sincerely,

Diana Komukama Ssempebwa  
Head of Marketing and Communications

KCB Bank Uganda Limited  
Directors: Constant Othman Mayende (Chairman), Edgar Omoro, Apollo Obbo, Paul Russel, Gertrude Wamala Karugisa,  
Caroline Akinyi Ratar Odingo, Edgar Byaruhwa (Managing Director), Agnes N. Mayanja (Executive Director)

[www.kcbgroup.com](http://www.kcbgroup.com)



UGANDA BREWERIES LIMITED

The Procurement Manager  
KCB Bank Uganda Limited  
Kampala

Re: **ZEUS THE AGENCY RECOMMENDATION LETTER**

I am writing to recommend and endorse the services of Zeus The Agency.

Zeus has been working for our company for the last 3 years as our marketing and advertising agency on multiple brands and projects. Their marketing knowledge, creativity, initiative and attention to detail have aided in keeping our brands connected to our consumers in a fiercely competitive market.

Zeus has demonstrated agility and dedication in all the projects they have been involved in, with commendable service delivery through their team of professional staff.

I therefore highly recommend Zeus the agency for any creative and advertising related work.

For any further queries or inquiries, please feel free to contact me.

Kind Regards,

Robert Victor Nalibwa  
MARKETING MANAGER/HEAD OF SPIRITS

Uganda Breweries Limited, Plot 6/11 P.O. Box 7119 Kampala  
Tel: 0312 2100011 0454 11 0000 2434 01 107



To whom it may concern

Dear Sir/Madam

REF: **RECOMMENDATION FOR ODD GORILLA ADVERTISING AGENCY**

I am writing to recommend Odd Gorilla Advertising Agency as an exceptional choice for your advertising needs. We have had the pleasure of working closely with them on numerous successful campaigns and we have been consistently impressed by their creativity, professionalism, and commitment to delivering outstanding results.

Odd Gorilla brings a fresh and innovative approach to the advertising industry in Uganda. Their team of talented professionals possesses a deep understanding of market dynamics and consumer behaviour, allowing them to develop strategic and targeted advertising solutions.

One of the key strengths of Odd Gorilla is their ability to think outside the box and generate unique and compelling ideas. Their creative team consistently delivers concepts that are not only visually appealing but also convey the intended message effectively. Whether it's developing a captivating television commercial, designing eye-catching print advertisements, or creating engaging digital content, Odd Gorilla has consistently performed remarkably.

I have no hesitation in recommending them. Choosing Odd Gorilla as your advertising agency will undoubtedly result in a fruitful and enduring partnership.

Yours Sincerely

ANNETTE NAKIYAGA  
HEAD OF MARKETING AND CORPORATE COMMUNICATIONS  
I&M BANK UGANDA

I&M Bank Uganda Limited  
Plot 6/11, Kampala Rd  
P.O. Box 1025, Kampala, Uganda  
Tel: +256 (0) 417 751010  
Email: [info@imbank.co.ug](mailto:info@imbank.co.ug) Website: [www.imbankgroup.com](http://www.imbankgroup.com)



EMMANUEL MWAKA L.  
CHIEF EXECUTIVE OFFICER

Regulated by the Financial Regulatory Authority of Lithuania



HOLOLO ARCHER ROAD PLOT 3  
GROUND FLOOR UNCALO HOUSE  
EMAIL: absoluteresolution.us@gmail.com  
TEL: 0716641581 07162601981 0706767661

Manzi Rolland,  
Managing Director



Director,  
Xtrim Casting (U) Ltd

Plot 378, Mosque Close Bukoto [info@xtrimcasting.com](mailto:info@xtrimcasting.com)  
P.O.Box 9723 Kampala (Uganda) [+256 414 681931](tel:+256414681931)

[www.xtrimcasting.com](http://www.xtrimcasting.com)

9<sup>th</sup> March 2023

Dear Sir/ Madam,

**LETTER OF REFERENCE FOR ZEUS THE AGENCY LIMITED**

This serves to confirm that we have dealt with Zeus The Agency Limited since 2022, premised on their ability to provide efficient and effective Marketing and Advertising Services.

Accordingly, we have no hesitation recommending Zeus The Agency Limited to any entity that wishes to engage with them for the aforementioned services. Zeus The Agency Limited remains our service provider owing to their ability to provide creative, quality, and satisfactory Marketing and Advertising services to us.

We are grateful to have them on our panel of service providers and hope that you too shall have a similar experience once you have given them the opportunity to serve you.

This reference is given in good faith, without legal liability on behalf of the author or of Marie Stopes Uganda Limited

Yours Faithfully,



**Jonathan Phillip Kyetume**  
Marketing Manager

P.O. Box 10421, Kampala  
Tel: 1330-Ka-gu-Muyanga  
Kampala - Uganda.

Telephone:  
+256 (0) 414 510 018  
+256 (0) 789 850 822  
Company No. 41160

Email:  
info@mariestopes.ug  
Website:  
www.mariestopes.org.ug

Marie Stopes UG is part of the Marie Stopes International  
global partnership which has presence in 37 countries



**YALELO**  
UGANDA'S #1 FISH

Butembe Village, Buikwe District, Uganda

27<sup>th</sup> April 2023

To whom it may concern,

Dear Sir/ Madam,

**LETTER OF REFERENCE FOR ZEUS THE AGENCY LIMITED**

This letter serves as a recommendation for Zeus The Agency Limited as a unique, effective, and efficient digital advertising agency. Since we partnered with them, our social media platforms have grown and improved significantly. We also applaud them for their originality and creative content creation, which has improved the look and feel of our pages and helped to increase sales.

As a result, we wholeheartedly endorse Zeus The Agency Limited to any organization looking for a digital advertising agency. Zeus The Agency Limited continues to be our service provider because they can offer us innovative, high-quality, and gratifying Digital Marketing and Advertising services.

We appreciate having them on our panel.

Yours Faithfully,

Name: Michael Tumusime Mugisha



Designation: Marketing Officer

Address: 1<sup>st</sup> Floor Britam House Plot 24A Akil Bua Road, Nakasero, Kampala

Phone number: 0788102701

Email address: mtumusime@yalelo.ug



MTN 0779319996  
AIRTEL 0709190000

Facebook Twitter Instagram YouTube  
Yalelo Uganda

www.yalelo.ug



Head of Finance  
Vision Group

Dear Sir/Madam

**SUBJECT: Introducing Zeus The Agency as Vivo Energy Uganda Media Buying Agency.**

We're pleased to announce that, effective July 2023, **Zeus The Agency** has been appointed as the media agency for Vivo Energy Uganda. Vivo Energy Uganda is the licensed operator and distributor of Shell products in Uganda.

Zeus The Agency will be responsible for planning, buying, and monitoring of media across all channels on behalf of Vivo Energy Uganda.

I take this opportunity to thank Vision Group and to request you accord Zeus The Agency the usual support to enable them effectively execute their contractual duties to service the Vivo Energy Uganda account.

Yours sincerely,

Mark Mutungi



Brand Manager  
Vivo Energy Uganda

Vivo Energy Uganda  
P.O. Box 7082, Kampala  
Plot 9, 11, 7<sup>th</sup> Street Industrial Area  
Kampala

Tel: +256 312 210010  
Fax: +256 414 215311  
www.vivoenergy.ug



Shell Licensee

Shell is a registered trademark of Shell International



UGANDA  
ADVERTISING  
ASSOCIATION

Acknowledges



ZEUS THE  
AGENCY

as a certified member for the financial year  
April 1<sup>st</sup> 2023 to March 31<sup>st</sup> 2024

FRANK MUTHUSI  
CHAIRMAN

JASI ROMMEL  
SECRETARY GENERAL



# OUR LEGAL DOCS

CERTIFIED TRUE COPY

Certificate issued on: 28-08-2019 16:03, No: BRS-INCC-5-19/94292



THE COMPANIES ACT

## Certificate of Incorporation

(Under section 10(1) of the Companies Act 2012)

I CERTIFY that **ZEUS THE AGENCY LIMITED** (Limited by Shares) has this day been incorporated with Limited Liability.

Dated at Kampala, this **28th** day of **August** the year 2019.



Signature: PATRICIA OPOKA AKELLO

Registrar of Companies

Printed on 16:36:57 28-08-2019



Uganda Revenue Authority  
Uganda Revenue Authority

## Certificate of Registration

For General Tax Questions  
call our Toll Free  
0800117000  
Or log onto URA web portal  
<http://ura.go.ug>

Notice IT-1112

Notice Date: 23/02/2015



This is to certify that taxpayer shown herein has been registered with Uganda Revenue Authority

### Section A : Taxpayer Information

|                                |                         |
|--------------------------------|-------------------------|
| Taxpayer Identification Number | 1015761728              |
| Taxpayer Legal Name            | ZEUS THE AGENCY LIMITED |
| Business Name                  | ZEUS THE AGENCY LIMITED |

### Section B : Headquarter Office or Principal Place of Business Physical Address

|                                                                 |                                |                                                |
|-----------------------------------------------------------------|--------------------------------|------------------------------------------------|
| 1) Plot Number<br>7                                             | 2) Street Name<br>LOURDEL ROAD | 3) Building Name<br>AHA TOWERS, FORTH FLOOR    |
| 4) Trading Center<br>NAKASERO                                   | 5) District/City<br>KAMPALA    | 6) County/Municipality<br>KAMPALA CENTRAL DIVI |
| 7) Sub-County/Town Council/Division<br>KAMPALA CENTRAL DIVISION | 8) Parish<br>NAKASERO II       |                                                |
| 9) Village/Local Council<br>NAKASERO HILL                       |                                |                                                |

### Section C : Nature of Business Activity

|                                                       |
|-------------------------------------------------------|
| M - Professional, scientific and technical activities |
|-------------------------------------------------------|

### Section D : Registration Details

| S/N | Tax Type Registered for | Effective Date of Registration | Effective Date of Cancellation |
|-----|-------------------------|--------------------------------|--------------------------------|
| 1   | TIN NON INDIVIDUAL      | 01/10/2019                     |                                |
| 2   | Value Added Tax         | 01/02/2021                     |                                |
| 3   | Imports and Exports     | 01/10/2019                     |                                |
| 4   | Motor Vehicle           | 01/10/2019                     |                                |
| 5   | Income Tax              | 01/10/2019                     |                                |

The above TIN must appear on all your tax invoices and correspondences with Uganda Revenue Authority. Your accounting date is 30 June as per Sec 39(1) of the Income Tax Act, Cap 340 unless a change has been approved by the Commissioner General. This Certificate shall remain in force until it is cancelled.

### Section D - Official URA Representative

|                                           |                                              |
|-------------------------------------------|----------------------------------------------|
| Authorized Signature                      | Designation of Signatory<br>Officers Grade 1 |
| Printed Name of Signatory<br>Peter Lusiko | Contact Number                               |



Company form 20

Reg 26(3)

THE REPUBLIC OF UGANDA  
 THE COMPANIES ACT 2012

NOTIFICATION OF APPOINTMENT OF DIRECTOR AND SECRETARY OF  
 COMPANY

(Under section 192 (1) (4) of the Act)

Company name: ZEUS THE AGENCY LIMITED

Presented by: ZEUS THE AGENCY LIMITED

TO THE REGISTRAR OF COMPANIES

TAKE NOTE that the person/ persons whose particulars are provided below has/have been appointed as director/ directors/ secretary of the above named company with effect from the 25<sup>th</sup> day of 09 the year 2023

(a) PARTICULARS OF DIRECTORS -INDIVIDUALS

| Names                 | Date of Birth | Address                                               | Nationality | Occupation     | Other Directorships |
|-----------------------|---------------|-------------------------------------------------------|-------------|----------------|---------------------|
| KYASIMIRE TRACY       | 1996-03-13    | UGANDA , CENTRAL , KAMPALA , NAKASERO , CHESTEL TOWER | UGANDAN     | BUSINESS WOMAN |                     |
| MUTANYI JEFFREY AMANI | 1979-01-21    | UGANDA , CENTRAL , KAMPALA , NTINDA , VILLAGE 1       | KENYAN      | BUSINESS MAN   |                     |

PARTICULARS OF CORPORATE DIRECTORS

| Names | Address | Postal address |
|-------|---------|----------------|
|-------|---------|----------------|

(b) PARTICULARS OF THE PERSON(S) WHO IS SECRETARY  
 PARTICULARS OF INDIVIDUAL SECRETARY

| Names                | Residential Postal address                                          |
|----------------------|---------------------------------------------------------------------|
| TUSHEMERERWE MARGRET | UGANDA , CENTRAL , KAMPALA , CENTRAL DIVISION , NAKASERO I , SHIMON |

PARTICULARS OF CORPORATE SECRETARY

| Names | Registered office |
|-------|-------------------|
|-------|-------------------|

Dated the 25<sup>th</sup> day of October the year 2023



Company Form 18



THE REPUBLIC OF UGANDA  
 THE COMPANIES ACT

NOTICE OF SITUATION OF THE REGISTERED OFFICE AND THE  
 REGISTERED POSTAL ADDRESS OR OF ANY CHANGE THEREIN

(Under section 116 of the Act)

Name of Company: ZEUS THE AGENCY LIMITED

NOTE- This Notice must be forwarded to the Registrar of Companies within 14 days after the date of the incorporation of the company or of the change, as the case may be.

Presented by: DIRECTOR

NOTICE of the situation of the Registered office of any change therein.

TO: THE REGISTRAR OF COMPANIES:

ZEUS THE AGENCY LIMITED  
 (insert name of company) hereby gives you notice, in

accordance with section 116 of the Companies Act, that the Registered Office of the  
 Company is situated at Plot 11, SALUBA BAY ROAD, 2<sup>nd</sup> FLOOR BOVIS BUILDING NTINDA - K' LA  
 and the registered postal address of the company is

P.O. BOX 109417 KAMPALA  
 from the 1<sup>st</sup> day of SEPT the year 2021

Signed

(Director/ Secretary)

DATED the 30<sup>th</sup> day of JUNE the year 2022

**CERTIFIED TRUE COPY**

THE REPUBLIC OF UGANDA

IN THE MATTER OF THE COMPANY'S ACT NO. 1 OF 2012

AND

IN THE MATTER OF ZEUS THE AGENCY LIMITED

BOARD RESOLUTION

At the Board meeting of the Directors of **ZEUS THE AGENCY LIMITED** held in Kampala on the 13<sup>th</sup> Day of September, 2019, it was agreed and resolved that;

1. The Company opens a Bank Account with STANDARD CHARTERED BANK, STANBIC BANK, CENTENARY BANK, BARCLAYS BANK, POST BANK.
2. JEFFREY AMANI MUTANYI and ONYAIT ODEKE be and are hereby appointed joint signatories to the said Account.
3. The Registrar of Companies is notified accordingly.

.....  
JEFFREY AMANI MUTANYI  
DIRECTOR

.....  
ONYAIT ODEKE  
DIRECTOR/SECRETARY

Drawn & filed:

M/s Elau & Ochom Advocates  
And Legal Consultants,  
Unit 7, Noble Start Homes,  
Kaduyu Road off Kigobe Road,  
Kiwatule- Ntinda,  
P.O. Box 4881, Kampala.



THE REPUBLIC OF UGANDA  
IN THE MATTER OF THE COMPANIES ACT NO. 1 of 2012  
IN THE MATTER OF ZEUS THE AGENCY LIMITED

SPECIAL RESOLUTION

AT THE SHARE HOLDERS MEETING OF **ZEUS THE AGENCY LIMITED** held on the.....25.....day of .....sept..... 2023, at the company offices, **IT WAS DISCUSSED AND RESOLVED AS FOLLOWS;**

1. That the company's allotment of shares before any transfers are made as follows

| NAME OF SHAREHOLDERS  | NUMBER OF SHARES |
|-----------------------|------------------|
| ONYAIT ODEKE          | 55               |
| JEFFREY AMANI MUTANYI | 45               |
| TOTAL SHARES          | 100              |

2. That ONYAIT ODEKE transfers his 51 Ordinary shares to TRACY KYASIIMIRE AND 4SHARES TO MUTANYI JEFFREY AMANI and he's ceasing as a company secretary ,director and shareholder to the company
3. That TRACY KYASIIMIRE is being appointed as anew shareholder and director to the company.
- 4.That the company appoints TUSHEMEREIRWE MARGRET as the new secretary.

- 5.That Shareholding of the company now stands as follows.

| NAMES OF SHAREHOLDERS | NUMBER OF SHARES |
|-----------------------|------------------|
| KYASIIMIRE TRACY      | 51               |
| JEFFREY AMANI MUTANYI | 49               |
| TOTAL SHARES          | 100              |

- 6.That the Registrar of companies be notified accordingly.

DATED this.....25.....day of .....SEPT.....2023

.....  
JEFFREY AMANI MUTANYI  
SHAREHOLDER

.....  
ONYAIT ODEKE  
SHARE HOLDER



REGISTER  
OF  
PROVIDERS

#### REGISTER OF PROVIDERS SECRETARIAT

PPDA - URF Towers  
Plot 39 Nakasero Road  
P.O. Box 3925, Kampala, Uganda  
Tel: +256 414 311168 | +256 414 707483  
Email: [servicesdesk@ppdauganda.go.ug](mailto:servicesdesk@ppdauganda.go.ug)  
Website: [www.ppdauuganda.go.ug](http://www.ppdauuganda.go.ug)

#### PPDA REGISTER OF PROVIDERS CERTIFICATE OF REGISTRATION

This is to certify that:

**ZEUS THE AGENCY LIMITED**  
PLOT 11, ROVIS BUILDING, SALIM BAY ROAD, NTINDA, STRETCHER KAMPALA, UGANDA.  
Tel: 256773180372  
Email: [zeusagencylimited@gmail.com](mailto:zeusagencylimited@gmail.com)  
Registration Number: **PRV/SRVCS/2303286/MAR/23**

Has been duly registered on PPDA Register Of Providers for the period 28 March 2023 to 28 March 2024 under the following categories:

| CATEGORY | SUB CATEGORIES                                                                                     |
|----------|----------------------------------------------------------------------------------------------------|
| Services | <ul style="list-style-type: none"><li>Advertising</li><li>Advertising and media services</li></ul> |

Signed on behalf of the PPDA Register Of Providers:

Name: Anna M. Senyonyo

Date issued: 28 March, 2023

Signature:

This certificate shall cease to be valid if the provider is suspended by the PPDA.

#### "PROCUREMENT THAT DELIVERS"

[servicesdesk@ppdauganda.go.ug](mailto:servicesdesk@ppdauganda.go.ug) [www.ppdauuganda.go.ug](http://www.ppdauuganda.go.ug) [ppdauganda](https://www.facebook.com/ppdauganda) [ppdauganda](https://www.instagram.com/ppdauganda)

Western Region Office - Mbale  
KCCA's Building, Setena Extension Court  
Mwenge, Mbale Road  
P.O. Box 1303, Mbale, Uganda  
Tel: +256 414 758885

Eastern Region Office - Jinja  
Plot 1, Court Road, Ochi Plains  
P.O. Box 2773, Jinja, Uganda  
Tel: +256 477 697103

Northern Region Office - Gulu  
Plot 1, Lower Churchill Drive  
P.O. Box 599, Gulu, Uganda  
Tel: +256 477 432010



241707347

For General Questions  
Call our General Line  
+256 (0)31 900000/0800 299000  
Or log onto [www.kcca.go.ug](http://www.kcca.go.ug)

TLC: 20231295963

#### TRADE LICENCE CERTIFICATE

31/07/2023

|               |                         |                      |                         |
|---------------|-------------------------|----------------------|-------------------------|
| Business Name | ZEUS THE AGENCY LIMITED | City operator        | ZEUS THE AGENCY LIMITED |
| COIN          | 0000398881              | Telephone number     | 0773180372              |
| TIN           |                         | URSB Certificate No. | 80020002062121          |
| PRN           | 2240000368847           |                      |                         |

#### Section A. Payment registration details

|                     |                                        |                             |                     |
|---------------------|----------------------------------------|-----------------------------|---------------------|
| Nature of Business: | Agencies                               | Trade License Payment Date: | 2023-07-11 12:00:00 |
| Amount (Ugx):       | 300000.00                              | Branch Code:                | TLS0234434          |
| Amount in words:    | Three Hundred Thousand shillings only. |                             |                     |

#### Section B. Location Details

|                |           |           |                 |
|----------------|-----------|-----------|-----------------|
| Building Name: | PLOT 11   | Division: | Nakawa Division |
| Shop Number:   | SALIM BAY | Parish:   | NTINDA          |
| Zone/Village:  | VILLAGE V | Grade:    | 1               |

#### Section C. Official KCCA Representative

|                                         |                             |                      |  |
|-----------------------------------------|-----------------------------|----------------------|--|
| Designation of the Authorized Signatory | Director Revenue Collection | Authorized Signature |  |
| Issued By                               | Sandra Nakimuli             |                      |  |

This Certificate has been issued on behalf of the Executive Director

The above COIN must appear on all your correspondences with Kampala Capital City Authority (KCCA).  
Please note that this certificate shall remain valid for 12 Months from the date of payment unless revoked.  
License Expiry Date: 2024-07-11 12:00:00



CERTIFIED TRUE COPY

THE REPUBLIC OF UGANDA  
THE COMPANIES ACT NO. 1 OF 2012  
MEMORANDUM AND ARTICLES OF ASSOCIATION OF A COMPANY  
LIMITED BY SHARES



MEMORANDUM OF ASSOCIATION OF ZEUS THE AGENCY LTD.  
1. The name of the company is " ZEUS THE AGENCY LTD. "  
2. The registered office of the company will be situated in Uganda.  
3. The objects for which the company is established are TO CARRY OUT THE BUSINESS OF MARKETING SERVICES COMMUNICATIONS  
and of the doing all such other things as are incidental or conducive to the attainment of those objects.  
4. The liability of the members is limited.  
5. The share capital of the company is 1,000,000 (Insert the amount of share capital) divided into 100,000 shares of 10,000 shillings each.

WE, the several persons whose names and addresses are subscribed, desire to be formed into a company, under this memorandum of association and we respectively agree to take the number of shares in the capital of the company set opposite our respective names.

| Names, postal addresses and occupations of subscribers | Number of shares taken by each subscriber | Signature subscribers | Of |
|--------------------------------------------------------|-------------------------------------------|-----------------------|----|
| 1. ONYAIT ODEKE                                        | 55                                        | <i>[Signature]</i>    |    |
| 2. JEFFREY AMANI                                       | 45                                        | <i>[Signature]</i>    |    |
| 3. MUTAMBI                                             |                                           |                       |    |
| #                                                      |                                           |                       |    |
| Total shares taken                                     |                                           |                       |    |

Dated 28 day of Aug 20 19

Witness to the above signatures *[Signature]* WABERA SAMUEL

ARTICLES OF ASSOCIATION ZEUS THE AGENCY LTD.  
☐ Adopt table A Part II of Companies Act 2012  
☐ Adopt table A Part II of Companies Act 2012 with modification (Attach the modification)

WE, the several persons whose names and addresses are subscribed, desire to be formed into a company, under this Articles of association.

| Names, postal addresses and occupations of subscribers | Signature of subscribers |
|--------------------------------------------------------|--------------------------|
| ONYAIT ODEKE                                           | <i>[Signature]</i>       |
| JEFFREY AMANI                                          | <i>[Signature]</i>       |

Dated 28 day of Aug 20 19

Witness to the above signatures *[Signature]* WABERA SAMUEL

<sup>1</sup> Recommended, not more than 2 pages

STAMPS ACT  
Duty Chargeable  
Paid: 50,100  
Under No. 0226

CERTIFIED TRUE COPY



THE REPUBLIC OF UGANDA  
IN THE MATTER OF REGISTRATION OF DOCUMENTS ACT, CAP. 81  
AND

IN THE MATTER OF GRANT OF POWERS ATTORNEY BY ZEUS THE AGENCY LTD TO JEFFREY AMANI  
POWERS OF ATTORNEY

BY this POWER OF ATTORNEY executed this 16TH day of JUNE 2022, WE ZEUS THE AGENCY LTD P.O BOX 12022 Kampala Uganda do hereby appoint, nominate, ordain/empower and /or otherwise authorize, her JEFFREY AMANI (DIRECTOR) herein referred to as the Donee, to be and act as our true and lawful attorney with power to do all or any of the following acts;

1. To fully represent and bind the company in all transactions between us and any other organization, government agency and any other person or body for purposes of executing any agreement, deed or any other documents and instruments for executing any contracts to be signed by ZEUS THE AGENCY LTD and do such acts, matters and things as may be necessary and/or expedient for carrying out the power hereby given.
2. To execute any instrument and bind ZEUS THE AGENCY LTD in any bidding process, tender and any other related contractual obligation.
3. To represent ZEUS THE AGENCY LTD in any discussion and proceeding necessary to execute the powers herein given.

AND the said ZEUS THE AGENCY LTD does hereby undertake to CONFIRM or RATIFY whatever our said Attorney shall lawfully do or cause to be done by virtue of these powers.

IN WITNESS WHEREOF the directors of ZEUS THE AGENCY LTD do append their hand and signatures on day and year first above written.

Signed for ZEUS THE AGENCY LTD (DONOR)

*[Signature]*  
DIRECTOR  
*[Signature]*  
DIRECTOR

Signed by the said JEFFREY AMANI

*[Signature]*  
(DONEE)

|                                                                                                                                                             |                                                                                                     |                                                                                                                                                                      |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <br>Uganda Revenue Authority<br><small>EMPOWERING UGANDANS TOGETHER</small> | <b>TRANSACTION TAX<br/>CLEARANCE CERTIFICATE</b><br>(Issued under Sec. 134 Income Tax Act, CAP 340) | For General Tax Questions<br>call our Toll Free<br>0800117000<br>Or log onto URA web portal<br><a href="https://ura.go.ug">https://ura.go.ug</a><br>Notice - DT-2091 |
|                                                                                                                                                             | Issue Date: 10/11/2023                                                                              |                                                                                                                                                                      |

Certificate Reference Number

CR01240194522

Certificate Barcode



URA hereby certifies that the applicant whose particulars appear below has complied with the required tax obligations for the tax period from: 01/07/2023 to: 30/06/2024

## Section A: Applicant's Particulars

|                                      |                                                                                                              |
|--------------------------------------|--------------------------------------------------------------------------------------------------------------|
| Tax Payer BRN                        | 80020002062121                                                                                               |
| Taxpayer Identification Number (TIN) | 1015761728                                                                                                   |
| Taxpayer's Legal Name                | ZEUS THE AGENCY LIMITED                                                                                      |
| Taxpayer Business Name               | ZEUS THE AGENCY LIMITED                                                                                      |
| Physical Address                     | FORTH FLOOR, AHA TOWERS, MOSQUE CLOSE, LOURDEL ROAD, KAMPALA, KAMPALA CENTRAL DIVI, KAMPALA CENTRAL DIVISION |

## Section B: Addressee's Particulars

|                                      |                               |
|--------------------------------------|-------------------------------|
| Taxpayer Identification Number (TIN) | 1009841269                    |
| Addressee's Legal Name*              | PETROLEUM AUTHORITY OF UGANDA |
| Addressee's Business                 |                               |
| Transaction Reference Number         |                               |
| Phone Contact                        | 256 - 776559010               |
| Email                                | finance@pau.go.ug             |

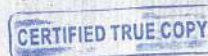
## Section C: Purpose of TCC

This TCC has been issued to the applicant for the purpose below:

- 1) Supplying goods or services to a Ministry, Department or Agency of Government

## Section D: Official URA

|                                                                                               |             |
|-----------------------------------------------------------------------------------------------|-------------|
| Name of Issuing Officer                                                                       | Sam Besigye |
| Designation of Issuing Officer                                                                | Supervisor  |
| Contact Number                                                                                |             |
| This Certificate has been issued for and on behalf of the Commissioner / Commissioner General |             |



Company Form 18

THE REPUBLIC OF UGANDA

THE COMPANIES ACT 2012

NOTICE OF SITUATION OF THE REGISTERED OFFICE AND THE  
REGISTERED POSTAL ADDRESS OR OF ANY CHANGE THEREIN

(Under section 116 of the Act)

Name of Company: ZEUS THE AGENCY LIMITED

NOTE: This notice must be forwarded to the Registrar of Companies within 14 days after the date of the incorporation of the company or of the change, as the case may be.

Presented by: ELAM & DUTTON ADVOCATES

NOTICE of the situation of the Registered Office or of any change therein.

TO: THE REGISTRAR OF COMPANIES:

ZEUS THE AGENCY LIMITED

(Insert name of company) hereby gives you notice, in accordance with section 116 of the companies Act, that the Registered Office of the company is situated at PLOT 7, LOURDEL ROAD, AHA TOWERS, RECUS 4TH FLOOR-KAMPALA and the registered postal address of the company is

12022, KAMPALAfrom the 28 day of Aug the year 2019

Signed [Signature]  
(Director/Secretary)

DATED the 28 day of Aug the year 2019

# **SOME CASE STUDIES**



ZEUS THE  
AGENCY

MONEY NOT  
MONEY-ING?  
**Leave  
EAT  
to KFC®**



## Challenge

January is infamous for financial strife. It's the month people turn every last jean pocket inside out, hoping a few notes survived the December holiday spending spree. It's usually characterised by strained wallets and frowns. This was nothing a delicious KFC meal couldn't turn upside down.

KFC gleaned from this insight and crafted a campaign to offer affordable meal options.

The campaign was tailored to drive home the message that even when there seemed to be more month than money, KFC was to be their last stand when it came to food. All one had to do was 'Leave eat to KFC'. See that? Therein lay the line, 'Leave eat to KFC' communicated the idea that KFC was the ideal solution for budget-conscious consumers.

We got to work.

## Strategy

The campaign leveraged the price pleading and budget reading consumer behaviour that comes with the financially challenging January. The campaign understood this pain point and communicated it in a fun, relatable way. Fun is fun, right?

KFC then created region-specific billboards with unique messages tailored to different areas, addressing their specific economic and cultural characteristics. This approach ensured the message felt locally relevant and personal to the intended market. The visual team worked double time to make the already juicy chicken extra mouthwatering.

Once locked in the billboard front, it was time to take the OOH campaign to digital platforms, where KFC emphasised affordability and quality of its meals.

## Results

The campaign was a delicious success. It achieved all of its objectives, increasing brand awareness and consideration among budget-conscious consumers, driving sales of KFC's meal deals in January, and positioning KFC as the go-to choice for affordable and delicious meals during a financially challenging time and every other finger-licking good time.

# 62.2%

increase in online  
interactions with the  
impressions growing  
to over 1 million





ZEUS THE  
AGENCY



# YOUR TIME IS NOW REACH FOR MORE

**Campaign Theme:**  
"Your Time is Now:  
Reach for More."

## CHALLENGE:

Lager had a dream. To connect with its Ugandan customers on a deeper level and inspire them to pursue their dreams. Because, why not? All remarkable achievements started with a dream.

This is where the fun began. Pilsner Lager has always been the beer of the middle-class working Ugandan. So, we set out to launch a campaign that would resonate with them and position Pilsner Lager as the brand that supports their aspirations. Ugandan dreamers desired to be seen; they desired to be on the scene.

## STRATEGY

### We set the scene.

Pilsner Lager set out to understand its customers. We found out that many dreams were being shelved because of limited platforms. They needed a push into the limelight but to no avail. Once figured, we crafted the theme: Your time is now; reach for more. Those dreams were in touching distance and Pilsner was here to accelerate the pursuit.

Through storytelling, we unpacked what success looked like for Ugandans, from its mundane trials to magic. These stories unpacked the journeys of individuals who had overcome challenges and made it, portraying Ugandans as the heroes and protagonists of their narratives.

The campaign aired and echoed across various media channels. Pilsner Lager then helped to organise and sponsor activations in local communities that aligned with the campaign's message. These included Bayimba Festival, Empango, Kasiki, and Bakiga Nation. Here, the consumers could interact with the brand and experience the campaign's message firsthand, soaking in the gospel of catching dreams while reaching for more Pilsner.

There were more goals to score. Pilsner Lager took this message of success to the pitch, rewarding the player of the match in the Uganda Super League.

### Results:

We fulfilled the campaign's dream. Budding talents serenaded events, footballers framed pictures of themselves with the Pilsner Man of the Match, start-ups sold merch at events, and at the end of the day, multitudes raised a Pilsner to achieved goals. Pilsner bowed out with increased brand recognition against the backdrop of the cheers of achieved dreams.

## CAMPAIGN RESULTS

Number one UBL  
beer brand by  
volume

Meaningfulness  
scores grew from  
**82% to 100%**

Grew brand love  
from **6.4% to 6.6%**

Grew trial by **+10%**

Grew sales by **+10%**



ZEUS THE  
AGENCY



# GENDA OKIKUBE

## CHALLENGE

Commercial drivers are a vital part of the economy, but the road comes with a unique set of challenges.

From long hours to tight budgets, and heavy reliance on their vehicles to earn a living, Vivo Energy Uganda recognized these challenges and set out to create a campaign that would empower commercial drivers and gas them up for success.

## OBJECTIVES

Increase brand awareness and consideration among commercial drivers.

Drive sales of Shell Rimula engine oil. Position Vivo Energy Uganda as a trusted partner and supporter of commercial drivers.

## INSIGHT

Our drivers spend most of their time/days on the road looking forward to coming home, a successful day means coming back safe and sorted (financially). Time at home is both rest and reward.

Vivo Energy Uganda launched the "Genda Okikube" campaign, which means "go and succeed" in Luganda. The campaign focused on providing commercial drivers with valuable rewards and support.

The concept of rewards programs had been mostly an exclusive club for elite and middle-class customers, and now Vivo Energy was inviting a new class to the act.

To start, Vivo Energy Uganda segmented its target audience and identified the specific needs and challenges commercial drivers face. This allowed them to tailor the campaign messaging and rewards accordingly.

The campaign's focal point was Shell Rimula engine oil, a vital product for commercial drivers. Vivo Energy Uganda highlighted the benefits of Shell Rimula, such as engine protection and fuel efficiency, in its communication materials. For every trial and purchase of Shell Rimula, Vivo Energy Uganda gave out much more than merch, offering rewards and incentives, including discounts, cashback, and exclusive offers. These rewards were designed to help commercial drivers save money and improve their livelihoods. So they could save some coin as they serve their community (families) which in essence was/is the true definition of success for the commercial driver.

Vivo Energy Uganda used a multi-channel communication approach to reach its target audience.

This included in-person promotions at fuel stations, digital marketing, and social media.

To maximize outreach and impact Vivo Energy Uganda also partnered with local transport associations and cooperatives. The campaign's messaging was tailored to the unique benefits of Shell Rimula for commercial drivers. Reminding our star drivers to always go well with Shell by emphasizing the importance of engine protection and fuel efficiency, as well as the peace of mind that comes from using a high-quality product.

Vivo Energy Uganda used data analysis to refine and improve the campaign throughout its duration. Customer feedback and purchase data were used to optimize the rewards system and communication strategies.

## RESULTS

The "Genda Okikube" campaign was a resounding success.

By fixing the ordinary day-to-day 'challenges', we created a community of commercial drivers and in turn Vivo Energy made the customer the community and the community the cause.

The campaign achieved all its objectives, increasing brand awareness and consideration among commercial drivers, driving sales of Shell Rimula engine oil, and positioning Vivo Energy Uganda as a trusted partner and supporter of commercial drivers.



## STATS

**13,643** Liters of Rimula were sold representing 110.5% Performance.

**21 winners** successfully received 3,000,000/- each worth of School Fees

Total PR Value worth UGX 135,745,950 with **100%** positive tonality



ZEUS THE  
AGENCY



# UGANDA WARAGI COMEDY

## CASE STUDY

### HOW UG GOT ITS GROOVE BACK

#### CHALLENGE:

Uganda Waragi woke up and chose happiness. We wanted to create a unique and engaging experience for our people, and if we could fashion one that created a happy, lasting impression while giving our brand a boost in equity and top-of-mind awareness, we'd drink to that. You see, post-pandemic, Ugandans, a people revered for their optimism and positivity, needed a pick-me-up. Times were dire and gloomy, sponsored by the lack of a consistent party life and the semi-arid climate in wallets because businesses had been snipped by the economic hitman.

**Laughter was the medicine.** We just needed to conjure up the right combination. Ugandans find humour in everything. Life's no joke but all we can do is take a joke. We started cooking.

Comedy Store, fronted by Alex Muhangi, had registered substantial success and seemed to hit the right notes with Ugandans, lifting their spirits. Therein lay the answer: to reaffirm our position as the spirit that brings Ugandans together and turn the collective frown upside down, we would partner with Uganda's biggest humour mill.

The baby borne of this blissful union was baptised Uganda Waragi Comedy Store, heralded as the perfect cocktail to bring back the youthful happiness we are known for and celebrate the new lease on life that lay ahead of us. The show was promoted through various media channels to ensure maximum visibility and attendance. Featured were established and budding Ugandan comedians, showcasing local talent and providing a platform for growth while bringing Ugandans together through gin n' jokes.

#### RESULTS

Twakikuba! Ribs were cracked—not literally. The shows were well attended—packed muntu ku muntu. Smiles lit the venues. Laughs were laughed. The numbers on our social media sites kept rising. The feedback was so overwhelmingly positive. The partnership and concept were the breath of fresh air this country needed.

UG was back!

Uganda Waragi activated at

**30** comedy shows, involving over 20 comedians through weekly and one off shows.

Brand Salience grew by

**37%**

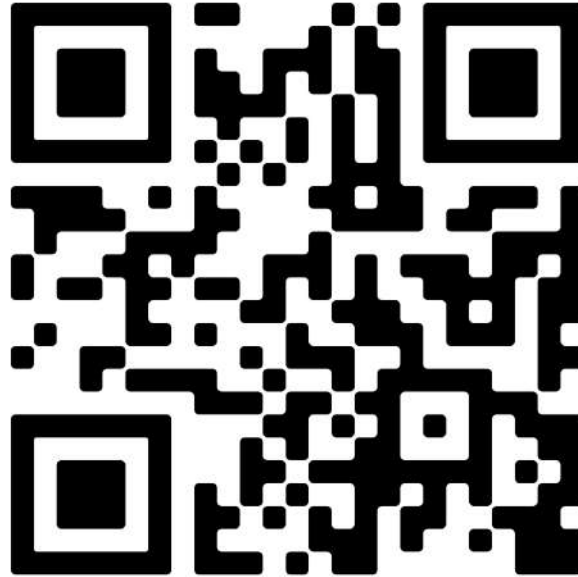
Brand Meaningfulness grew by

**41%**

**SAMPLE  
OF OUR  
DIGITAL  
WORK**

SCAN TO CHECK ZEUS SAMPLE OF WORK

---



#THEZEUSWAY



---

TO WATCH SOME OF THE VIDEOS DONE  
BY ZEUS THE AGENCY;

VISIT: [HTTPS://BIT.LY/ZEUSTAVIDEOS](https://bit.ly/zeustavideos)

**JESA**  
Start your adventure

**NEW**

# Time to jus it up

**Mighty Man**  
Fruit based dairy blend

**Pineapple Cocon**  
Fruit based dairy blend

**Cocktail Mag**  
Fruit based dairy blend

**A NEW REFRESHINGLY JUICY DAIRY BLEND**

@jesadairy jesa farm dairy

**A JESA movie for every little one**

Get free flavoured milk and a free toy for every ticket @ UGX 12,000.

TERMS AND CONDITIONS APPLY

**CINEMAX**

Start your adventure

**START THE WEEK STRONG**

Start with Vanilla Flavoured Milk.

**JESA**  
Start your adventure

**JESA**  
Start your adventure

**NEW**

**Mighty Man**  
Fruit based dairy blend

**Pineapple Cocon**  
Fruit based dairy blend

**Cocktail Mag**  
Fruit based dairy blend

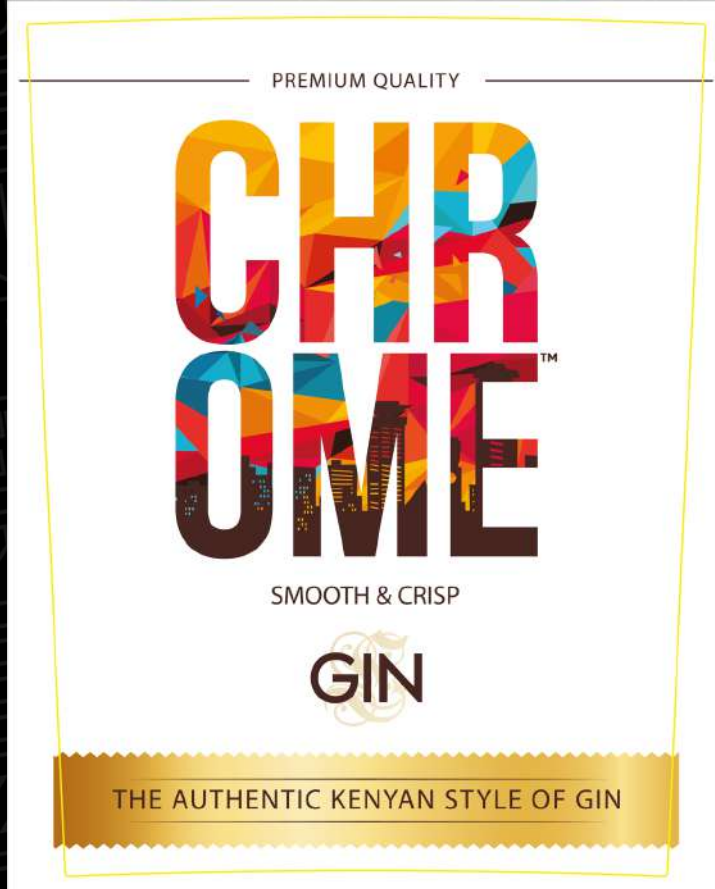
# just say jus!

**Tasty, Healthy & Refreshing**

@jesadairy jesa farm dairy







JOHNNIE WALKER

“THEY MADE  
US FEEL SMALL,  
BUT WE’RE THE  
GENERATION  
OF GIANTS”

BURNA BOY

KEEP WALKING



EXCESSIVE CONSUMPTION OF ALCOHOL IS HARMFUL TO YOUR HEALTH. STRICTLY NOT FOR SALE TO PERSONS UNDER 18 YEARS. PLEASE DRINK RESPONSIBLY.

JOHNNIE WALKER

“EVERY JOURNEY  
STARTS WITH  
A SINGLE STEP”

KEEP WALKING



EXCESSIVE CONSUMPTION OF ALCOHOL IS HARMFUL TO YOUR HEALTH. STRICTLY NOT FOR SALE TO PERSONS UNDER 18 YEARS. PLEASE DRINK RESPONSIBLY.

JOHNNIE WALKER  
PRESENTS BOLD TASTE.  
BOLD EXPERIENCES.



SLICK STUART  
& ROJA

MIXTAPE

BLEND

03.11.22

70K 100K

RAMPAK 1000K BOTTLES  
TABLE OF 8 2.5M

EXCESSIVE CONSUMPTION OF ALCOHOL IS HARMFUL TO YOUR HEALTH. STRICTLY NOT FOR SALE TO PERSONS UNDER 18 YEARS. PLEASE DRINK RESPONSIBLY.

JOHNNIE WALKER

JW  
GRAND  
PRIX



EXCESSIVE CONSUMPTION OF ALCOHOL IS HARMFUL TO YOUR HEALTH. STRICTLY NOT FOR SALE TO PERSONS UNDER 18 YEARS. PLEASE DRINK RESPONSIBLY.

JOHNNIE WALKER



EXCESSIVE CONSUMPTION OF ALCOHOL IS HARMFUL TO YOUR HEALTH. STRICTLY NOT FOR SALE TO PERSONS UNDER 18 YEARS. PLEASE DRINK RESPONSIBLY.

JOHNNIE WALKER

BRI-LIQUOR

OFFER AVAILABLE WHILE STOCK LASTS

BUY TWO PREMIUM BOTTLES.  
WIN A LUXURY DUFFEL BAG  
& GET A FREE JW GIFT BAG



THE ONE  
WHO MAKES  
LIFE &  
CELEBRATION  
KEEP WALKING



EXCESSIVE CONSUMPTION OF ALCOHOL IS HARMFUL TO YOUR HEALTH. STRICTLY NOT FOR SALE TO PERSONS UNDER 18 YEARS. PLEASE DRINK RESPONSIBLY.

KCB BANK

# KCB BIG FLEXER

## FESTIVE SPECIAL

Win amazing instant prizes  
when you swipe your card to  
make payments worth **UGX**  
**100K** or more at select KCB POS  
machines

\*Terms and Conditions Apply



VISA Mastercard JICA Verve

### CONTACT US TODAY

TOLL FREE: 800059111  
CALL: +36 200 568 231 | WHATSAPP: +36 707 376 603  
EMAIL: ContactCenterUG@kcbkibankgroup.com  
www.kcbkibankgroup.com

KCB Bank is Regulated by the Bank of Uganda. Customer Deposits are  
protected by the Deposit Protection Fund of Uganda up to UGX 10 million.  
Terms and Conditions apply.

For People.  
For Better.

KCB BANK

# KCB BIG FLEXER

## FESTIVE SPECIAL

Win amazing instant prizes  
when you swipe your card to  
make payments worth **UGX**  
**100K** or more at select KCB POS  
machines

\*Terms and Conditions Apply



VISA Mastercard JICA Verve

### CONTACT US TODAY

TOLL FREE: 800059111  
CALL: +36 200 568 231 | WHATSAPP: +36 707 376 603  
EMAIL: ContactCenterUG@kcbkibankgroup.com  
www.kcbkibankgroup.com

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protected by the Deposit Protection Fund of Uganda up to UGX 10 million.  
Terms and Conditions apply.

For People.  
For Better.

Shell  
V-Power

# UNBEATABLE REWARDS

Fill up 5 full tanks of our best fuel in a calendar month to grow your Shell Club points 5X to get our limited Unbeatable Rewards.

#Unbeatable



GO WELL



Measured using industry standard and Shell proprietary tests. 1 litre to power 100 km. Fuel system components such as intake valves and/or fuel injectors from the build up of performance robbing deposits. Actual effects and benefits may vary according to vehicle type, driving conditions and driving style. This guarantee provided. See [www.uk] for more information.

INNOVATION PARTNER  
SCUDERIA FERRARI

Shell  
V-Power

# POWER YOUR WEEKEND WITH OUR BEST

This **Power Weekend** fill up with our best ever performance and efficiency fuel at the price of Shell FuelSave.

#Unbeatable



GO WELL



Measured using industry standard and Shell proprietary tests. 1 litre to power 100 km. Fuel system components such as intake valves and/or fuel injectors from the build up of performance robbing deposits. Actual effects and benefits may vary according to vehicle type, driving conditions and driving style. This guarantee provided. See [www.uk] for more information.

INNOVATION PARTNER  
SCUDERIA FERRARI

Shell  
V-Power

# OUR BEST FOR YOUR CAR

Shell V-Power is the only fuel co-engineered with and recommended by Ferrari.

#Unbeatable



GO WELL



Measured using industry standard and Shell proprietary tests. 1 litre to power 100 km. Fuel system components such as intake valves and/or fuel injectors from the build up of performance robbing deposits. Actual effects and benefits may vary according to vehicle type, driving conditions and driving style. This guarantee provided. See [www.uk] for more information.



# RISE AND SHINE!

Embrace the new week  
with enthusiasm and  
determination.

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are protected by the Deposit Protection Fund up to UGX 10 millions. T&Cs apply.



**WE ARE ON  
YOUR SIDE!**



Retirement's coming.

# PLAN KI?

For a financially sound retirement, there's  
only one plan; the **ICEA Annuity Plan**.

Call **0800100120** or email **customerservice@icea.co.ug**  
to keep earning after your retirement.

[www.icealion.co.ug](http://www.icealion.co.ug)

ICEA LION Life is regulated by the Insurance Regulatory Authority (IRA)  
and the Uganda Retirement Benefits Regulatory Authority (URBRA).





ADVANCED SPORTS  
15% OFF ONLINE

PHYSIOTHERAPY  
25% DISCOUNT ONLINE

## BECAUSE YOU DESERVE A BETTER QUALITY OF LIFE

*We make sure only the best specialists are paired with our customers, ensuring  
your every need is attended to by highly trained practitioners,  
committed to delivering only the best.*



NEUROMUSCULAR  
THERAPY



DEEP TISSUE  
MASSAGE



PHYSIOTHERAPY



FITNESS



## AVAILABLE JESA JUS FLAVORS



### Mighty Mango

In packaging and graphic design, Lorem Ipsum is a placeholder text commonly used to demonstrate the visual form of a document or a website without having to worry about meaningful content. Lorem Ipsum may be used on a placeholder before final copy is available.

LEARN MORE



### Cocktail Magic

In packaging and graphic design, Lorem Ipsum is a placeholder text commonly used to demonstrate the visual form of a document or a website without having to worry about meaningful content. Lorem Ipsum may be used on a placeholder before final copy is available.

LEARN MORE



www.icealion.co.ug



If a chicken  
and a half can lay  
an egg and a half in  
a day and a half, how  
many eggs can six  
chickens lay in  
six days?

INSURANCE • PENSIONS • INVESTMENTS

www.icealion.co.ug



Mbu you're  
forever young

**PLAN  
KI?**

**#RetirementEjja**

Call 0800100120 or WhatsApp +256206300190  
to secure lifelong retirement income with the  
ICEA Annuity Plan.

INSURANCE • PENSIONS • INVESTMENTS



STEP TWO

INPUT  
YOUR KCB  
MOBILE  
BANKING  
PIN



CONTACT US TODAY  
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WHATSAPP: +256 757 378 603

For People.  
For Better.



Which emoji best  
describes your  
week so far?

CONTACT US TODAY  
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WHATSAPP: +256 757 378 603

For People.  
For Better.

Shell  
GAS

SAFE FOR YOU & THE FAMILY

# COOK LIKE A DON WITH SHELL GAS

Buy a 6kg Shell Gas cylinder at only UGX 180,000 and win a Uni starter pack with a 6kg Shell Refill Voucher, a Shell Gas Apron, Cooking Oil, Noodles, Royco Sachets, Salt and Tomato Sauce.

#UniStarterPack



Terms & Conditions Apply. For More Information call Toll Free: 0800200400 or visit: [www.shell.ug/unity](http://www.shell.ug/unity) Email: [shell.ug@shell.com](mailto:shell.ug@shell.com)  
Tel: +256 312 250 250, Twitter: Shell Uganda Facebook: Shell Uganda Instagram: Shell Uganda WhatsApp: +256 779 250 250

Shell  
GAS



# SAFE, FUN COOKING FOR EVERYONE

Every Kitchen needs to be fun and safe. We all must be safe in the kitchen. Shell Gas has put measures in place to make sure you and yours are safe in the kitchen. \* #SafeCooking

SAFE FOR YOU & YOUR FAMILY

\*Shell Gas quality measures & safety standards. Shell Gas bottle right Right Energy. Shell Gas cylinders are regularly inspected for safety compliance. Shell Gas is ISO Certified ISO 43001:2018. Shell Gas Technical expertise, safety training of staff in handling products from above to customers.



For More Information call Toll Free: 0800200400 or visit: [www.shell.ug/unity](http://www.shell.ug/unity) Email: [shell.ug@shell.com](mailto:shell.ug@shell.com)  
Tel: +256 312 250 250, Twitter: Shell Uganda Facebook: Shell Uganda Instagram: Shell Uganda WhatsApp: +256 779 250 250

## SHOP AND PAY WITH EASE

Experience the convenience of using I&M Bank Uganda's  
**VISA** cards for all your weekend indulgence.



I&M Bank (Uganda) Limited is regulated by Bank of Uganda. Customer deposits are protected by the Deposit Protection Fund up to UGX 10 million. T&Cs apply.



**WE ARE ON  
YOUR SIDE!**

## Payments Made Simple

Use your I&M Bank Uganda Visa card  
for a convenient shopping experience.



I&M Bank (Uganda) Limited is regulated by Bank of Uganda. Customer deposits are protected by the Deposit Protection Fund up to UGX 10 million. T&Cs apply.



**WE ARE ON  
YOUR SIDE!**

# WALKER TOWN

JOHNNIE

GIVE THE GIFT OF  
**BIG FLAVOUR**  
THIS EASTER

BUY 1 BOTTLE. WIN A  
TROLLEY BAG AND  
BOTTLE ENGRAVING!

DATE: 20th - 26th APRIL  
TIME: 11 AM - 5 PM  
VENUE: BIG LIFESTYLE SHOP



WALKER

EXCESSIVE CONSUMPTION OF ALCOHOL IS HARMFUL TO YOUR HEALTH. STRICTLY NOT FOR SALE TO PERSONS UNDER 18 YEARS. PLEASE DRINK RESPONSIBLY.

MTN **WE 10** JOHNNIE WALKER

**Boyz II Men**

KEEP WALKING. TELL THE JUNE OF THE ROAD  
**SUN 11TH JUNE 2023**  
KILISIA CEREMONIAL GROUNDS

TICKETS AVAILABLE ON  
[WWW.TICKETPROTIGO.UG](http://WWW.TICKETPROTIGO.UG)

|                            |                           |                           |
|----------------------------|---------------------------|---------------------------|
| PLATINUM TICKET<br>UGX 400 | GOLD TICKET<br>UGX 200    | SILVER<br>UGX 100         |
| DIAMOND TICKET<br>UGX 800  | DIAMOND TICKET<br>UGX 400 | DIAMOND TICKET<br>UGX 200 |



EXCESSIVE CONSUMPTION OF ALCOHOL IS HARMFUL TO YOUR HEALTH. STRICTLY NOT FOR SALE TO PERSONS UNDER 18 YEARS. PLEASE DRINK RESPONSIBLY.

# JOHNNIE



AGED  
**12** YEARS  
FOR RIGHT  
NOW



# WALKER

EXCESSIVE CONSUMPTION OF ALCOHOL IS HARMFUL TO YOUR HEALTH. STRICTLY NOT FOR SALE TO PERSONS UNDER 18 YEARS. PLEASE DRINK RESPONSIBLY.

JOHNNIE WALKER

“IT'S TIME  
TO STEP  
INTO OUR  
POWER”  
BURNA BOY

KEEP WALKING



EXCESSIVE CONSUMPTION OF ALCOHOL IS HARMFUL TO YOUR HEALTH. STRICTLY NOT FOR SALE TO PERSONS UNDER 18 YEARS. PLEASE DRINK RESPONSIBLY.



THE SPIRIT  
OF **MUSIC**  
THE SPIRIT  
FOR EVERY  
MOMENT

EXCESSIVE CONSUMPTION OF ALCOHOL IS HARMFUL TO YOUR HEALTH. STRICTLY NOT FOR SALE TO PERSONS UNDER 18 YEARS. PLEASE DRINK RESPONSIBLY.



THE SPIRIT  
OF **STYLE**  
THE SPIRIT  
FOR EVERY  
MOMENT

EXCESSIVE CONSUMPTION OF ALCOHOL IS HARMFUL TO YOUR HEALTH. STRICTLY NOT FOR SALE TO PERSONS UNDER 18 YEARS. PLEASE DRINK RESPONSIBLY.



ZELOS  
THE  
AGENCY

# START SAVING NOW



Secure your financial  
future today. —

I&M Bank (Uganda) Limited is regulated by Bank of Uganda. Customer deposits are protected by the Deposit Protection Fund up to UGX 10 million. T&Cs apply.



**WE ARE ON  
YOUR SIDE!**



Make the most of your weekend  
with the I&M Bank Uganda's  
Visa card for dining,  
entertainment, and more.

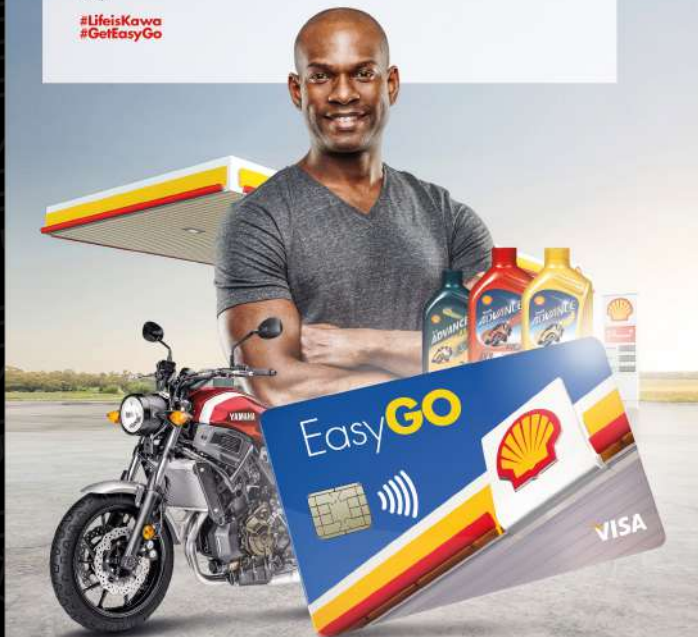
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**WE ARE ON  
YOUR SIDE!**



#LifeisKawa  
#GetEasyGo



For more information on all the new information systems, visit [www.pearsoncmg.com](http://www.pearsoncmg.com) or call 1-800-257-2570. You can also contact your Pearson Education representative for more information.



#LifeisKawa  
#GetEasyGo



The Board of Directors of TCF Bancorp, Inc. ("TCF") is pleased to announce that TCF has entered into a definitive agreement to acquire all of the outstanding common stock of TCF Bancorp, Inc. ("TCF Bancorp") from TCF Bancorp, Inc. ("TCF Bancorp"). The acquisition is expected to close in the second quarter of 2008.



Equipment of all shapes,  
for the shape you want

RESERVATIONS | +256 708 421 449  
abthealthclub@gmail.com



Gym | Swimming | Steam & Sauna  
at UGX 90,000

RESERVATIONS | +256 708 421 449  
abthealthclub@gmail.com



**SPRIT OF  
ADVENTURE,  
THE SPIRIT  
FOR EVERY  
MOMENT**

**UGANDA  
WARAGI**  
PREMIUM LIQUEUR  
MADE WITH UGANDA'S  
HARVEST SELECTED  
PINEAPPLE JUICE

18+ EXCESSIVE CONSUMPTION OF ALCOHOL IS HARMFUL TO YOUR HEALTH. STRICTLY NOT FOR SALE TO PERSONS UNDER 18 YEARS. PLEASE DRINK RESPONSIBLY.

**HELLO  
SUN  
SHINE,  
Hello  
Pineapple**

**UGANDA  
WARAGI**  
PREMIUM LIQUEUR  
MADE WITH UGANDA'S  
HARVEST SELECTED  
PINEAPPLE JUICE  
PINEAPPLE FLAVOURED

18+ EXCESSIVE CONSUMPTION OF ALCOHOL IS HARMFUL TO YOUR HEALTH. STRICTLY NOT FOR SALE TO PERSONS UNDER 18 YEARS. PLEASE DRINK RESPONSIBLY.

**GO  
LOCO  
for  
COCO**

**UGANDA  
WARAGI**  
PREMIUM LIQUEUR  
MADE WITH UGANDA'S  
HARVEST SELECTED  
COCONUT JUICE  
COCONUT FLAVOURED

18+ EXCESSIVE CONSUMPTION OF ALCOHOL IS HARMFUL TO YOUR HEALTH. STRICTLY NOT FOR SALE TO PERSONS UNDER 18 YEARS. PLEASE DRINK RESPONSIBLY.

# GOOD TO SEE YOU AGAIN!

Start your next chapter with us. Visit the nearest Shell station and enjoy a **special gift** from us.

#GoWell



GO WELL



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Story K! 🗨️

Time to unwind and enjoy the finer things in life.

**i&m** | WE ARE ON YOUR SIDE!

i&m Bank (Uganda) Limited is regulated by Bank of Uganda. Customer deposits are protected by the Deposit Protection Fund up to UGX 10 million. T&Cs apply.



**FOCUS ON PROGRESS, NOT PERFECTION.**

#MondayMotivation

**i&m** | WE ARE ON YOUR SIDE!

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# KYUSA LEVO

& WIN  
75 MILLION

BUY, CHECK UNDER  
THE CAP & WIN

TERMS & CONDITIONS APPLY

SINCE 1948  
**75**  
BREWED BY  
UGANDA

# KYUSA LEVO

& WIN  
75 MILLION



PRODUCT LIQUOR  
**BOND**  
HONEY  
FLAVOURED

UGANDA  
WARAGI

UGANDA  
WARAGI

UGANDA  
WARAGI

V&A  
SHERRIS

200 ml 20% ABV

BUY, CHECK UNDER THE CAP,  
DIAL \*255\*23# & WIN

TERMS & CONDITIONS APPLY

18+ EXCESSIVE CONSUMPTION OF ALCOHOL IS HARMFUL TO YOUR HEALTH. STRICTLY NOT FOR SALE TO PERSONS UNDER 18 YEARS. PLEASE DRINK RESPONSIBLY.

# SHELL ETUUSE BULOBA

The station with the best fuels, lubricants,  
gas and services is now open in Buloba.  
Drive in and enjoy the best in town.

#GoWell



For More Information call 14 Free 0800 000 000 or visit our website [www.shell.co.za](http://www.shell.co.za)  
Tel: +256 212 250 250, Tulum: Shell, Uganda. For more information visit our website [www.shell.co.za](http://www.shell.co.za)  
Tel: +256 212 250 250, Tulum: Shell, Uganda. For more information visit our website [www.shell.co.za](http://www.shell.co.za)

# SHELL WELCOMES BULOBA TO THE FAMILY

You can now enjoy the Shell experience  
in Buloba! Drive in and enjoy the best  
fuel, lubricants, gas and services.

#GoWell



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Tel: +256 212 250 250, Tulum: Shell, Uganda. For more information visit our website [www.shell.co.za](http://www.shell.co.za)  
Tel: +256 212 250 250, Tulum: Shell, Uganda. For more information visit our website [www.shell.co.za](http://www.shell.co.za)

# MUKONO. mulinda? Flavour?

CHOOSE YOUR  
FLAVOUR TODAY



EXCESSIVE CONSUMPTION OF ALCOHOL IS HARMFUL TO YOUR HEALTH.  
STRICTLY NOT FOR SALE TO PERSONS UNDER 18 YEARS. PLEASE DRINK RESPONSIBLY.



# KIWATULE, mulinda? Flavour?

CHOOSE YOUR  
FLAVOUR TODAY



EXCESSIVE CONSUMPTION OF ALCOHOL IS HARMFUL TO YOUR HEALTH. STRICTLY NOT FOR SALE TO PERSONS UNDER 18 YEARS. PLEASE DRINK RESPONSIBLY.



★  
HAPPY INDEPENDENCE DAY  
★

# NOW YOU SEE ME, NOW YOU DONT!

ENJOY SHELL V-POWER AT  
THE PRICE OF REGULAR FUEL.

\*9-11 OCTOBER 2020



Shell  
V-Power

UGANDA WARAGI  
PRESENTS

NYEGE NYEGE

15-18  
SEPT  
2022

ITANDA  
FALLS



18+

EXCESSIVE CONSUMPTION OF ALCOHOL IS HARMFUL TO YOUR HEALTH.  
STRICTLY NOT FOR SALE TO PERSONS UNDER 18 YEARS. PLEASE DRINK RESPONSIBLY.

UGANDA WARAGI PRESENTS:

30  
JUNE  
2023  
6PM



LAUGH  
OWAKABI  
COMEDY

6TH  
ANNIVERSARY

**FEATURING:**

GORDONS (NIGERIA)  
AFRICAN JOKER (ZAMBIA)  
OGA OBINA (KENYA)

**MUSIC BY:** DJ JOELFRESH

**HOSTED BY:** MC KASH OWAKABI

**ALONGSIDE:**

DR HILLARY (UG)  
AKITE AGNES (UG)  
OKELLO OKELLO (UG)  
SUNDIATA (UG)  
OJUR KWON (GULU)  
ALI AND KATA (GULU)



GATE  
**30K**

VIP  
**100K**

VVIP TABLE  
**500K**

18+

EXCESSIVE CONSUMPTION OF ALCOHOL IS HARMFUL TO YOUR HEALTH.  
STRICTLY NOT FOR SALE TO PERSONS UNDER 18 YEARS. PLEASE DRINK RESPONSIBLY.



Shell  
FuelSave

# ALL HAIL THE TRUE QUEENS

This Women's Month Shell is celebrating you, the Ugandan woman. Buy fuel worth 100k or more every Saturday at participating Shell stations, swipe your Shell Club card and get instant reward. The promotion will run from 14th March to 4th April 2020.



GO WELL



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Shell  
FuelSave

# WOMEN RULE

This Women's Month Shell is celebrating you, the Ugandan woman. Buy fuel worth 100k or more every Saturday at participating Shell stations, swipe your Shell Club card and get instant reward. The promotion will run from 14th March to 4th April 2020.



GO WELL



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# LIFT YOUR SPIRIT

WITH COMEDY'S BIGGEST SUPPORTER



EXCESSIVE CONSUMPTION OF ALCOHOL IS HARMFUL TO YOUR HEALTH.  
STRICTLY NOT FOR SALE TO PERSONS UNDER 18 YEARS. PLEASE DRINK RESPONSIBLY.



## ENJOY THE SPIRIT OF UGANDA



EXCESSIVE CONSUMPTION OF ALCOHOL IS HARMFUL TO YOUR HEALTH.  
STRICTLY NOT FOR SALE TO PERSONS UNDER 18 YEARS. PLEASE DRINK RESPONSIBLY.

**band ON VIBEZ**

JAM WITH  
A KA DOPE BAND | TUCKER HO  
LUKAS BLACC | OMANI REIGN  
HYPEMAN PAUL

DEEJAYS  
DJ DAMZE | DJ MAS  
JEAN | DJ DASH

VENUE  
**GAZEBO GRILL  
NAJJERA**

9TH JUNE 2023  
TIME 2PM

**20K** ADVANCE TICKETS  
ALL TICKETS  
AVAILABLE ON  
QUICKET & TUBAYO

**VIBEZ NZURI**

**Captain Morgan GOLD**

**Urban X SUN**  
SafeBoda

Drink responsibly - Captain's orders

**Captain Morgan**  
MIX WHAT  
**TASTES  
GOOD**  
ENJOY A CAPTAIN & COLA

**Captain Morgan GOLD**

200 ML - RRP  
**UGX 9,000**

18+ EXCESSIVE CONSUMPTION OF ALCOHOL IS HARMFUL TO YOUR HEALTH.  
STRICTLY NOT FOR SALE TO PERSONS UNDER 18 YEARS. PLEASE DRINK RESPONSIBLY.

**Captain Morgan**

**VIBEZ NZURI**

**VIBEZ NZURI**  
12th December 2022

VENUE  
**GAZEBO GRILL  
NAJJERA**

PARTY WITH:  
LAMU | ADRENALYN MUZIK | TUNGI | DJ ALZA  
DJ NERSKY | DAMZE DJ | DJ KHURK | DJ BUGY  
HYPERMAN PAUL | DJ GONZA

TIME 2PM

SQUAD TICKETS FOR 3  
**45K**

SQUAD TICKETS AVAILABLE ON  
**TUBAYO & QUICKET**  
GATE TICKET @20K

**BELL**

**APRIL VIBEZ** **NIKE SHOX 106.1** **TUBAYO**

Drink responsibly - Captain's orders



**YOUR TIME  
IS NOW  
REACH FOR  
MORE**




**18+** EXCESSIVE CONSUMPTION OF ALCOHOL IS HARMFUL TO YOUR HEALTH.  
STRICTLY NOT FOR SALE TO PERSONS UNDER 18 YEARS. PLEASE DRINK RESPONSIBLY.





**RUKUNDO EGUMEHO**  
11<sup>TH</sup> EDITION

**AT INDIAN ASSOCIATION  
GROUNDS LUGOGO  
(FORMER ZOE GROUNDS)**

**3RD JUNE 2023 FROM 12PM ENTRY 20K**



**YINDI RUKUNDO EGUMEHO**



**18+** EXCESSIVE CONSUMPTION OF ALCOHOL IS HARMFUL TO YOUR HEALTH.  
STRICTLY NOT FOR SALE TO PERSONS UNDER 18 YEARS. PLEASE DRINK RESPONSIBLY.



**YOUR TIME IS NOW  
REACH  
FOR  
MORE  
FOR LESS**



**BUY 3  
GET 1  
FREE**

**18+** EXCESSIVE CONSUMPTION OF ALCOHOL IS HARMFUL TO YOUR HEALTH.  
STRICTLY NOT FOR SALE TO PERSONS UNDER 18 YEARS. PLEASE DRINK RESPONSIBLY.

# ICE™



**TURN UP YOUR TASTE**



EXCESSIVE CONSUMPTION OF ALCOHOL IS HARMFUL TO YOUR HEALTH. STRICTLY NOT FOR SALE TO PERSONS UNDER 18 YEARS. PLEASE DRINK RESPONSIBLY.

# ICE™



**TURN UP YOUR TASTE**



EXCESSIVE CONSUMPTION OF ALCOHOL IS HARMFUL TO YOUR HEALTH. STRICTLY NOT FOR SALE TO PERSONS UNDER 18 YEARS. PLEASE DRINK RESPONSIBLY.

# ICE™



**TURN UP YOUR TASTE**



EXCESSIVE CONSUMPTION OF ALCOHOL IS HARMFUL TO YOUR HEALTH. STRICTLY NOT FOR SALE TO PERSONS UNDER 18 YEARS. PLEASE DRINK RESPONSIBLY.

Black & White.  
SCOTCH WHISKY

Share  
SMOOTH  
SCOTCH  
WHISKY

375 ML @  
**23,000**

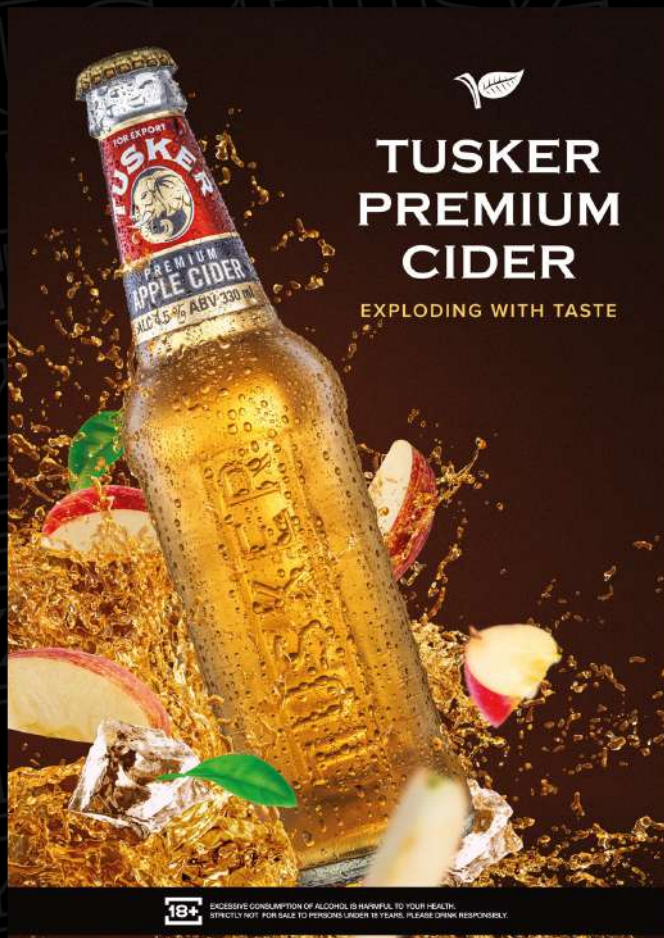
750 ML @  
**43,000**

RECOMMENDED  
RETAIL PRICE



NOT FOR SALE TO PERSONS UNDER 18 YEARS. PLEASE DRINK RESPONSIBLY.







# TUSKER PREMIUM CIDER

EXPLODING WITH TASTE

FOR EXPORT  
TUSKER  
PREMIUM  
APPLE CIDER  
ALC 4.5% ABV 330 ml

**18+** EXCESSIVE CONSUMPTION OF ALCOHOL IS HARMFUL TO YOUR HEALTH.  
STRICTLY NOT FOR SALE TO PERSONS UNDER 18 YEARS. PLEASE DRINK RESPONSIBLY.





# TUSKER PREMIUM CIDER

EXPLODING WITH TASTE

FOR EXPORT  
TUSKER  
PREMIUM  
APPLE CIDER  
ALC 4.5% ABV 330 ml

**18+** EXCESSIVE CONSUMPTION OF ALCOHOL IS HARMFUL TO YOUR HEALTH.  
STRICTLY NOT FOR SALE TO PERSONS UNDER 18 YEARS. PLEASE DRINK RESPONSIBLY.

Match Play Challenge

THE SINGLETON

THIS WILL BE GOOD

18+ EXCESSIVE CONSUMPTION OF ALCOHOL IS HARMFUL TO YOUR HEALTH. STRICTLY NOT FOR SALE TO PERSONS UNDER 18 YEARS. PLEASE DRINK RESPONSIBLY.

Match Play Challenge

HOLE 10

THE SINGLETON

THIS WILL BE GOOD

18+ EXCESSIVE CONSUMPTION OF ALCOHOL IS HARMFUL TO YOUR HEALTH. STRICTLY NOT FOR SALE TO PERSONS UNDER 18 YEARS. PLEASE DRINK RESPONSIBLY.

STONEHAVEN  
RESTAURANT & WINERY

Smoooth... & Savoury, what a team!

THE SINGLETON

08.07.2023

SAVE THE DATE

Join us for an indulgent experience

THIS WILL BE GOOD

18+ EXCESSIVE CONSUMPTION OF ALCOHOL IS HARMFUL TO YOUR HEALTH. STRICTLY NOT FOR SALE TO PERSONS UNDER 18 YEARS. PLEASE DRINK RESPONSIBLY.

THE ONLY LITE WITH A BITE  
PRESENTS



GWAMBINA  
LOUNGE DAR ES SALAAM

# BITE VIBES

WITH

27 • 05 • 2023

ENTRANCE:  
BUY A BUCKET OF  
SERENGETI LITE  
@ 10K

RAYVANNY, G NAKO, FIDO, DJ KFLIP, DOKO JANJA  
NANDI, URBAN QUEENS, UWOKA, DJ MAMIE,  
DJ DELVICK & MZEE WA BWAX



NOT TO BE SOLD OR FORWARDED TO PERSONS UNDER THE AGE OF 18. PLEASE DRINK RESPONSIBLY



# AFRICAN CUISINE FESTIVAL

14TH  
-16TH  
OCT  
2022  
NDOTO  
POLEPOLE  
ZINGA

ENTRY  
50,000/-

PER PERSON, PER DAY  
GET 1 FREE MEAL  
& WATER

ENTERTAINMENT  
Ngomas/ Traditional songs

ACCOMMODATION  
Giraffe & Manduchi Hotels

MEALS  
From different countries  
in Africa (Ethiopia/ Burundi  
/ Tanzania etc)



NOT TO BE SOLD OR FORWARDED TO PERSONS UNDER THE AGE OF 18. PLEASE DRINK RESPONSIBLY

MONEY NOT  
MONEY-ING?

# Leave EAT to KFC

A promotional poster for KFC's Streetwise 2 offer. The background is a vibrant red with a textured, slightly mottled appearance. In the center, there are two large pieces of fried chicken, one a drumstick and one a thigh, resting on a white surface. To their right is a red and white striped KFC bucket filled with golden french fries. The bucket features the iconic KFC logo. At the bottom left, a white price tag with a red border displays the offer details. The text 'STREETWISE 2' is in bold black letters, followed by '2Pcs Chicken and Regular Chips.' in smaller black text. To the right of this, 'UGX' is written above a large, bold red price of '16,500'. At the bottom right, the slogan 'it's finger lickin' good.' is written in a white, cursive font.

STREETWISE 2  
2Pcs Chicken and  
Regular Chips.

UGX  
**16,500**

*it's finger  
lickin' good.*

KFC

CELEBRATE

# SWEET SIXTY WITH A SWEET DEAL

A promotional poster for KFC's Sweet Sixty offer. The background is a dark teal with a subtle starburst pattern. In the center, there is a white KFC bucket filled with fried chicken pieces, including drumsticks and thighs. To the right of the bucket is a red and white striped KFC bucket filled with golden french fries. Next to the fries is a small glass bowl of coleslaw. To the right of the coleslaw is a 2-liter bottle of Coca-Cola. At the bottom left, a white circular badge with a red border contains the offer details. The text '8pcs of Chicken, Family Chips, Coleslaw & FREE 2L SODA' is in black, followed by '@ 60K' in large, bold red letters. Below this, in smaller text, it says '\*Offer available at all KFCs.'. At the bottom right, the slogan 'it's finger lickin' good.' is written in a white, cursive font.

8pcs of Chicken,  
Family Chips,  
Coleslaw &  
FREE 2L SODA  
**@ 60K**  
\*Offer available at all KFCs.

*it's finger  
lickin' good.*



**Sunlight**  
**Fresh Clean**  
**KAWOWO!**  
**ALL DAY!**



**Sunlight**  
**Fresh Clean**  
**KAWOWO!**  
**ALL DAY!**



**Sunlight**  
**Fresh Clean**  
**KAWOWO!**  
**ALL DAY!**



# SHABIKI MKUU WA SOKA



**TAIFA LETU  
FAHARI YETU  
BIA YETU**

**HAIRUHUSIWI KUSAMBAZWA AU KUUZWA KWA WALIO NA UMRI CHINI YA MIKA 18. TAFADHALI KUNYWA KISTAARABU.**

**SERENGETI**  
100% MALT  
PREMIUM LAGER

**HAJJAONGEZA SUKARI**  
100% MALT  
PREMIUM LAGER

# AFRICAN CUISINE FESTIVAL



**14TH  
-16TH  
OCT  
2022**  
**NDOTO  
POLEPOLE  
ZINGA**

**ENTRY  
50,000/-**  
PER PERSON, PER DAY  
GETS FREE MEAL  
& WATER

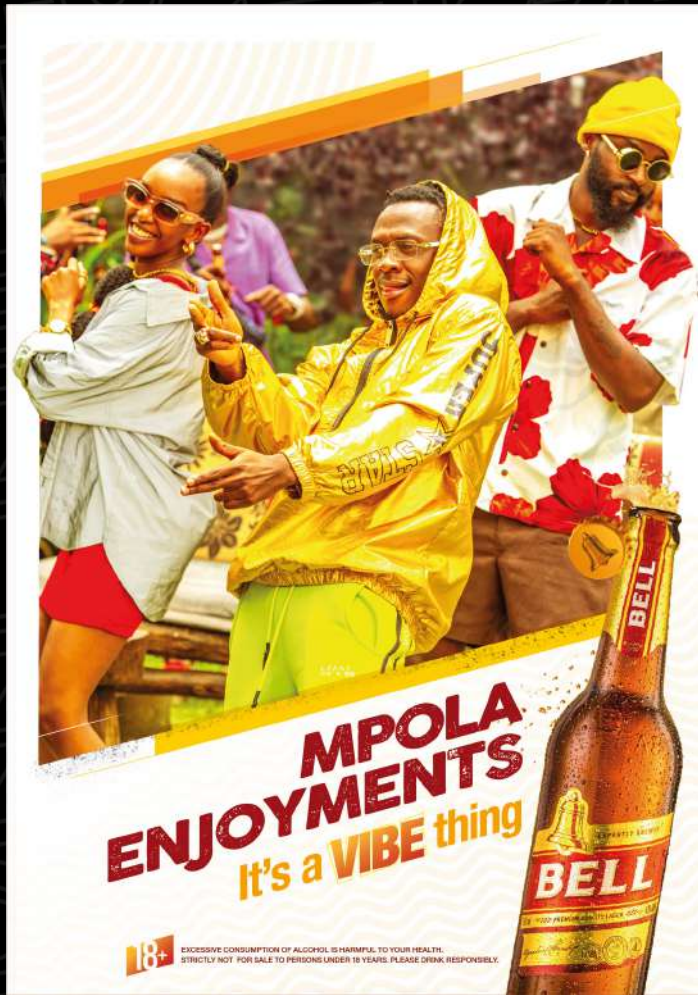
**ENTERTAINMENT**  
Ngomas/ Traditional songs

**MEALS**  
From different countries  
in Africa (Ethiopia/ Burundi  
/ Tanzania etc)

**ACCOMODATION**  
Giraffe & Kamduchi Hotels

**SERENGETI**  
100% MALT  
PREMIUM LAGER

**HAIRUHUSIWI KUSAMBAZWA AU KUUZWA KWA WALIO NA UMRI CHINI YA MIKA 18. TAFADHALI KUNYWA KISTAARABU.**



**MPOLA**  
**ENJOYMENTS**  
It's a **VIBE** thing

**BELL**

**18+** EXCESSIVE CONSUMPTION OF ALCOHOL IS HARMFUL TO YOUR HEALTH.  
STRICTLY NOT FOR SALE TO PERSONS UNDER 18 YEARS. PLEASE DRINK RESPONSIBLY.

The advertisement features a photograph of three people in a festive setting. A woman in a white jacket and red shorts is on the left, a man in a yellow raincoat and green pants is in the center, and a man in a white shirt and yellow beanie is on the right. They are all smiling and appear to be dancing or celebrating. A bottle of Bell beer is visible in the foreground, partially obscured by the text.



**BELL**

**BELL**  
PERFECTLY BREWED  
SINCE 1950

**RING IN THE  
ENJOYMENTS**

The advertisement features a bottle of Bell beer centered against a background of golden, concentric circles and falling confetti. The bottle has a label with a bell icon and the text "BELL PERFECTLY BREWED SINCE 1950". The overall theme is festive and celebratory.

SHELL RIMULA R3  
TURBO, BLACK PACK

**BEST FOR VEHICLE  
MODELS 2000  
TO 2005**



#BeeraMuClass



**Shell  
RIMULA**  
THE ENGINE OIL THAT  
WORKS AS HARD AS YOU

**GO WELL**



INDONESIA: @shellindonesia | #BeeraMuClass | +62 21 705 333 146 | www.shell.co.id

SHELL HELIX  
ULTRA, GREY PACK

**BEST FOR CAR MODELS  
2012 AND ABOVE**



#BeeraMuClass



**Shell  
HELIX  
Motor oils**  
NO OTHER MOTOR  
OILS CLEANER YOUR  
ENGINE BETTER

**GO WELL**



INDONESIA: @shellindonesia | #BeeraMuClass | +62 21 705 333 146 | www.shell.co.id

www.icealion.co.ug



# Hello

## Friday!

It's time to finish strong and set the tone for the weekend.

INSURANCE • PENSIONS • INVESTMENTS

www.icealion.co.ug



Turn this week's Groans into determination's Roar!

Have a  
*great one!*

INSURANCE • PENSIONS • INVESTMENTS

YOU CAN  
TELL WHO'S  
DRINKING



**Vimto**

Grab the  
Original  
Vimto  
now!



YOU CAN  
TELL WHO'S  
DRINKING



**Vimto**

Grab the  
Original  
Vimto  
now!



YOU CAN  
TELL WHO'S  
DRINKING



**Vimto**

Grab the  
Original  
Vimto  
now!



Shell  
FuelSave

# FILL UP & ENJOY A 'FULLU FULLU' CONDITION

Buy a full tank of Shell FuelSave Unleaded every week, swipe your Shell Rewards Club card and enter a monthly raffle to win a free full tank among other exciting prizes.

#ShellRewards



**GO WELL**



For more information, please visit [www.shell.ug/fuelsave](http://www.shell.ug/fuelsave).  
Email: [shell.ug@shell.ug](mailto:shell.ug@shell.ug) or [shell.ug@shell.ug](mailto:shell.ug@shell.ug) or Tel: +256 312 230 230/WhatsApp: +256 778 230 230  
Facebook: Shell Uganda Twitter: Shell\_Uganda Instagram: ShellUganda

Shell  
V-Power

# POWER UP & DOUBLE UP!

Starting xxx to xxx, earn double the reward points when you purchase Shell V-Power worth Ugx 150,000 or a full tank and earn double points plus a chance to win exclusive Ferrari merchandise.

#ShellRewards



**GO WELL**



For more information, please visit [www.shell.ug/fuelsave](http://www.shell.ug/fuelsave).  
Email: [shell.ug@shell.ug](mailto:shell.ug@shell.ug) or [shell.ug@shell.ug](mailto:shell.ug@shell.ug) or Tel: +256 312 230 230/WhatsApp: +256 778 230 230  
Facebook: Shell Uganda Twitter: Shell\_Uganda Instagram: ShellUganda

NEW & REVAMPED

# REGISTER & GET DOUBLE POINTS

Join the Shell Rewards Club & enjoy rewards  
for every shilling you spend at any of our 161+  
stations countrywide.

#ShellRewards



GO WELL



For more information, please visit [www.shell.ug/rewards](http://www.shell.ug/rewards)  
Email: [shell.ug@shell.ug](mailto:shell.ug@shell.ug)  
Facebook: Shell Uganda Twitter: Shell Uganda Instagram: Shell Uganda

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#ShellRewards



GO WELL



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Email: [shell.ug@shell.ug](mailto:shell.ug@shell.ug)  
Facebook: Shell Uganda Twitter: Shell Uganda Instagram: Shell Uganda

**SMOOOTH**  
FLOWING TASTE

**TSH**  
**2000/-**

RECOMMENDED RETAIL PRICE

DRINK RESPONSIBLY. [WWW.DRINKIQ.COM](http://WWW.DRINKIQ.COM) 18+ NOT FOR SALE TO PERSONS UNDER 18 YEARS OR LEGAL PURCHASE AGE.

**MAKE SMOOOTH  
MONEY THIS 'PEAK'**



**EARN**  
**500/-**  
**FOR EVERY**  
**CASE YOU**  
**SELL**

\*Terms & Conditions Apply

DRINK RESPONSIBLY. [WWW.DRINKIQ.COM](http://WWW.DRINKIQ.COM) 18+ NOT FOR SALE TO PERSONS UNDER 18 YEARS OR LEGAL PURCHASE AGE.



**BUILT BY THE BEST  
USING THE BEST**

Hii umeti ni nguvu, hi umeti super strong kuliko hizo chuma za asili  
michakido wakimbia imbo. Hivachak hakao na quality yake ni ngali vizuri, pia  
hakambizi kumwona kama kuporome. You are assured of the best results always  
utilizing hi umeti. CMITI Noma, wote wote wa mji wameimbia.





# THE GRAND MASTERS OF STRENGTH

SINCE 1907

Gray isn't just a colour. It's elegance and sophistication. As the Masters of colour, we know how bring class to your spaces.



7020 GRAPHITE GREY



# THE GRAND MASTERS OF AFFECTION

SINCE 1907

Pink isn't just a colour. It's affection and innocence. As the masters of colour, we know how to bring a playfulness and sweetness to your homes.



3020 DEEP PINK



# THE GRAND MASTERS OF EXCITEMENT

SINCE 1907

Orange isn't just a colour. It's energy and passion. As the masters of colour, we know how to bring a vibrancy to your spaces.



4020 BRIGHT ORANGE



# THE GRAND MASTERS OF ROYALTY

SINCE 1907

Purple isn't just a colour. It's elegance and luxury. As the masters of colour, we know how to bring a sophistication to your spaces.

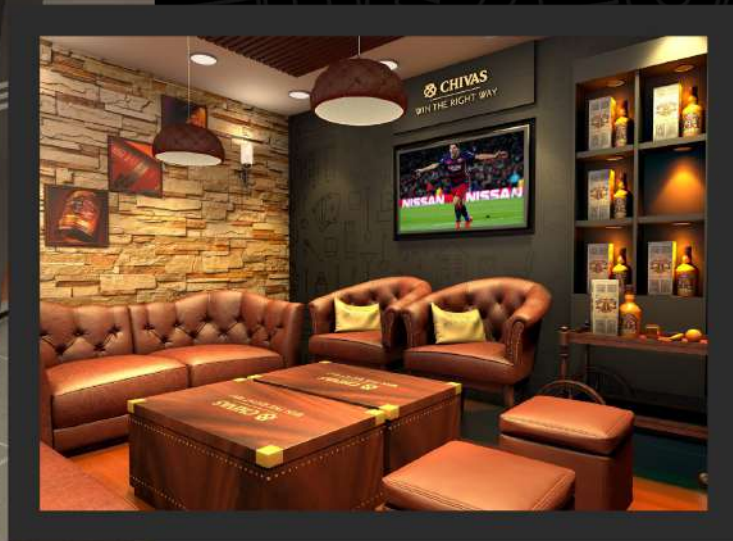


5020 DEEP PURPLE













**ZEUS THE  
AGENCY**