



izone
AFRICA
GROUP

THE HOME OF VALUE INNOVATION

Who we are

We are an experience marketing agency with strong emphasis on creativity, innovation and value; offering the market creative, digital, experiential and event marketing solutions for this digital age.

We are a group of companies that consists of doers, thinkers, creators, organizers, innovators and developers; all working together to deliver end-to-end marketing solutions.



Experiential Marketing
Event Marketing
Social Marketing



Strategy
Digital Production
Visual Effects & Animation
Visual Design & Copywriting
Digital Campaign Management



Digital Gear
Audio Visual Solutions
Event Structures
Custom Modular Booths
Event Production & Fabrication



Quantitative Research
Qualitative Research
Fieldwork & Data Collection
Data Processing & Tabulations

We Are Regional

We have developed strong partnerships around the continent to be able to serve our multi-national clients better.

Markets we have worked in;



Kenya



Uganda



Ethiopia



Egypt



Nigeria

Our approach

We are continuously working towards developing innovative marketing solutions engineered for the digital age that transform how consumers experience brands through our 5 key pillars.

Capture Attention

Seeing is believing. We activate curiosity by attracting our audience with enticing, novel solutions guaranteed to stimulate interest.

Engage

We strive to awaken an irresistible urge in our audience to immerse themselves deeper into a whole new world that activates their senses differently.

Excite

Go for it. We've captured our audience's mind, now we appeal to their heart. Here we align our progressive solutions to their emotional needs.

Amplify

We convert consumers into brand ambassadors inspiring them to share their experience through word of mouth and digital platforms.

Measure

Here we activate our audiences consideration, ultimately converting them into making a buying decision with the aim of making them brand loyalists.



interactive zone

We offer a new dawn in experiential marketing. In today's world of experiential events and activations, imagination and modernization are the catalysts for action.

We combine GREAT CONTENT and NEW AGE TECHNOLOGY to deliver unforgettable consumer experiences, all based on your brand.

Our experiences are measurable and result oriented to deliver your commercial goals.

From planning to execution, we offer...

Experiential Marketing:

- Brand Activations
- Sponsorship Activations
- Mall Activations
- In-store Activations
- Office Activations
- Campus Activations
- Consumer Promotions



Isuzu MUX Mall Activation

Event Marketing:

- Launch Events
- Cocktails
- Tradeshows
- Business Forums
- Showcase or Exhibitor Stands
- Galas
- Conference & Seminars



ABSA Kenya Open

Social Marketing:

- Health Awareness
- Public Sensitization
- Behavioral Change Campaigns



MRM Eye in the Wild -2019



Philips Mall Activation - Egypt



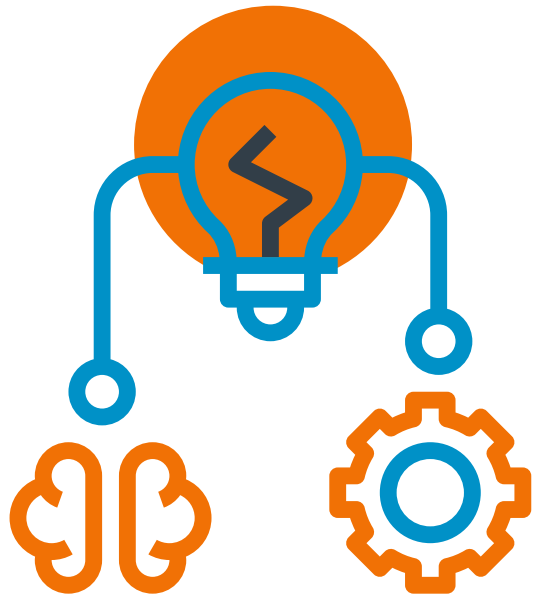
studio

thirty one

We create world-class creative artistry for brands in Africa. We create and evoke lasting connections, experiences by emotionally and visually connecting brands to their audiences.

studio

Strategy:



We work with you and your organization to help you make optimum utilization of your resources towards achieving your desired results.

- Campaign Communication Strategy
- Digital Content Strategy
- Branding, Theme Development and Messaging
- Experience Design



Digital Production:



- Web and Mobile Apps
- Gamification
- Virtual Reality and Augmented Reality Apps
- Application Development
- Interactive Technology

We develop digital programs in a way that is transparent but highly impactful, so our clients can enjoy the benefits and not worry about the details.

We develop intuitive mobile applications, engaging games and immersive digital user journeys that extend and amplify your brand experience – all as part of a broader experience design strategy.



Digital Campaign Management:



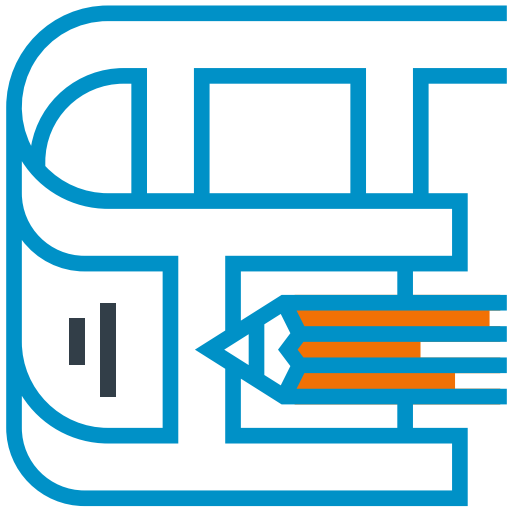
We amplify your brand's online presence by creating cost effective content that not only informs your consumers but also impacts what they feel, think and do.

- Social Media Management
- Digital Campaign Content Development
- Data Capture & Lead Generation Solutions
- Live Stream Solutions
- Email Marketing



studio
thirty one

Animation & Visual Effects:



"ANIMATION CAN EXPLAIN WHATEVER THE MIND OF MAN CAN CONCEIVE. THIS FACILITY MAKES IT THE MOST VERSATILE AND EXPLICIT MEANS OF COMMUNICATION YET DEvised FOR QUICK MASS APPRECIATION" ~ *WALT DISNEY*



- Motion Graphics
- VFX Integration
- 3D and 2D Chapter Animation
- Short Story Animation

studio
thirty one

Visual Design:



In any communication, what you say is as important as how you say it. The look and feel of your brand complements the tone you use to pass your information through.

- 3D and 2D design
- Graphic Design
- Publication Design
- Signage Design
- Collateral Design
- Brand Identity



studio
thirty one

event+

the power to simplify
your events at hand.

Survey+

Sophisticated
Research Simplified

vibe

Transform consumers' brand
experience on the digital
platform with engaging content

Retail+

Fully integrated point of sale
marketing solution



A customisable
edutainment platform
for the digital age



Cascade and engage company
stakeholders on company
strategy, products and policies
through a digital platform

Our Bespoke solutions

Years of experience, market insights and changing consumer trends have inspired our new strategic direction focused on developing proprietary digital solutions, targeting key sectors.

We pride ourselves for having developed Event+, Survey+, Vibe, Retail+, iKids & Brand Academy. These solutions solve a host of marketing, human resource and customer service needs.



Think Exceptional Events!

We offer event gear, custom production, fabrication for all your Meetings, Incentives, Conferencing and Exhibitions (MICE) and custom branded assets needs. We are simply a one-stop shop for event marketing.

This combined with our strategic approach ensures that we have the right gear and equipment to deliver exceptional event experiences.

Our offering includes...

Technology Assets

INTERACTIVE TOUCH SCREENS

Our interactive solutions help your consumers experience your brand, using customized content.



MACRIDER

Customized to powerfully display and amplify your brand's message, participants compete against each other while their performance is tracked, recorded and displayed on giant screens.

VIRTUAL REALITY AND AUGMENTED GAMIFICATION

- Using VR content and gear we indulge your audience with a truly immersive and intuitive experience.
- AR elevates experiences with a fully integrated 3D projection platform with stunning graphics and visual effects.



19 pt



DIGITAL PHOTO BOOTH

This glamorous selfie mirror continuously plays content in idle mode. This amazing solution enables your audience to take photos, GIFs and games thus enhancing the brand experience. These can be instantly shared on digital platforms.

IFLOOR

This is a powerful multimedia solution for exhibitions, conferences, activations and events; perfect for corporate and brand engagement using interactive games and scenes with vivid effects.



VIRTUAL ASSISTANT (HOLOGRAPHIC INTERACTIVE SOLUTIONS)

This is an ideal holographic solution that provides information about your product or service to the audience in an engaging manner.

Audio Visual Solutions

- LED Panel Screens
- LED Poster Screens
- Professional Audio Solutions
- LED Transparent Screens
- LCD Screens
- Ambience Lighting



Structures

- Stretch Tents
- Polygon Tents
- Sky Banners
- Spider Tents

Custom Modular Booths





We offer both consumer and social research. We gather the key insights needed for your innovation and brand growth anywhere in Africa.

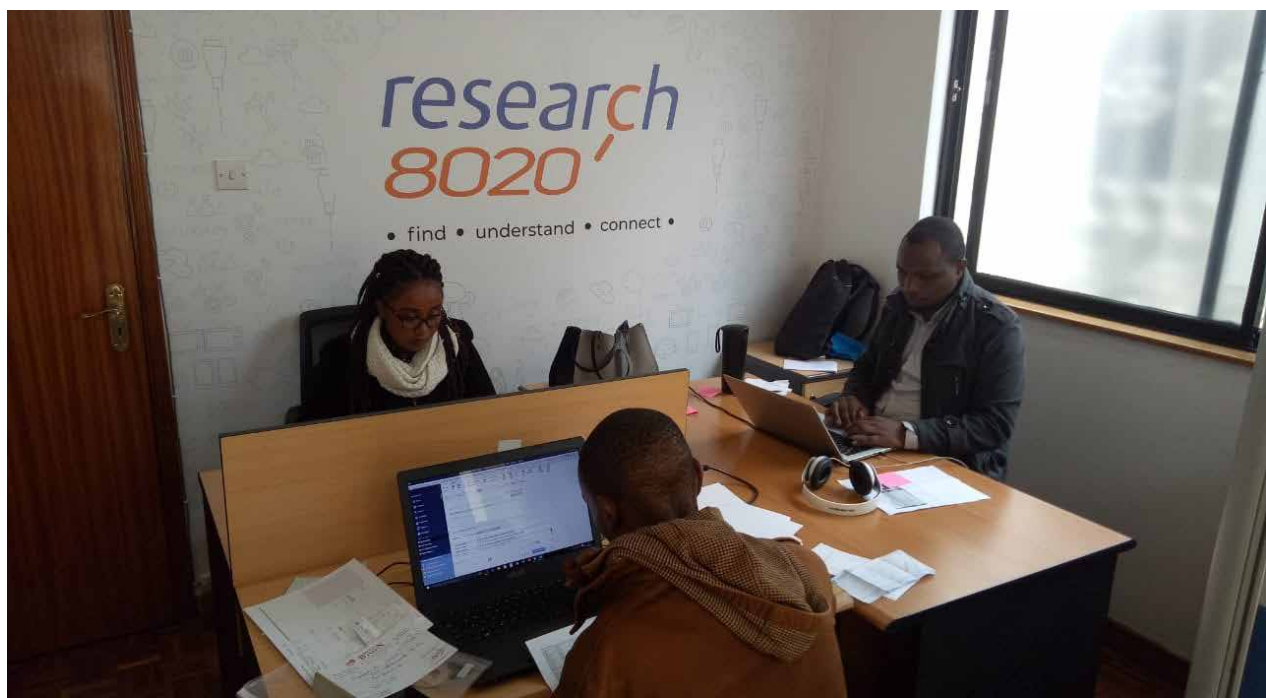
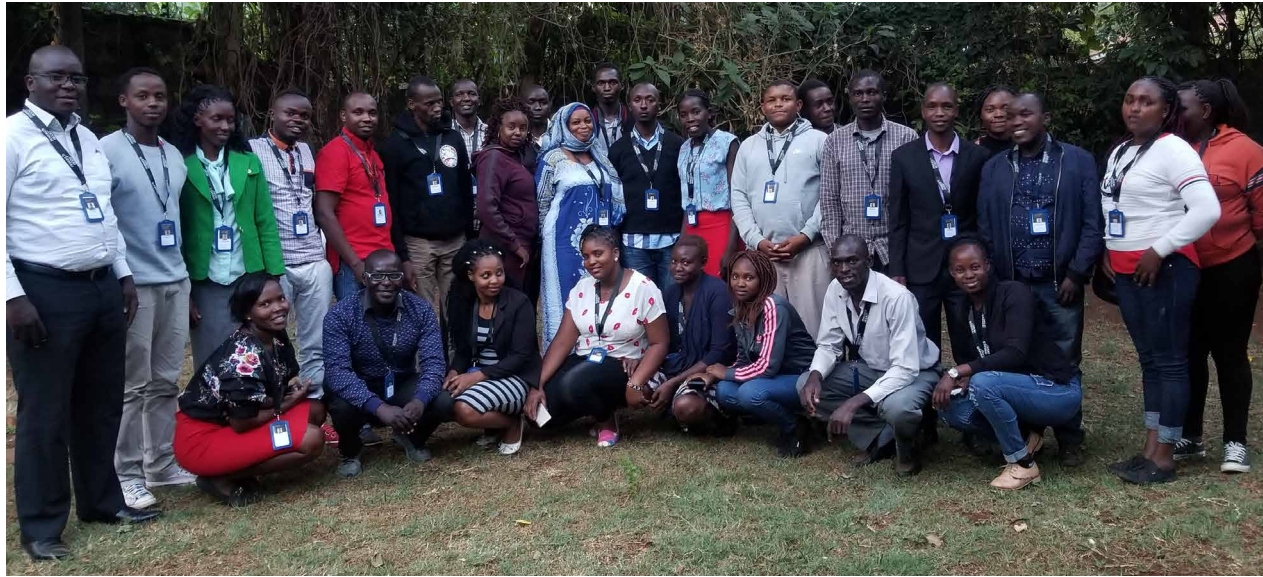
Focused on making creative and innovative solutions to your research and business objectives. Our solutions are tailored to help **FIND** your target customers, **UNDERSTAND** their needs, and **CONNECT** with them.

Our winning culture defines the attitudes and behavior that are required to enable us serve you professionally, cost effectively while giving you priceless knowledge for your industry.



Our Service offering includes:

- Quantitative Research
- Qualitative Research
- Fieldwork & Data Collection
- Data Processing & Tabulations





CASE STUDIES

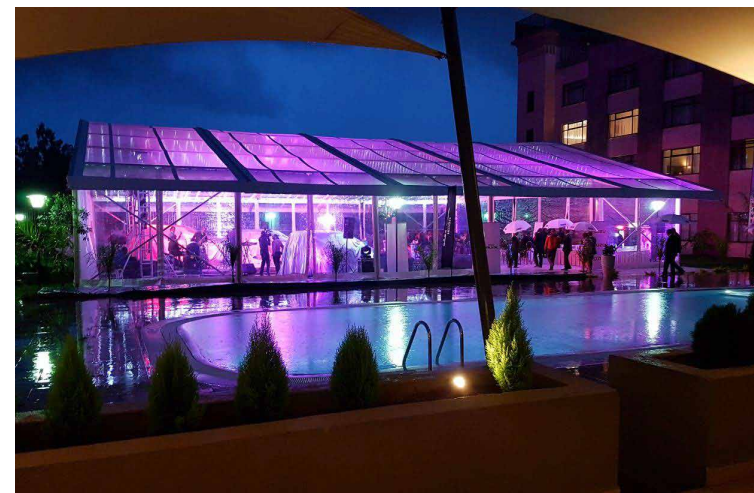
Isuzu MU-X Launch

Client: Isuzu East Africa

Isuzu East Africa (Isuzu EA) was launching a new SUV model, the Isuzu MU-X into the Kenyan market.

The seven-seater new Model was launched in Nairobi. It boasts of a intuitive 5-speed automatic transmission. It is a vehicle designed for the urban lifestyle professional, and people who love travel and adventure.

Izone Africa handled the BTL Launch execution for this auspicious event, ensuring that the brand representation was communicated & experienced by the target consumers. The Isuzu MUX vehicle has been developed to stand out in every aspect. It is a sporty vehicle that comes with extra attitude, a versatile comfortable cabin and excellent all-terrain performance.



Baygon Consumer Activation

Client: SC Johnson

With the re-introduction of Baygon into the market, we were challenged to develop an interactive consumer promotion across 160 modern trade stores to drive consideration and conversion of consumers.

Our Solution

- We developed the 1st ever interactive pesticide simulation and reward app
- We instilled brand confidence and reassurance with heightened visibility via shelf talkers at the pesticide section
- We grew brand awareness and sensitization at participating outlets

Results

- Sales realised: 36,911 cans
- Audience reach of over 100,000, including the contact details of purchasers
- A database of over 50,000 consumers for future Baygon activations.



Isuzu 7th Generation Prime Mover - GXZ

Client: Isuzu East Africa

To launch the 7th Generation series of Isuzu vehicles in Kenya, Isuzu challenged izeone to conceptualize a launch campaign that would incorporate unveiling of their partnership with Delta motors. We conceptualized, designed and executed the launch of Isuzu 7th generation GXZ prime mover and Delta/isuzu dealership and service center. The campaign scope included launch concept, event content, branding, customer focused "Koroga" forums across all the key transport hubs, corporate and media launch event.

Solutions Offered

1. Strategy - Conceptualized overall launch concept
2. Creative - Launch event content and branding
3. Experiential - Executed facility and vehicle launch event

Results

Reach - 20,000

Engagement/Impressions - 5,000



English Premier League Legends Tour

Client: Barclays Bank of Kenya

Tasked with the impressive power of activating English Premier League Legends Tour in Nairobi, we went all out to bring the campaign **#SuperFansUnited** to life. The legend on tour was the Liverpool Football Club Great Robbie Fowler. We created experiences for the visiting Legend as he toured the country.

While driving awareness as well as uptake of the TIMIZA money lending application, we ran different activations including;

- A football clinic
- Staff activations
- Mall activations
- Legends football screening

We managed to achieve the excitement, engagement, awareness and uptake objectives.

Robie Fowler also had a great time.



Back to Rhythm Heart Challenge Campaign

Client: PHILIPS

In commemoration of Heart Awareness Month and World Heart Day, Philips East Africa in collaboration with the Kenya Red Cross commissioned us to create, launch and activate the Back to Rhythm campaign aimed at creating public awareness around cardiac health in Kenya and increasing the chances of survival of victims of Sudden Cardiac Arrest (SCA).

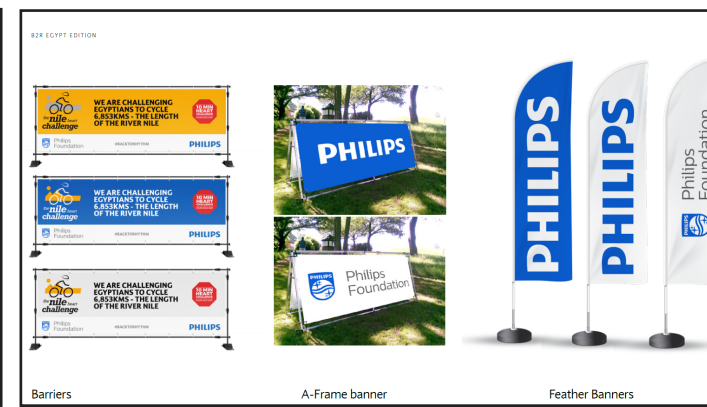
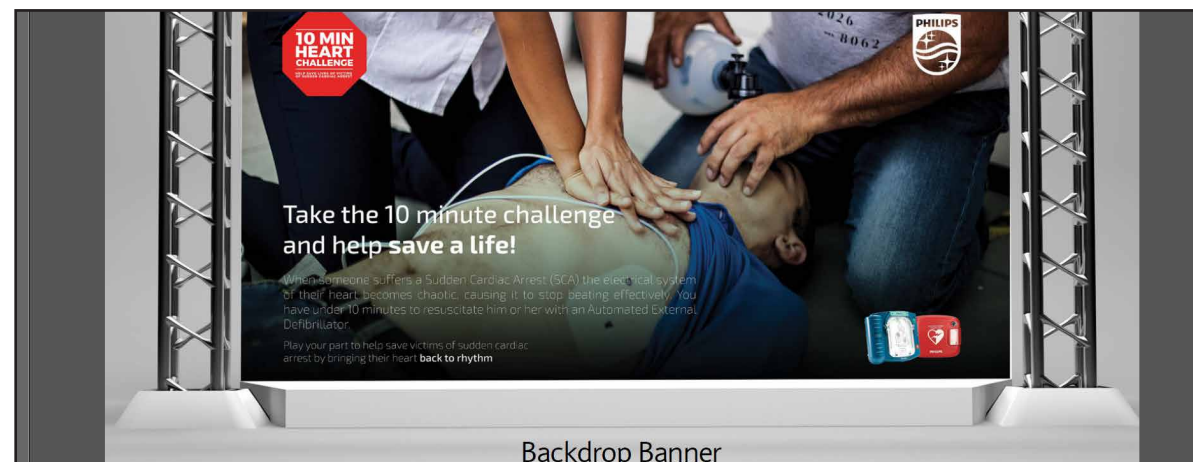
Our Solution

We conceptualized, designed and activated the entire Back to Rhythm campaign from branding, media launch, digital online marketing, public seminars, training of transport industry stakeholders (the bodaboda community) on emergency heart failure response right through to office and mass participation street activations.

As a key solution to the campaign, we developed the **#10MinHeartChallenge** through our interactive Macrider solutions that saw the general public ride stationary bikes placed at strategic locations. This was an engaging, interactive and innovative experience that drew thousands to the venues.

NAIROBI

In Nairobi, thousands of residents biked 1264km leading to Philips donating 8 AED machines to the Kenya Red Cross. One AED machine was donated to Landmark Plaza after participants cycled a total of 154km. In addition, 100 Bodaboda riders were trained extensively on CPR and are not equipped for situations that need immediate attention.



We created an extensive social media buzz:

- Facebook reach: 478,915
- Total video views: 34,076
- Twitter #BackToRhythm: 140,272 reached.
3,41,275 impressions
- #10minheartchallenge: 922,205 reached.
2,000,000 impressions

EGYPT

In Egypt, we set a new Guinness World Record, THE LARGEST GPS DRAWING BY BICYCLE (TEAM).

MERU

In the Meru edition, we engaged to masses to join the challenge and cycle from Nairobi to Meru in a Back to Rhythm campaign dubbed Tour De Meru. During the challenge, Philips and Red Cross teams created awareness on cardiac health while also providing community education on CPR and AED resuscitation. Philips also donated 3 AED machines to Meru County Red Cross unit.

NAROK

In Narok, we got the chance to host an event for Philips EA as they participated has a health partner of the Beyond Zero initiative.



Kenya Open Golf Tournament 2016 -2019

Client: Barclays Bank of Kenya

Barclays, in a bid to derive value from their Title Sponsorship of the Kenya Open Golf Tournament, engaged izeone Africa to conceptualize a sponsorship activation campaign targeting consumers pre and during the Kenya Open golf tournament through the period between 2016 to 2019.

The 2018 event achieved high exposure for Barclays Bank and provided an opportunity for Kenya Tourism Board and Brand Kenya to show case golfing destinations in Kenya.

Having walked with Barclays through their golfing sponsorship since over the years, we were honored to be a part of the first European Tour Kenya Leg, where our presence and visibility was bigger than ever, ensuring both the young and the old felt the Barclays/ABSA brand.



Nairobi Innovation Week

Client: Barclays Bank of Kenya

As sponsors of the Nairobi Innovation Week, Barclays wanted an activation zone to showcase it as a leading bank that has embraced digital solutions for its banking products.

Our Solutions

- We developed custom marketing applications for 'Twin Plus', 'Ready to Work' and 'Cash Send'.
- We deployed Interactive Touch Solutions to activate custom applications that were key drivers in engaging the Target Audiences.
- We deployed a Mirror Photo Booth for consumer engagement, bearing in mind that the audience mainly comprised of the youth.
- We deployed custom Modular Booths that captivated our target audience.

Results:

- 319 new customers signed up accounts for Twin Plus, Ready to Work and Diaspora banking
- Over 600 visitors and students visited the stand and expressed interest in Cash Send, Twin Plus account & Diaspora banking products as well as the Ready to Work programme.
- Over 400 active emails were generated from the mirror booth activation.



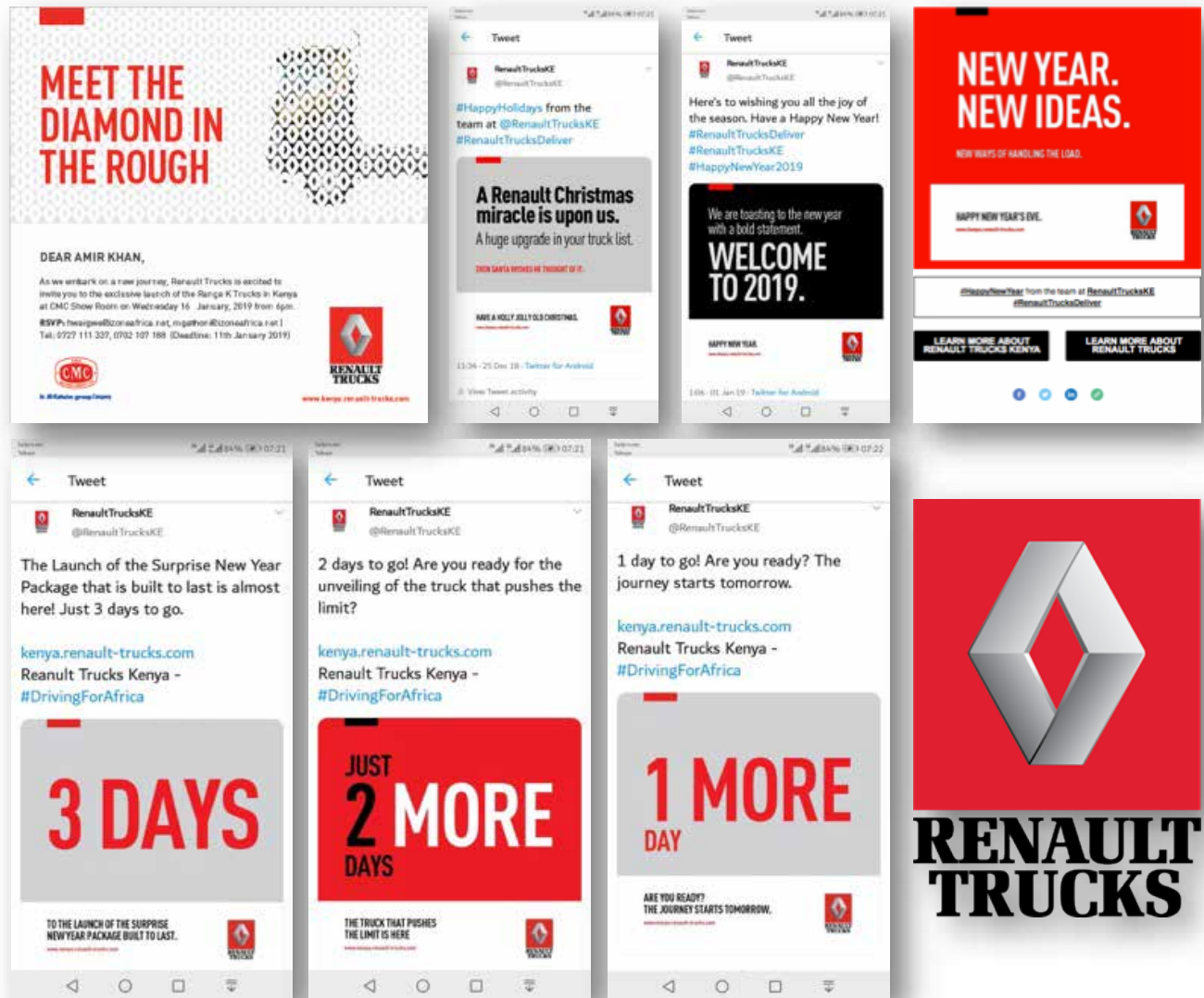
*Voted the best stand at
Nairobi Innovation
Week*

Renault Trucks Kenya Launch

Client: CMC Motors

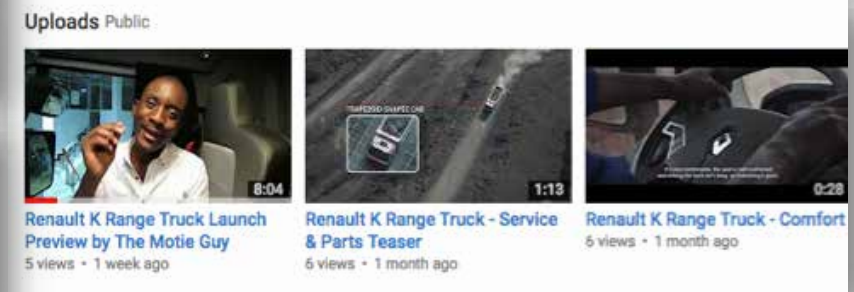
Given the high profile task of introducing the revolutionary Renault Trucks into the Kenyan market, we developed and executed the 360 launch strategy that included;

- ! Renault Trucks pre-launch brand introduction messaging
- ! Invitation process - Physical invitation, direct mail RSVP and post event guest engagement.
- ! Launch event - All elements including the 3D Projection Mapping reveal
- ! PR – Pre-During and Post
- ! Media launch event management
- ! Product showcase interactive application development
- ! Creation and management of relevant digital assets. This included lead management and active response management.
- ! Development at all campaign messaging, design and creative elements
- ! Social media influencer management



Results - 3 Month Camapaign

- ! Event Attendance: 95% of invitees
- ! Digital Reach: 1.5 Million
- ! Website visits from social media: 2,051
- ! Website visits from social media: 2,051
- ! Social Media Conversations: 57,320
- ! Facebook Live Stream Launch Audience: 11,892 uniques viewers.



MRM Eye in The Wild 2018

Client: MRM

Mabati Rolling Mills tasked us with the responsibility of hosting the second edition of its annual photography competition, Eye in the Wild at Karura Forest on the 27th October 2018.

With a powerful trees conservation theme, we brought the theme to life by creating the effect chopping trees has on our environment while also launching the Ultra Span brand that is MRM's flagship environmental friendly product. To push awareness and encourage the mass to save trees, hundreds of trees were planted and the event was a success with the winners walking away with great prizes.



Chevrolet Activation At The Total Motor Show

Client: General Motors

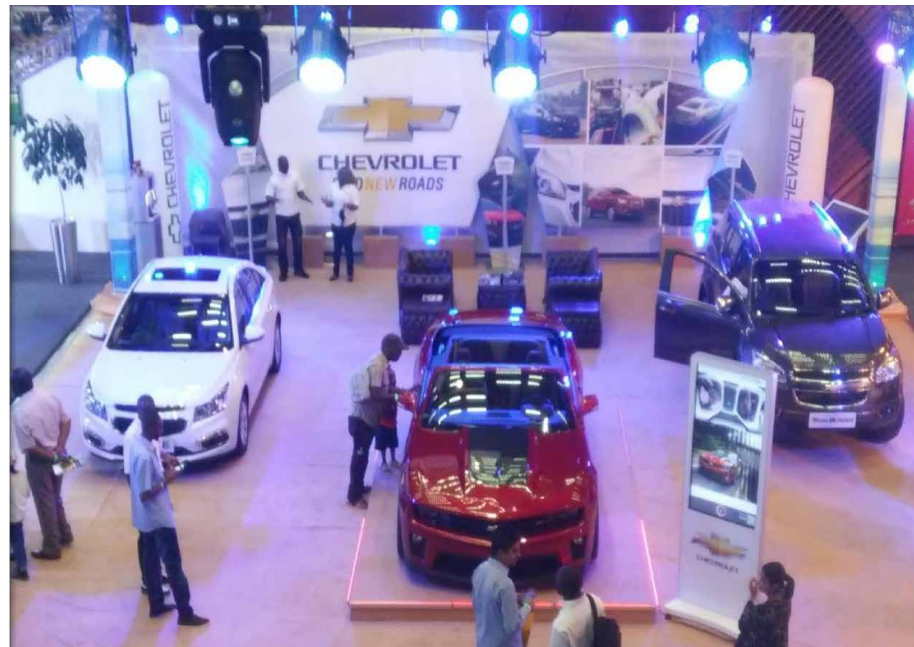
Chevrolet sought to showcase their top 3 car brands; Camaro, Trailblazer and Cruz at East Africa's premiere motor show.

Our Solutions

- We successfully developed and deployed our custom Chevrolet App which engaged target audience with detailed information, 3D images and videos of the products on display.
- We showcased key features of the vehicles using Interactive Touch Solutions
- We delivered a unique event concept that successfully introduced the newly launched Chevy Camaro into the market
- Captured guest sentiments and built a database of promising sales leads.

Results

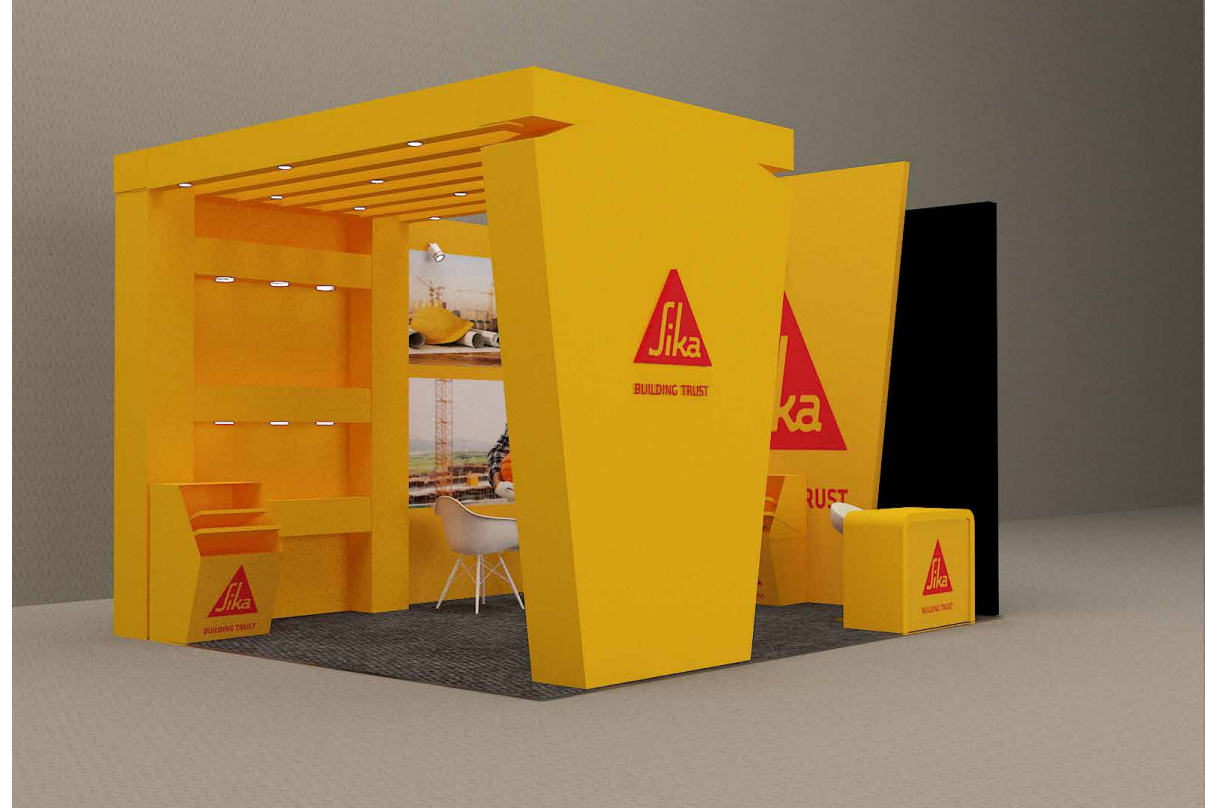
- Over a period of 3 days, we activated a database of 300 customers requesting a test drive over a period of 3 days; enhancing the sales objective.



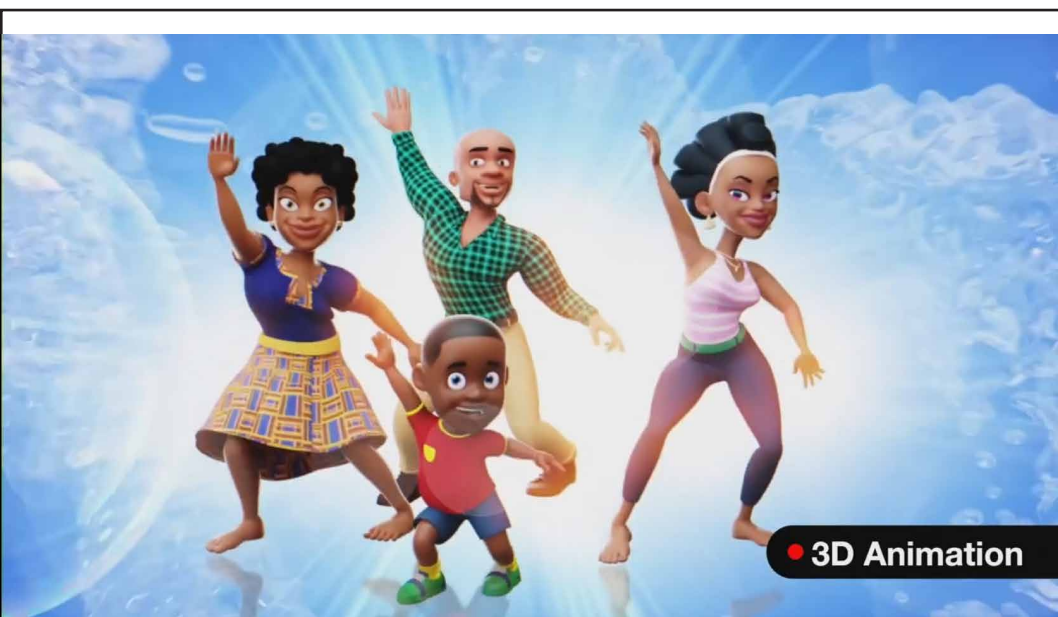
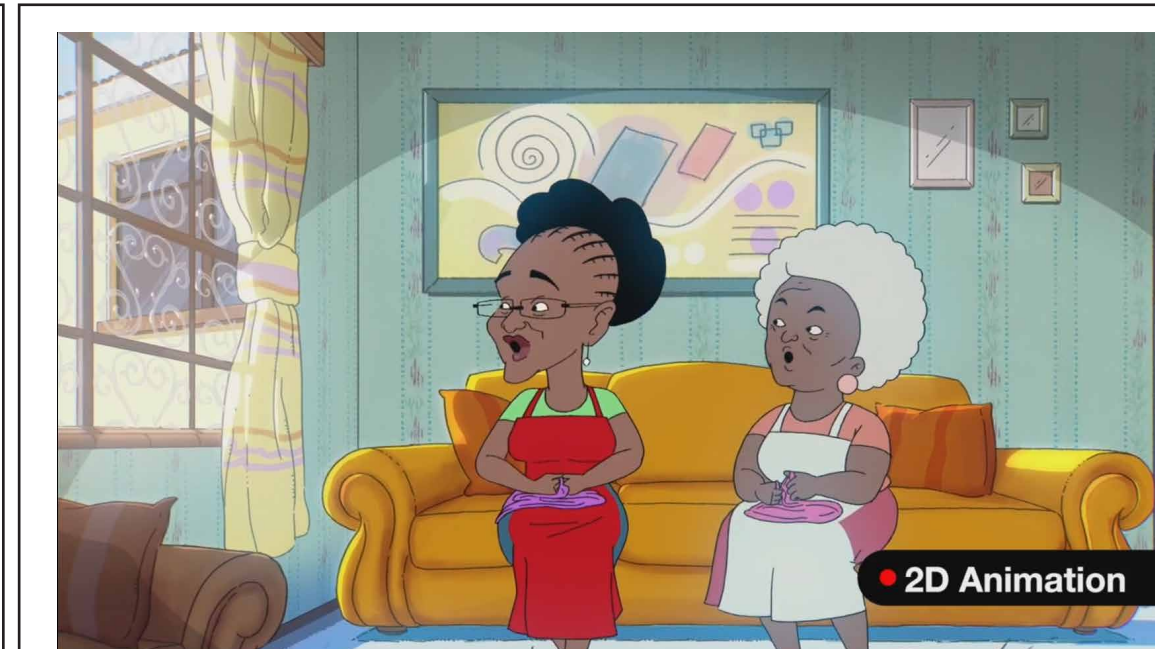
Custom Modular Booth Designs

With a clear strategy designed to position your brand above the rest, we go beyond just the usual communication to give you disruptive concepts that push your consumer to create brand love.

We bring great ideas to life by combining our collective passion for experiences, and the mind-set to create brand recognition.



Animation



Safaricom Open Day

Client: Safaricom

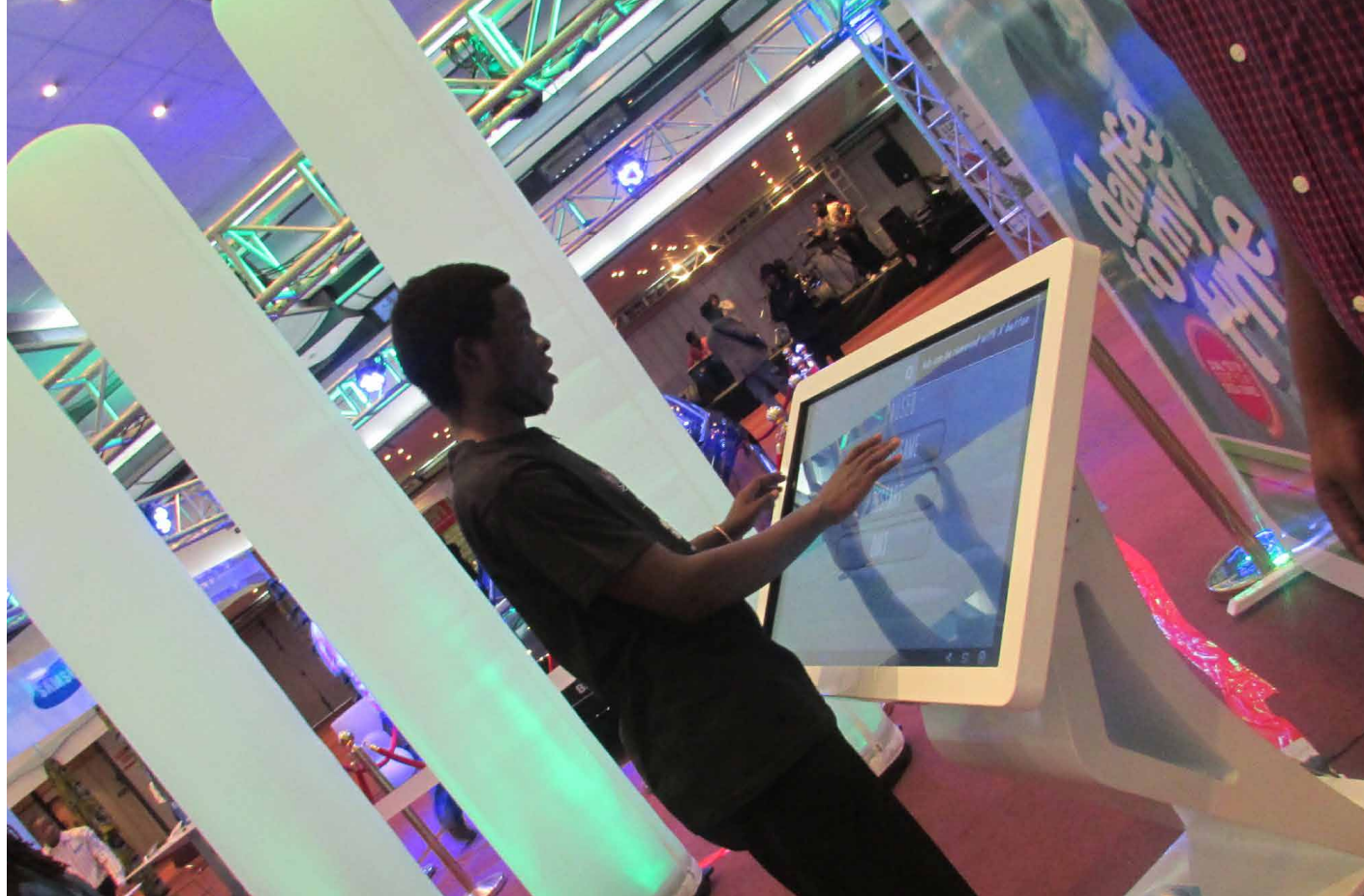
Safaricom was looking to transform its 2nd generation experiential retail stores into the 3rd generation interactive digital consumer experience stores. This was to help consumers enjoy interactive shopping experiences that can compete in the new era of digital hyper-saturation.

Our Solutions

- We created an activation that helped Safaricom position itself as a market leader by adopting technology in product showcasing and brand experience through interactive, digital and custom content solutions.
- Consumers were able to explore devices on offer, making the buying experience immersive and personalized. More importantly, Safaricom was able to offer consumers with an opportunity to explore and download applications thus driving their data service uptake.

Results

- 31% sales conversion increase
- We guaranteed that 80% of devices purchased were accompanied by Safaricom's App starter pack
- We executed an innovative consumer sales promotion campaign



Philips - Medic West & East Africa - 2017

Client: PHILIPS

- Medic East Africa, the leading business platform for healthcare and medical laboratory industry in East Africa featured over 290 local and international exhibitors.
- Medic West Africa, the premier B2B healthcare platform in the region, attracted more than 4,500 healthcare professionals and hosted over 300 leading exhibitors.

Our Solution

We designed and executed a sterling stands at the events, equipping them with engaging and interactive screens coupled with VR gear that uniquely displayed Philips health solutions.

Results

The PHILIPS MEDIC EAST

- 420 visitors visited the stand
- 48 sales leads were generated

The PHILIPS MEDIC WEST

- 990 visitors visited the stand
- 95 sales leads were generated



*Voted the best stands
Medic East and Medic
West*

CISCO Connect 2017

Client: CISCO

We were tasked with designing, fabricating and executing the 'World of Solutions' expo zone at the 1st Cisco Connect Conference in East Africa targeting 500 delegates.

Our Solutions

We standardized all the stands, by adopting custom modular booths which incorporated digital signage, interactive digital signage world-standard expo stands; the 1st such undertaking in East Africa.

Achieved

We delivered a world of solutions that attained Cisco's GLOBAL standard of quality.



Our happy clients



PHILIPS

ISUZU



zuku
AMAZING DIGITAL TV



An Al-Futtaim group Company



Microsoft



SC Johnson
A FAMILY COMPANY



lenovo FOR
THOSE WHO DO



STIHL



o.b.



Power to Build



AFROKINKS
NATURALS

**mama
fix.it**



Kenya Power



Our Awards



The Guinness World Record for the largest GPS drawing by bicycle for our execution of The Philips Back to Rhythm Campaign in Egypt 2018



2nd Runners Up MSK - Barclays Kenya Open 2018



MSK Best Sports Marketing Award 2017 for the execution of Barclays Kenya Open 2017



Best Stand Award for the execution of Philips Medic East Africa 2017



Best Stand Award for the execution of Philips Medic West Africa 2018

Contact Us

Reach out to us for an in-depth conversation.



info@izoneafrica.net



Dik Dik Gardens, Kileleshwa,
House no. 14



+254 702617474



[Facebook.com/izoneafrica](https://www.facebook.com/izoneafrica)



www.izoneafrica.net

