



izone  
AFRICA

The Home of Value Innovation







THIS IS  
THE SIGN  
YOU'VE BEEN  
LOOKING FOR



# Who we are

A digital-age marketing, technology and innovative solutions company; specializing in experiential marketing, creative services and a complete suite of innovative solutions that include Interactive Technology, Mixed Reality and Smart Mixology Machines.



## Experiential

We are experts in interactive marketing and mixed reality solutions.



## Creative

Digital-age creative services and solutions agency.



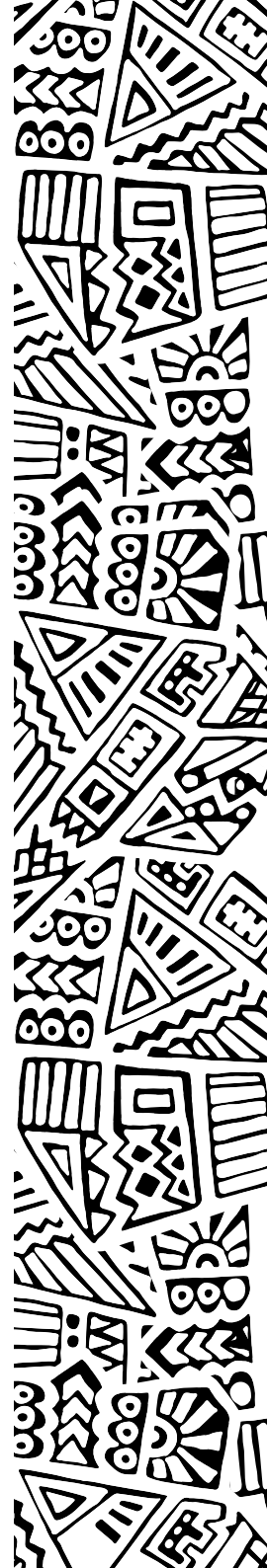
## Innovative Solutions

Unique solutions that drive value through enabling efficiency, convenience and other benefits.



## Hospitality

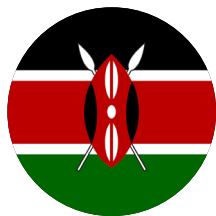
We offer smart mixology machines and premium cocktails.





# ***We Are Regional***

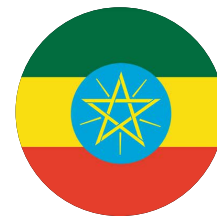
The strong partnerships we have created across the continent have enabled us to serve our multi-national clients better. Markets we have worked in include:



***Kenya***



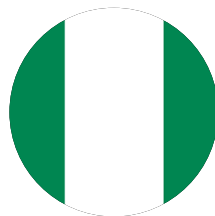
***Uganda***



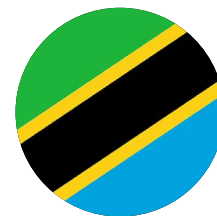
***Ethiopia***



***Egypt***



***Nigeria***

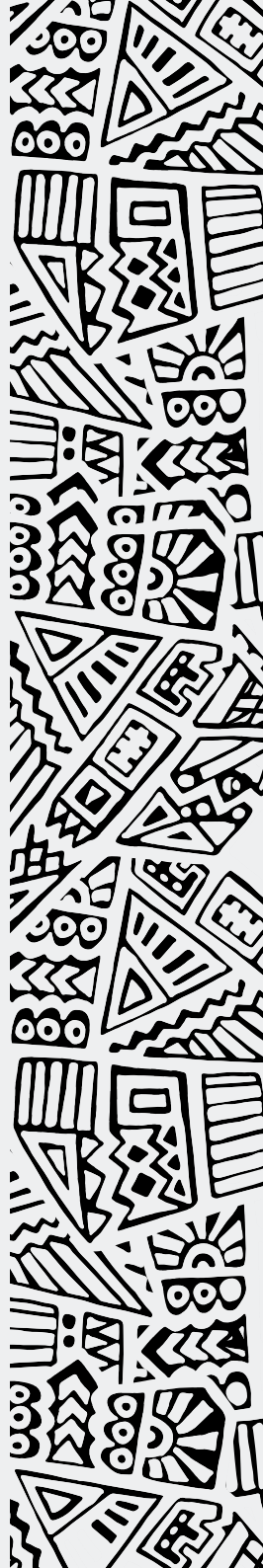
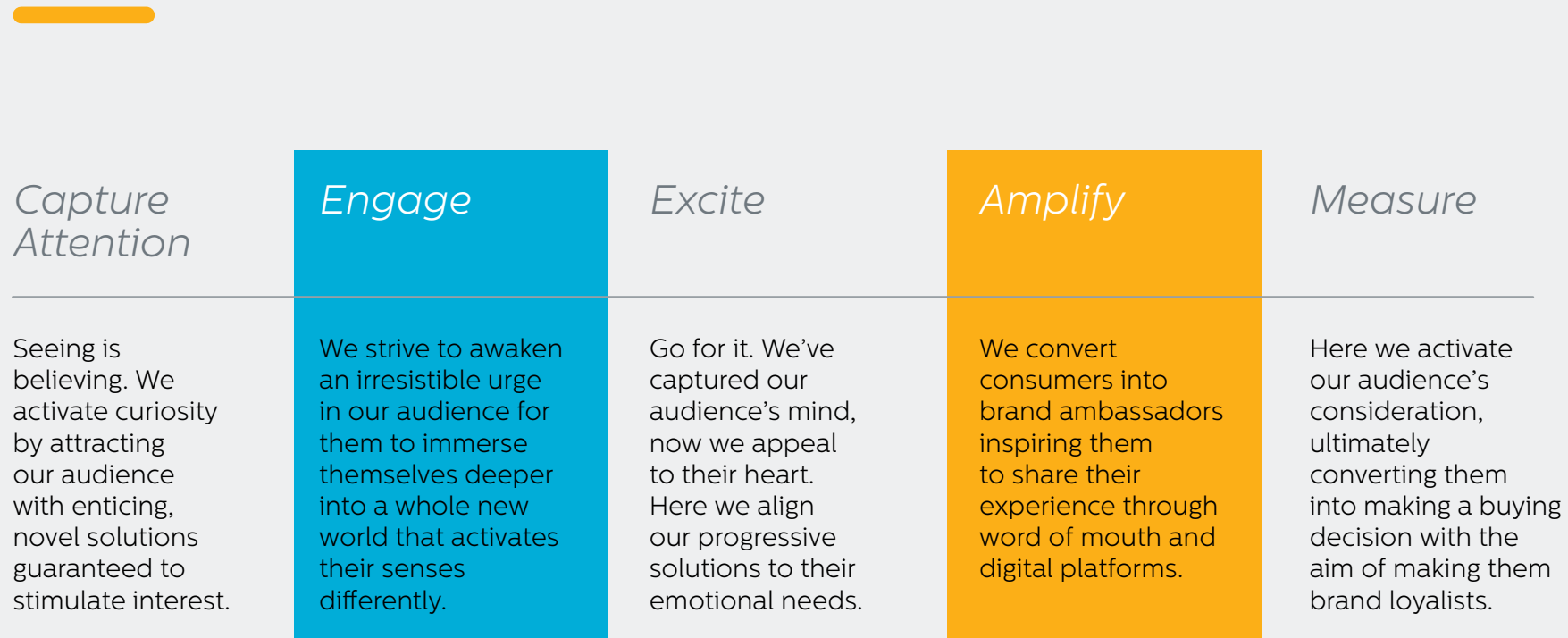


***Tanzania***



# Our approach

We continuously work towards developing innovative marketing solutions that are engineered and tailored for the digital-age. Through our **5 Key Pillars**, we offer solutions that transform how consumers experience brands.







# Experiential

We combine tried and tested conventional methods as well as digital-age experiences to deliver memorable and immersive activations and events.

We package stunning experiences into web, mobile and mixed reality applications that bring existing collateral, products and promotions to life in amazing ways. With advanced reporting and analytics, we deliver more than wow...we deliver results.



## Marketing Services

- Event Marketing
- Brand Activations
- Social Marketing
- Sponsorship Activation

## Mixed Reality

- Virtual Reality
- Augmented Reality
- Macrider & Macrunner
- Kinetic Gaming
- Digital Tattoos

## Events Gear

- Interactive Screens
- Mixed Reality Tech
- Structures
- Audiovisual

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# Creative

We create compelling branding solutions and tailor-made designs fit for brands in Africa. Our creative approaches evoke lasting connections and experiences by emotionally and visually connecting brands to their relevant audiences. We help you make optimum utilization of resources at hand towards achieving your desired results.

## Graphic Design

- Publication
- Advertising
- Corporate Identity
- Internal Comms
- UI/UX Design
- Branding

## Digital Marketing

- Strategy
- Social Media Marketing
- Content Development
- Media Buying

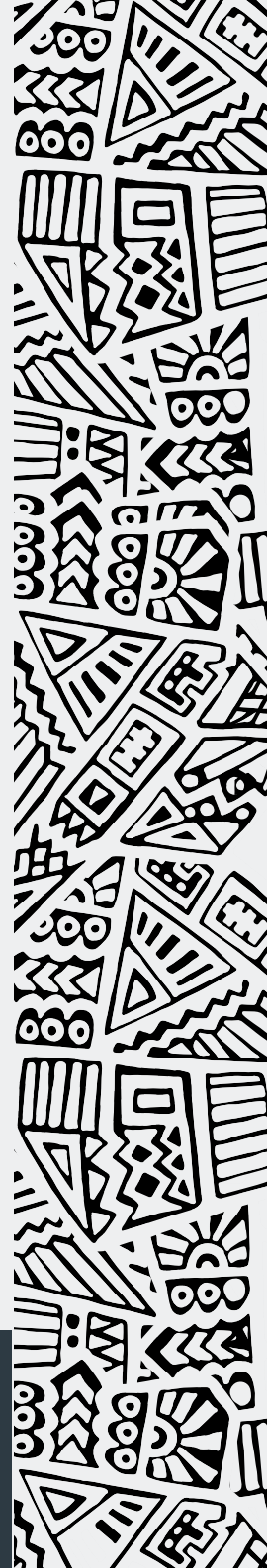
## Digital Solutions

- Website Development
- Mobile Apps Development
- Enterprise Apps
- Chatbots
- Marketing Apps
- Custom VR and AR Apps

## Production

- Animation
- Infomercials
- Documentaries
- Audio production

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# *Innovative Solutions*

We offer an array of unique and contemporary digital-centric solutions that serve across the MICE industry and the Retail sector. These include visitor management solutions, POS solutions and smart interactive solutions for events and experiential marketing engagements.



## *Retail+*

Showcase applications

Digital Shelves

Digital Signages

Lift & Learn

Self Service Kiosks

Smart Box & Posters

## *Hybrid Event Platform*

NoodleLive

Virtual Events

Event App

RFID Smart Badges

Badge Printing

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# Hospitality

We are transforming the hospitality industry! We are doing this by offering an exciting assortment of Smart Mixology Machines, setting up Premium Cocktail Franchises & Online Stores. We have also unveiled mobile pop-up Cocktail Bars for the events industry.

## Mixology Machines

Machine Sales  
Leasing & Service

## Retail Channels

Franchise Stores  
Online Store

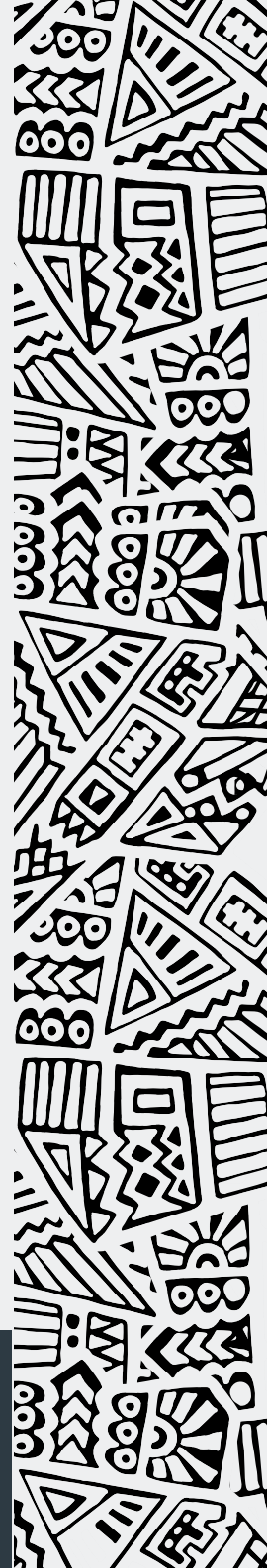
## Premium Cocktails

Classic Cocktails  
Signature Cocktails  
Virgin Cocktails

## Events

Corporate Events  
Social Events  
Private Events

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# Research

For clients across the African continent, we offer both consumer and social research by gathering the key insights needed for brand/organizational innovation and growth. Our research team is 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
- 

research  
8020'





# *Case Studies*



# Integrated Marketing Agency for Quickmart Supermarket

**Client: Quickmart Supermarkets**

Quickmart gave us the task of being their Integrated Marketing Agency. As an Integrated marketing Agency, we have been instrumental in growing Quickmart's market awareness, visibility and growth by implementing a cross platform marketing strategy that encompasses strategy, creative, digital marketing, experiential, research and media.

Having launched 15 years ago, Quickmart has grown to be one of Kenya's tier 1 retail outlets with a unique retail store model backed by unmatched ambition. It is an honour being a partner towards the next phase of their journey.

## Solutions offered

Strategy - Brand Development, Commercial Property

Development & Conceptualizing Launch Events.

*Creative* - Strategy, Design and Copywriting

*Experiential* - Launch Event Setup, Activations, Operational Marketing Calendar Management.

*Digital* - Strategy, Management, Media Planning & Media Buying.

*Media management* - Strategy, Planning, Buying & Monitoring.

*Production*

*Research*

## Results

In the ongoing media reach strategy, these are the results on the various digital platforms;

- FB follower growth from 16,447 to 130,384 an addition of 113,937 followers in 5 months,
- Twitter follower growth from 5,105 to 10,482 an addition of 5,377 followers,
- Instagram follower growth from 17667 to 24,601 an addition of 6,934 followers.



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## Digitization of Safaricom Moi Avenue Shop

**Client:** Safaricom

As a digital Agency, Safaricom tasked us to conceptualize, deploy and manage a digital signage platform for their refurbished Moi Avenue shop.

### **Solutions offered:**

Strategy - showcase application, content management software

Being their premium store in the country, Safaricom was looking for a digital signage solution that included managing 21 signage screens, large format interactive video walls and an interactive product showcase application. We successfully deployed a remote content management software that enabled Safaricom to schedule, publish and manage content in real time. We also deployed a product showcase application that enables up to six customers to interact concurrently.

### **Results**

Footfall - 2000 customers a day

Database - over 200 videos



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## #Workthebeat

**Client: Philips**

The WorktheBeat campaign is a continuation of the BacktoRhythm (B2R) campaigns we have been driving since 2017; albeit taking a virtual direction in 2020 due to COVID-19. The campaign aimed at creating public awareness around cardiac health in Kenya, Egypt and South Africa thus increasing the chances survival for victims of Sudden Cardiac Arrest (SCA).

### **Solutions offered:**

Strategy, digital & virtual event

As a key solution to the campaign, we activated an influencer led

- 7-day challenge per market to get the public to run, walk, bike 10,000 Kms.
- CPR Video challenge on Tik Tok.
- An internal Philips staff challenge
- 7-day challenge to get the Philips staff to run, walk, bike 500 Kms
- A 12-hour finale where pro-cyclists will bike 500 kms from 8.00 am to 8.00 pm

In Kenya, thousands of residents participated to achieve 10,844 km's leading to Philips donating 5 AED machines to the Kenya Red Cross. In South Africa, thousands of residents participated to achieve 5,133 km's leading to Philips donating 3 AED machines to Heart-to-Heart Foundation. In Egypt, hundreds of residents participated to achieve 3,314 km's leading to Philips donating 2 AED machines to the Red Crescent.



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## Barclays Kenya Open Golf Championship 2016 -2019

**Client: ABSA Bank Kenya**

ABSA Bank, 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 event. Our participation in this regard has been sustained for three consecutive years; 2017, 2018 and 2019.

### **Solutions offered:**

Activations, Event Marketing, Digital & Interactive Solutions

In 2017 the event achieved high exposure for Barclays Bank and provided an opportunity for the Kenya Tourism Board and Brand Kenya to showcase Kenya as a golf tourism destination. In 2018 Kenya Open celebrated its 50th Anniversary and was elevated to the elite European Tour schedule. To leverage on the milestone, we executed a golf series tour in four major cities that included SME business forums, mall activations, business cocktails and golf tournaments. Culmination of this month-long campaign was the Kenya Open Championship where izeone executed business theme nights that hosted different corporates and VIPs in the Barclays hospitality tent. A major highlight of the 2019 Kenya Open was when we executed the first major event that witnessed Barclays rebrand to ABSA Bank PLC.



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## Isuzu Delta & 7th Generation Launch

**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 also incorporate unveiling of their partnership with Delta motors.

### ***Solutions offered:***

Strategy, creative, experiential

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.



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## Back to Rhythm Heart Challenge Campaign

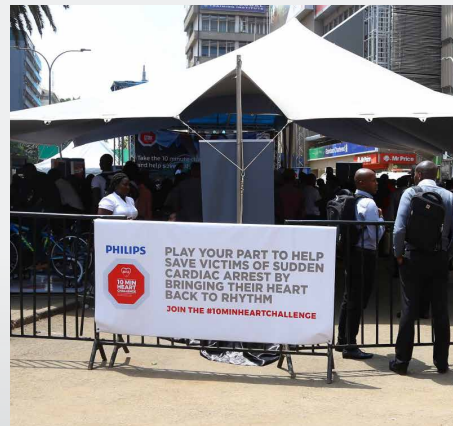
**Client: Philips**

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).

### ***Solutions offered:***

Strategy, creative & experiential

We conceptualized, designed and activated the entire Back to Rhythm campaign. This included branding, media launch, digital online marketing, public seminars, training of transport industry stakeholders (the bodaboda community) on emergency heart failure response, customer engagement and mass participation street activations. As a key solution to the campaign, we developed the #10MinHeartChallenge through our interactive Macrider solution 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. In Egypt, we set a new Guinness World Record, THE LARGEST GPS DRAWING BY BICYCLE (TEAM).



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## English Premier League Legends Tour

**Client: Barclays Bank of Kenya  
(presently ABSA Bank Kenya)**

Tasked with 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.

### ***Solutions offered:***

Strategy, creative & experiential

While driving awareness as well as uptake of the TIMIZA money lending application, we ran several activations including; Football Clinic, Staff Activation, VIP Event, Mall Activations and a Football Screening Cocktail. We managed to achieve the excitement, engagement, awareness and uptake objectives.



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# Renault Trucks Kenya Launch

**Client: CMC Motors**

We were given a high-profile task of introducing the revolutionary Renault Trucks into the Kenyan market.

## **Solutions offered:**

Strategy, creative & experiential

We developed and executed the 360-launch strategy that included;

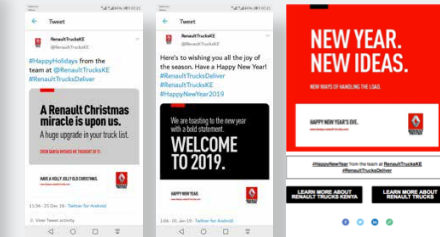
- Renault Trucks pre-launch brand introduction messaging
- Invitation process – physical invitation, direct mail RSVP and post event guest engagement
- Launch event – All elements including the 3D Projection Mapping reveal
- PR – Pre, During and Post event
- Media launch event management

- 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**

During the 3 Month Campaign;

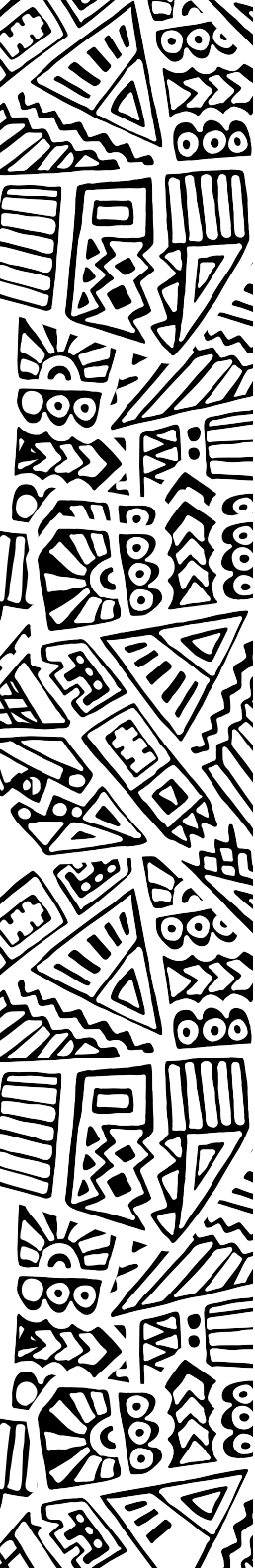
- Event Attendance: 95% of invitees
- Digital Reach: 1.5 Million
- Website visits from social media: 2,051
- Website visits from social media: 2,051
- Social Media Conversations: 57,320
- Facebook Live Stream Launch Audience: 11,892 unique viewers



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## MRM Eye in The Wild 2018

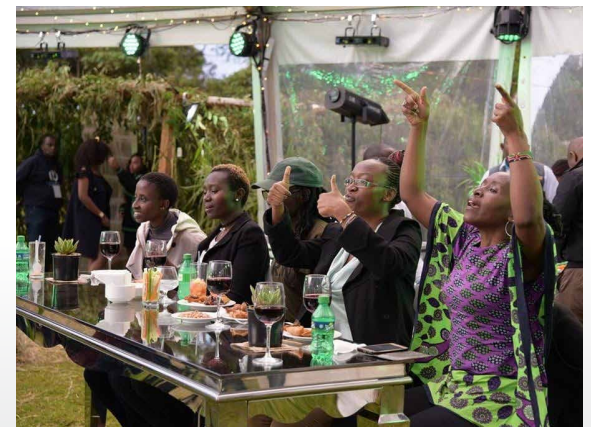
**Client: MRM**

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.

### ***Solutions offered:***

Strategy, creative & experiential

We brought to life the event's powerful Tree-Conservation theme by creating a vivid depiction of the environmental effects of deforestation. Alongside this execution was the launching of the Ultra Span brand which is MRM's flagship environmentally friendly product. To push awareness and encourage masses to save trees, hundreds of trees were planted in a successful event that also saw competition winners walk away with amazing prizes.



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## Isuzu – MUX Launch

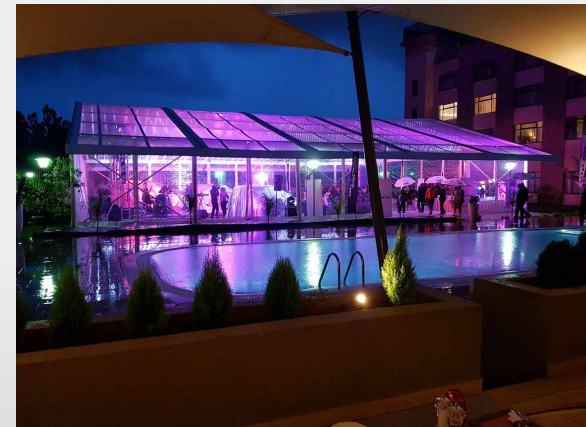
### Client: Isuzu East Africa

Isuzu East Africa (Isuzu EA) announced a new SUV model, the Isuzu mu-X in the Kenyan market. The new Model that was to launch in Nairobi boasts of a seven-seater intuitive 5-speed automatic transmission.

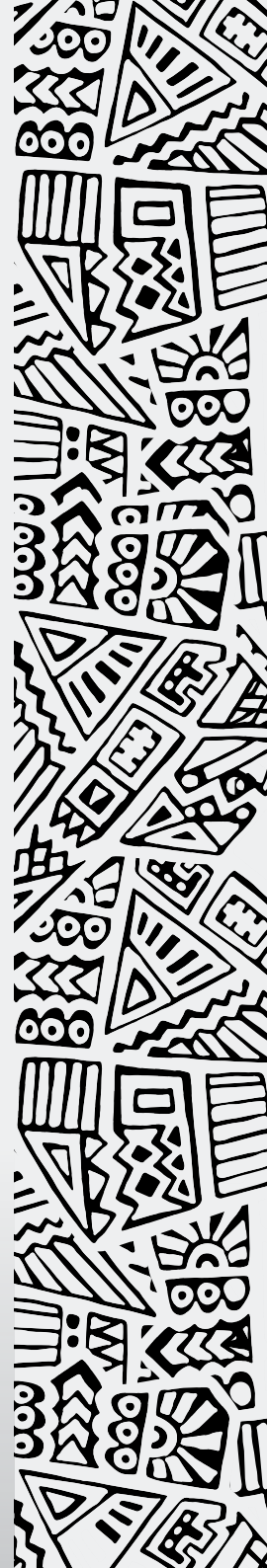
### Solutions offered:

Strategy, creative & experiential

We conceptualized, setup and managed the unveil event that targeted potential clients, media and key stakeholders.



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## 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.

### Solutions offered;

We enabled identical exhibition stands by adopting custom modular booths which incorporated interactive digital signages as per global expo standards. This was the first undertaking of its kind in East Africa.

### Results;

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



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## Animation

**Client: SAFAL Group**

**Solutions offered:**

Strategy, Animation

Our Creative Team was tasked with executing the Labour Day and Employee Appreciation Month campaign for SAFAL Group dubbed “The REASON”. To kick-start the campaign, it was vital for the organization to capture the spirit of Labour Day in an easy yet impactful way at the same time deliver the intended communication to its people in line with the pillars under THE REASON BANNER.

The animation included messaging from SAFAL Group that was appreciatory and also touched on the company’s Vision, Mission and Values.



**Client: CIPLA**

**Solutions offered:**

Strategy, Animation

Our Creative Team conceptualized and brought to life Mr FIZZ, a Super Hero who would ideally reflect the potency of the FIZZ C Vitamins supplement in boosting energy and enhancing immunity. This in addition to its delicious orange flavour.

The animation is digital-centric and targets people of all ages.



## SAFAL Group Bi-Annual Internal Magazine

**Client: Safal Group**

We were tasked with managing the editorial process of transforming the publication into a modern looking version that is also distributed in a digital version to reach over 2,000 staff across our Pan African operation.

### **Solutions offered;**

We branded the magazine in line with their vision, re-designed the cover to give it a more youthful and energetic look and feel and directed the Pan African cover models photo shoot to give it 'uniform' energy.

### **Results;**

An inaugural ONE SAFAL Magazine that truly embraced the organization's Culture, Mission, Vision and Values. The publication set precedence for subsequent print and digital editions; being the foremost info dissemination tool for the Group in all its internal communications facets.



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## Awards we have won



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



MICE Innovation of the Year - Africa MICE Awards 2019



## Our happy clients



**PHILIPS**



**ISUZU**



**STIHL**



**mama fix.it**

CMC




**Cipla**






The Home of Value Innovation

Reach out to us for an  
in-depth conversation.

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