



digital edge



BRAND EXPERIENCE

CASE STUDIES

CASE STUDY

digital edge

Brand market leader HP required a boost in sales by creating products awareness.

THE CLIENT : HP



Brand market leader HP required a boost in sales by creating products awareness.

We achieved success by mobilizing our team to utilize the network of malls within Nairobi and engaged University students in Catholic University and Strathmore University to name but a few.

We employed elaborate displays and well equipped stands that had the pull factor and drew in customers. The outcome was immediate feedback from the general public and creation of awareness of new HP products.

To give it a twist we had raffles on location and instant digital branded photos to make the activation more memorable for the customers.



For More Details

Please Contact Our Brand Experience Manager: **Dennis Sakwa**
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The Hosting of the 2nd Annual Convention

THE CLIENT : OFFICE OF THE DIRECTOR OF PUBLIC PROSECUTIONS



Hosting the 2nd Annual Convention for the Office of the Director of Public Prosecutions. We achieved success by utilizing our creative team, to come up with a fresh concept for the convention, we dedicated our time and resources to find out and deliver what the ODPP needed for the event.

Our delivery was quick and precise despite a limited time frame between concept creation and project execution.

The convention was a huge success and a feather in our cap given it was our maiden project with The Government.

Over 500 people attended the event. It was also graced by high ranking government officials such as the DPP and the US Ambassador to Kenya, Robert Godec.

For More Details

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Sampling experience to Showcase the premium nature and versatility of Kotex with the theme focus being "Make over your periods with Kotex"

THE CLIENT : Kimfay E.A Ltd



THE BRIEF

Kimfay E.A Ltd contracted us to create and execute a unique sampling experience within Key Accounts and Malls that will have a positive impact with consumers and showcase the premium nature and versatility of Kotex with the theme focus being "Make over your periods with Kotex"

OBJECTIVE

To develop an experiential activation that will get trail off consumer to switch to KOTEX

OUR SOLUTION

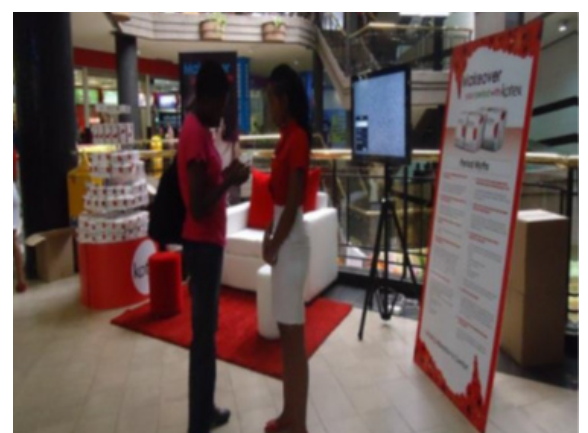
Agency to reach out and sample women aged between ages 18 to 35 years in the selected shopping malls and outlets

THE RESULTS

Sampling 3500 women in Nairobi for 2 months
End consumers learnt and related with the 5 Kotex benefits

For More Details

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corporate branding

promotional items

brand experience

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