



**izone**  
AFRICA

THE HOME OF INNOVATION

# Our Credentials

## ABOUT US

we are an intergrated marketing company with strong emphasis  
on technology  
creativity and innovation  
offering the market content, digital,  
experiential and event marketing  
solutions for this digital age



# 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.

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### 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. Now's time to 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 social platforms.

### MEASURE



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



**WHAT  
WE DO**

Our team consists of doers, thinkers, creators, organizers, innovators and developers; all working together to deliver end-to-end marketing solutions through our 3 in house brands.

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Where creativity lives



Smart solutions, Extraordinary Experiences



Engaged to inspire



studio  
thirty one

# studio

thirty one

This is where ideas are planted and germinate, growing into our passion of flourishing businesses through creative, yet powerful, experiences. By harmonizing the branches of technology, artistry and strategy, we convert in-depth research and insights into emotional experiences worth sharing across the digital platforms; ultimately bringing great results to fruition, consistent deliveries we pride ourselves in.

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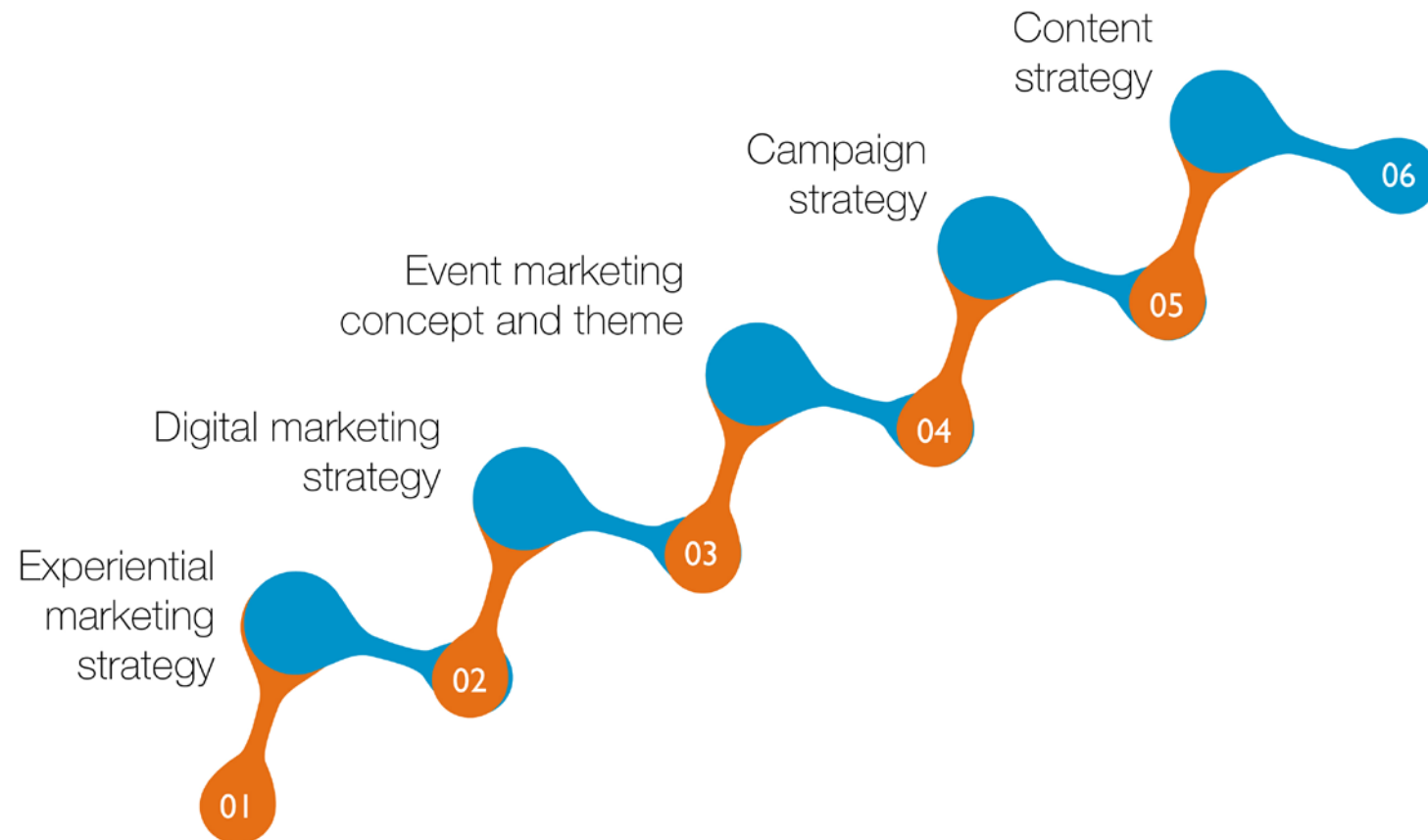
where creativity lives





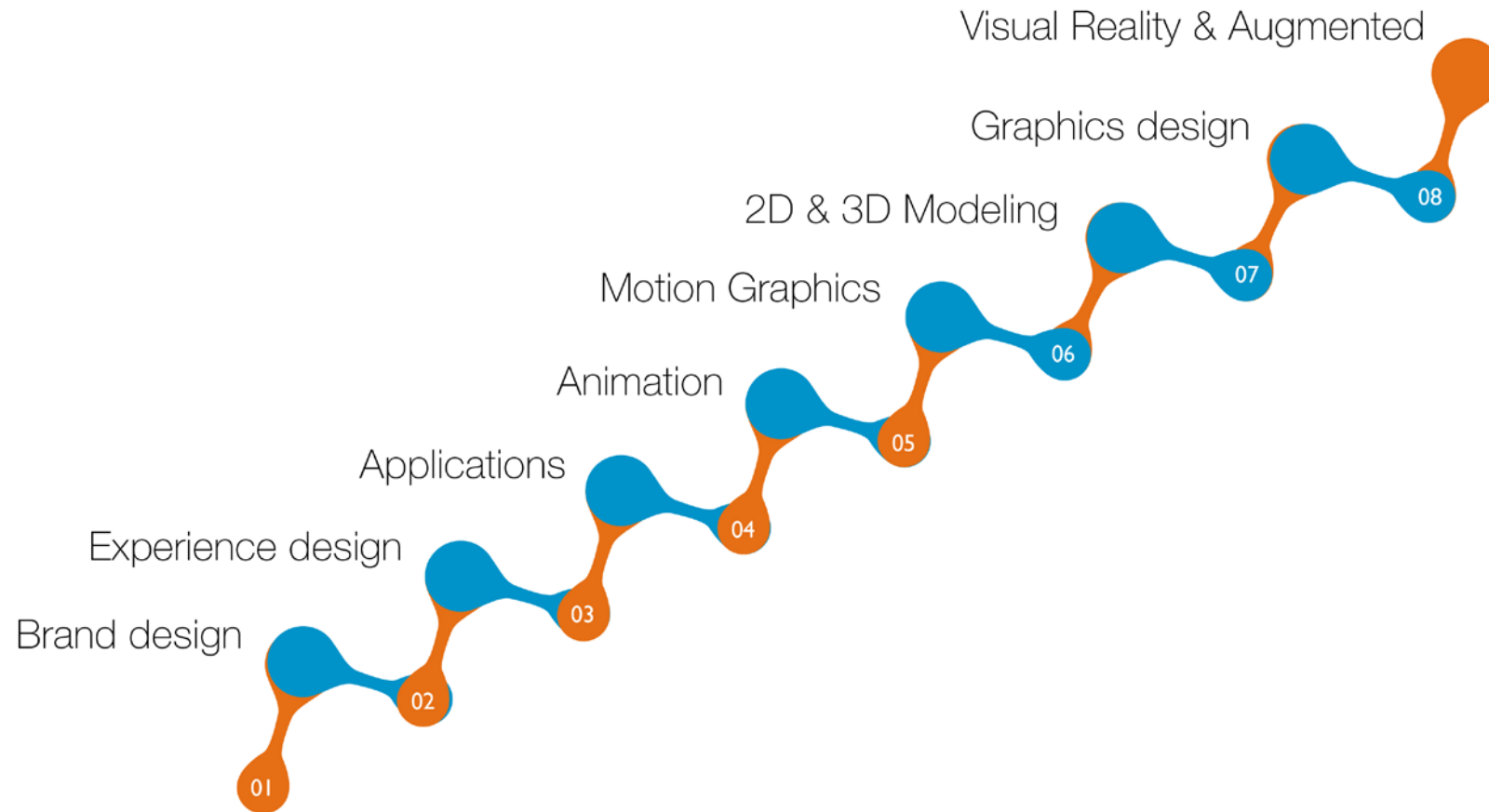
# STRATEGY

Starting with simple, powerful ideas, we create experiences that transform brands, grow businesses and make people's lives better. These we achieve by building brands, enhancing visibility and driving sales with a cross-channel, digitally led approach.



# CONTENT DESIGN AND PRODUCTION

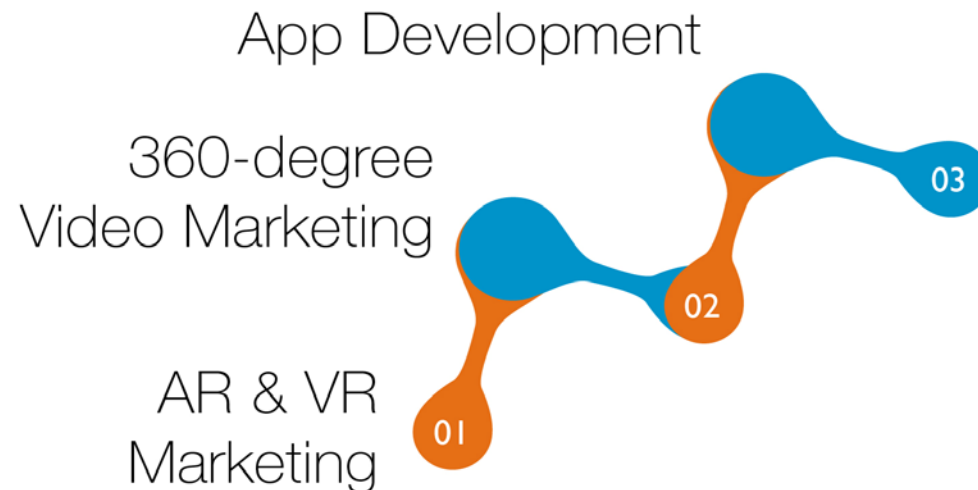
At the root of our work is an appreciation of the consumer and the brand. We understand the consumer journey guided by the principles of form, function and flawless execution to breathe life into brands. These are aimed at expressing new ideas in ways that change perception and influence behavior.



# DIGITAL MARKETING



Vibe is our digital platform that enables users to generate captivating, engaging and exciting content that transforms how consumers experience brands on the digital platform. We embrace the challenge of using digital marketing to communicate complex ideas simply, effectively and memorably. Our first step is formulating a solid framework to help a brand communicate with its target audience seamlessly through various digital channels.



**interactive zone**



# interactive zone

This is where amazing content cross-pollinates with cutting-edge technology to blossom into enhanced and immersive experiences for brands and their target audiences. We cultivate brands to enable them enjoy enhanced visibility in their fields, while putting audiences in touch with experiences that dreams are made of. This ultimately leads to a bountiful harvest of great results, consistent achievements that we celebrate.

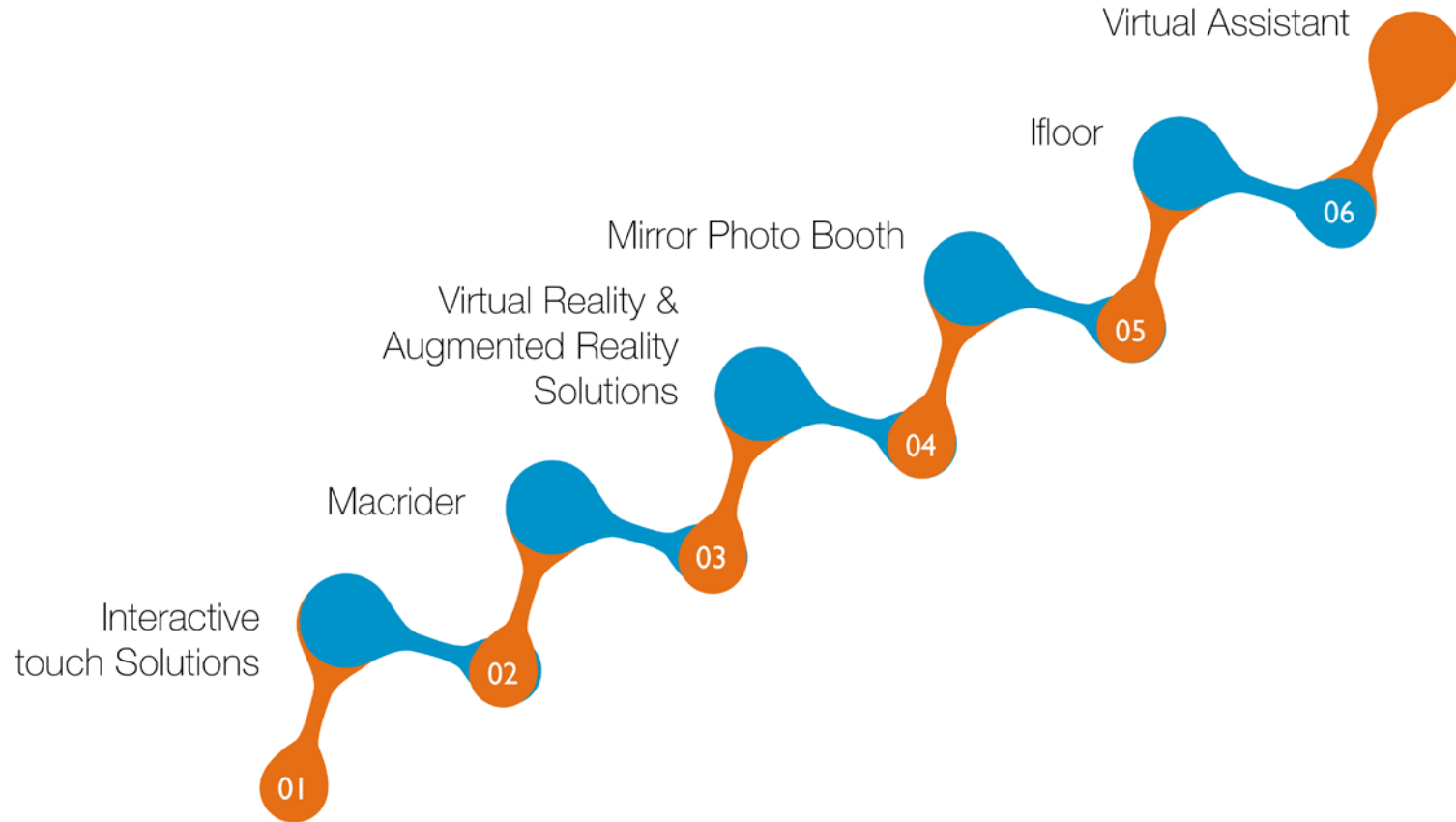
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smart solutions  
extraordinary  
experiences



# EXPERIENTIAL

Here, brands are enhanced through meaningful, memorable and magical live, digital and virtual experiences; all enhanced by next-level technology solutions which simultaneously engage and stimulate the senses. We have a range of value added pluses that will dramatically enhance how customers connect with brands.



# INTERACTIVE TOUCH SOLUTIONS

We transform your brand messaging into interactive, engaging and powerful experiences for tradeshows, festivals, business presentations and many more. We have a wide range of solutions that help build and favorably position your brand in the market, by giving your target audience the opportunity to interactively experience your brand, using customized content.



## MACRIDER

We enhance the way your clients interact with your brand at marketing events with this high-tech digital solution. Customized to powerfully display and amplify your brand's message, participants compete against each other while their performance is tracked and recorded, pedal by pedal in real time. Giant screens display biometric data such as speed, power, heart rate and rhythm; heightening excitement and creating a vividly memorable experience.





# VIRTUAL REALITY & AUGMENTED REALITY SOLUTIONS

- Using VR content and gear we indulge your audience with a truly immersive experience where people get to seamlessly look around the virtual world just as they would be in real life. Every subtle movement of the head is tracked in real time creating a natural and intuitive experience.
- Using AR we elevate experiences with a fully integrated 3D projection platform that displays

3D animated objects floating in the air with stunning graphics and visual effects. With its stunning features, exquisite product display, plug and play setup, remote update and customized color options, it makes for an awesome and memorable engagement.

## MIRROR PHOTO BOOTH

This glamorous selfie mirror continuously plays marketing or advertising videos in idle mode. Once a user is detected in front of the mirror, they can take, customize and share photos on their social media platforms. A memorable consumer engagement solution for activations and events.

It can be customized with the following:

- Flipbook

This is a collection of combined photos that can be animated in sequence to create an illusion of movement from a simple small book. Perfect for a souvenir.

- 3D Virtual Dressing

Discover the style that best suits you, with a

simple gesture. Users can select and match virtual outfits based on color, style, clothing category, collection type, brand, size, price or whichever preferences you offer them. This eliminates the need of changing rooms.

- Interactive Kinetic Games

Liven up the ambience with this versatile game station that presents fun and exciting ways to engage and entertain guests. It's a captivating, immersive and memorable experience.

- GIFs

Turn the photo-taking experience into more than just a photo keepsake. While the digital camera captures the photos, the software transforms these photos into GIFs which can easily be sent to your email or shared to your social media accounts.





# IFLOOR

This is a powerful multimedia solution for exhibitions, conferences, promotional and other events. It is a perfect tool for the corporate and brand engagement using interactive games and scenes, containing vivid effects that react to every movement of those involved.



## VIRTUAL ASSISTANT (HOLOGRAPHIC INTERACTIVE SOLUTIONS)

Our Virtual assistant is an ideal interactive solution that provides information about your product or service to the audience in an engaging manner. A crowd puller, it operates in a continuous loop without a break time and can keep audience engrossed with its interactive nature. The Virtual Assistant is multi-lingual and versatile for use across business sectors and most effective at retail channels.

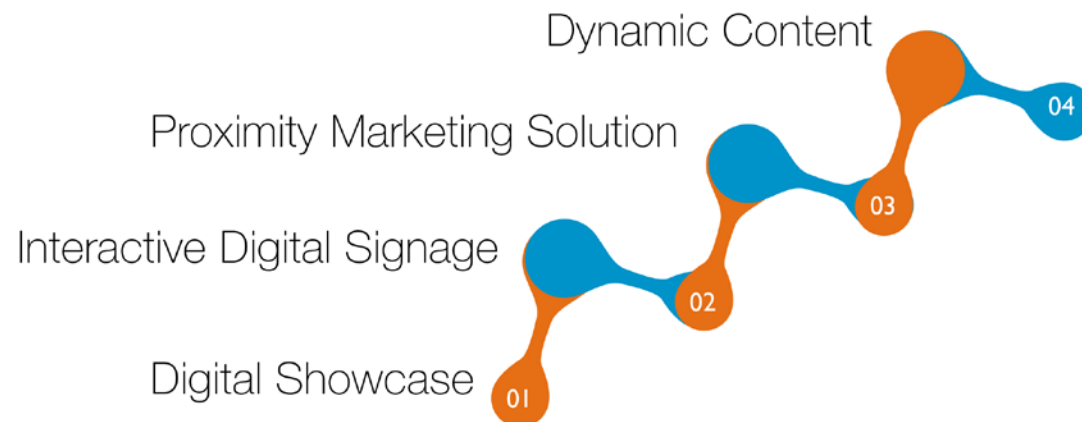


# DIGITAL SIGNAGE

Interactive and eye-catching, digital signage is the new frontier of marketing. Using a 360-degree approach encompassing in-built content management systems, Technology, content management software and asset management; our solutions deliver dynamic, personalized customer interactions tailored to a viewer's specific needs, driving influence at the point of purchase.

By merging three key components; Hardware, Content & Software, we're able to tailor versatile solutions for several industry sectors including:

- Retail
- Finance and Banking
- Corporate Communication
- Hospitality and Entertainment
- Education
- Public Facilities

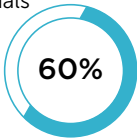


# DIGITAL SHOWCASE

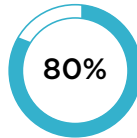
Our digital showcase solution gives you a 360 digital signage solution. With an inbuilt Content management system, wifi and LAN, our solutions ease the process of deployment and uploading of content all while being easy on your budgets

### Expected Benefits

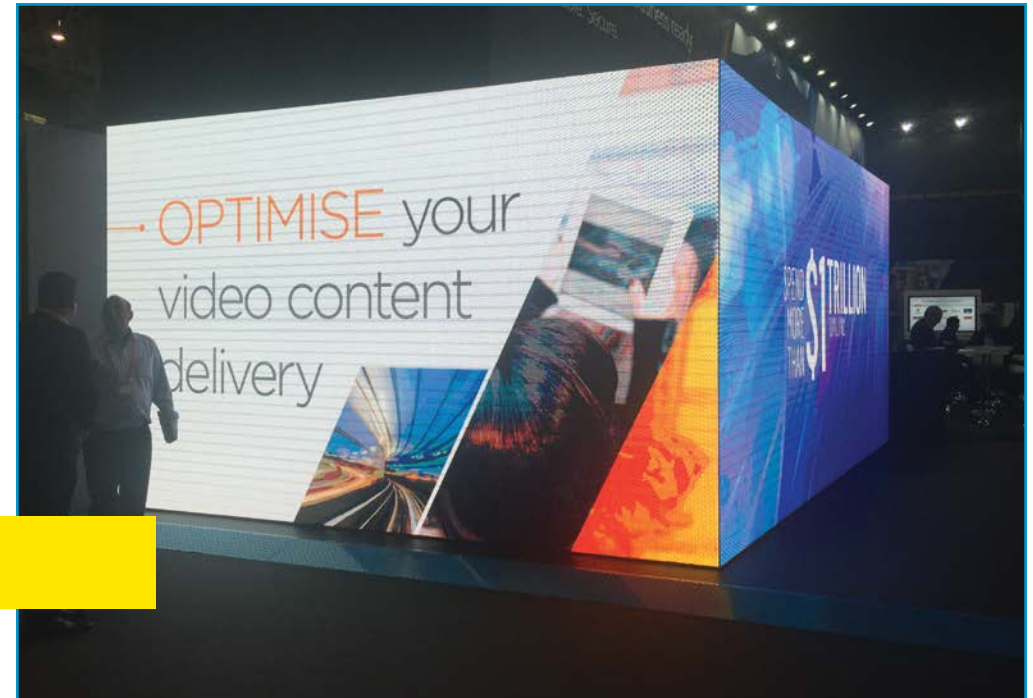
Reduced spend on communication materials



Deliver Dynamic content



Enhanced ambience

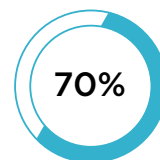


# INTERACTIVE DIGITAL SIGNAGE

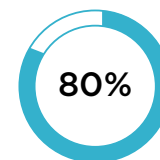
The best customer self-service innovation. The interactive digital signage solution helps customers access your company's products and services with minimal human assistance.

### Expected Benefits

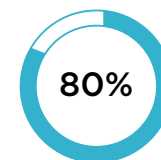
Effective up selling rate



Allows data measurement



Speedy service delivery



# PROXIMITY MARKETING SOLUTIONS

Keep your customers updated beyond your business premises. Proximity marketing allows you to communicate with your customers and update them on new products and services anytime they pass close to any of your branches. (whether they enter or not) on their mobile devices. Expected Benefits

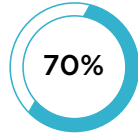
Location Independence



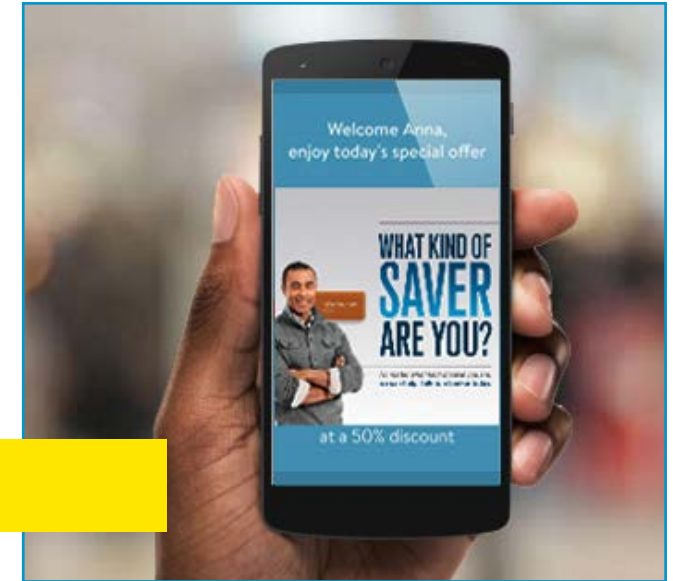
Customer's convenience



Scalability



Cashless payment opportunities



We have the ability to create fast, cost effective content that performs. All our content solutions are aimed at shortening the buying process by not only informing your consumers but also impacting what they feel, think and do. Now and over time.



## Content Creation

We create content that adds an engaging and exciting visual story to what your bank offers through animation, 3D models, motion graphics and creative videos.

## App Development

We develop apps that present your services as simple processes that customers can interact with on their own

## Content Amplification

The content we create will be spread to a larger demographic online through smart amplification strategies

# DYNAMIC CONTENT





# MARKETING PROPRIETARY SOLUTIONS

Years of experience, market insights and changing consumer trends have inspired our new strategic direction focused on developing proprietary digital solutions target key sectors of the economy. We pride ourselves for having developed Retail+, Brand Academy and Survey solutions that solve a host of marketing, human resource and customer service needs.

Retail+

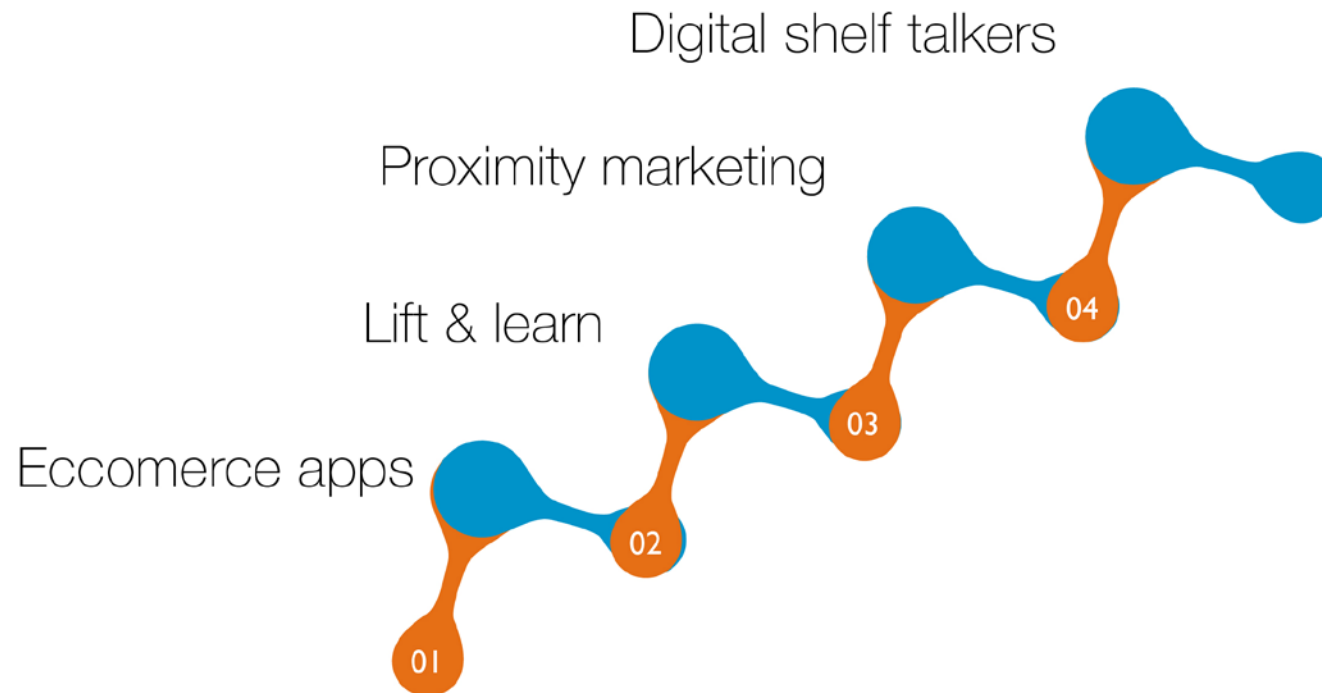
 brand  
academy

Survey+

 IKIDS

# Retail+

In today's complex shopping landscape, seeing is believing. Event+ is inspired by the need to offer the retail industry with an innovative, dynamic digital solution aimed at showcasing products and services to positively influence shoppers. This is a brand's opportunity to engage consumer where it matters most "The point of purchase".





Brand Academy is an innovative platform that enables organizations to cascade and engage stakeholders on strategy, products and policies in an innovative, swift & cost effective manner designed for the digital age.



Interact

[Forgot Password >](#)



CEO mission



**Jeremy Awori**  
CEO

Lorem ipsum dolor sit amet, cu his idque minim, cu nominavi vivendum comprehensam quo. Cum molestie accusata an, te cum malis noster consequuntur. Eos an diceret salutandi moderatius. Brute illud ne mei, appetere mal-estatis pri ei, affert docendi honestatis eam et.



Missions



Knowledge hub



News



Chat



My hr



Social hub



**Jeremy Awori**  
CEO

[View mission](#)



**Anthony Musila**  
Regional Treasury

[View mission](#)



**Caroline Ndungu**  
Marketing & Corporate Relations

[View mission](#)

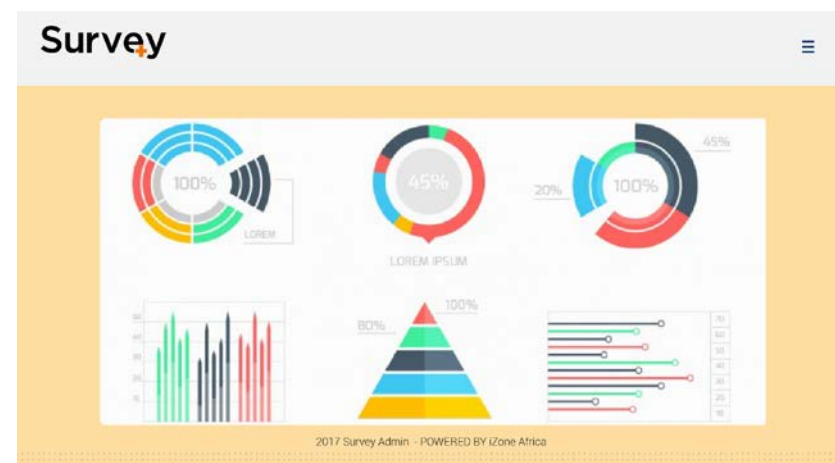
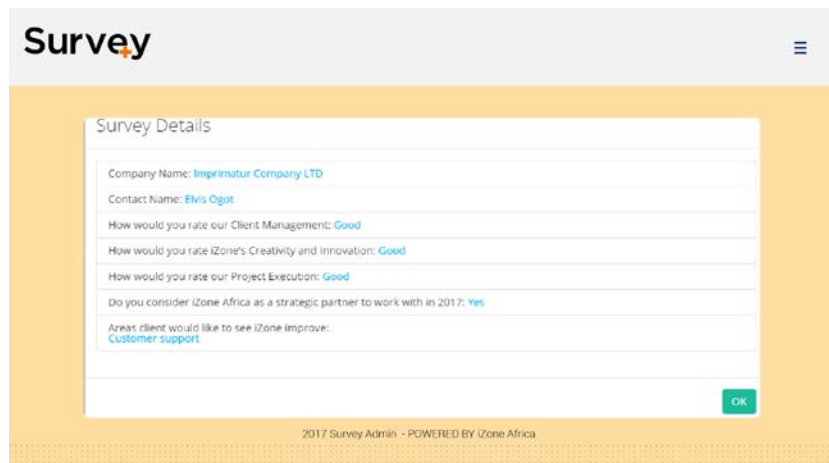
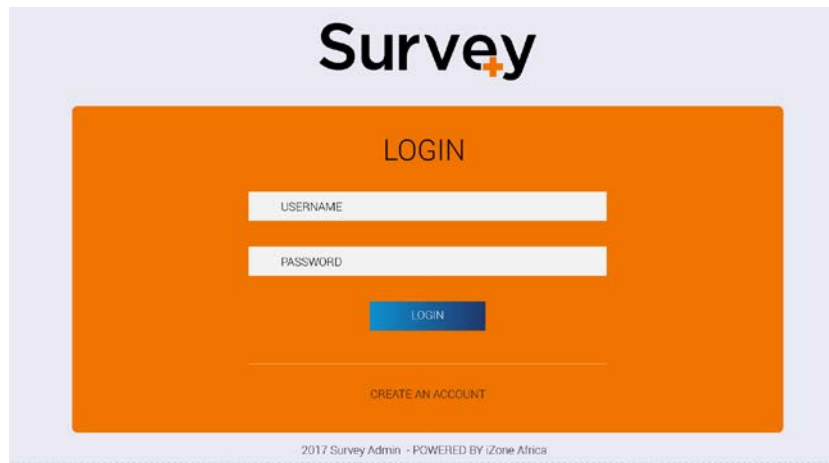


**Yusuf Omari**  
CFO

[View mission](#)

# Survey+

In today's world, accurate and timely feedback enables stakeholders to gauge the company's/ brands performance. Survey+ provides real-time data collection and swift analysis, empowering them to align their strategies for optimum results.







Children can now enjoy an all-inclusive and customizable educational platform, specially designed for them for the digital age. iKids supports two elements:

### 1. Edutainment:

Kids being visual, they'll appreciate the picture driven content that will enhance their learning capabilities. In addition, the VR component simulates an environment where they can virtually interact with the elements of the chosen topic of study. Story books become more fun, thanks to the AR app which showcases the content in 3D.

### 2. Fun & Fitness:

Physical activity is vital for healthy growth. They now have an opportunity to exercise while simultaneously having fun. Activities incorporated include, running, jumping, dancing and educative games.

iKids gives brands a great opportunity to connect with the next generation at schools, malls and social functions.



event

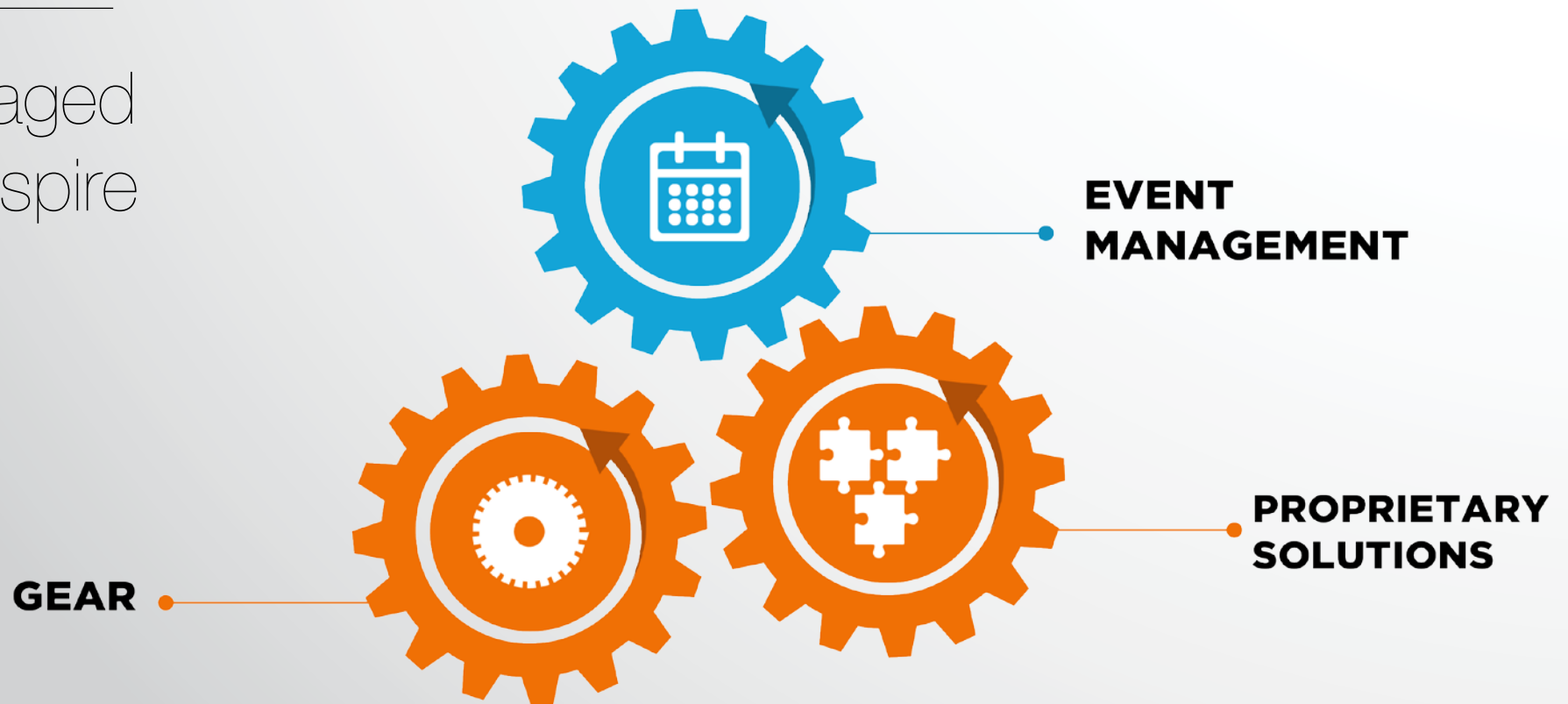
f a c t o r y



Behind every brand is a remarkable story, waiting to be nurtured and bloom in an engaging, exciting and unique setting. The breathtaking bouquet is formed by a combination of meticulous planning by experienced, tech-savvy and resourceful crew. This ultimately results in a rich yield of results, upon which our reputation grows.

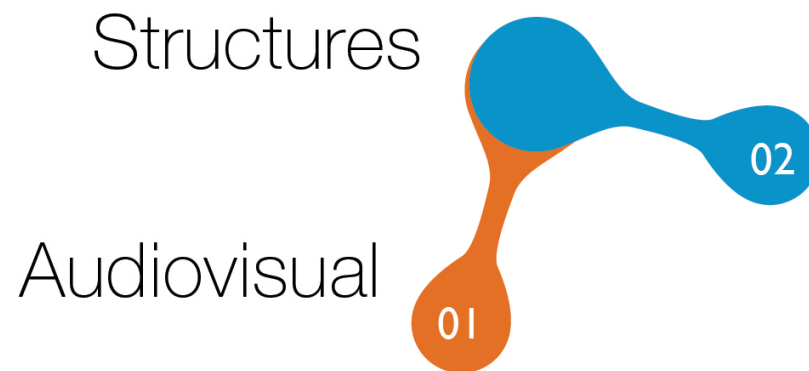
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engaged  
to inspire



# GEAR

Why settle for ordinary when you can exceed expectations and enjoy enthralling event experiences using exceptional gear? This is a remarkable opportunity to customize your event, clearly showcasing your brand and raise its profile, leaving your stakeholders and guests with plenty of excellent things to say for a long time.





## Structures



Spider tent



Stretch tent



Modular Booths

## Audiovisual



LED Screen



Inflatable Lighting



Console

# Audiovisual



iCocktail



Android screen



iTable



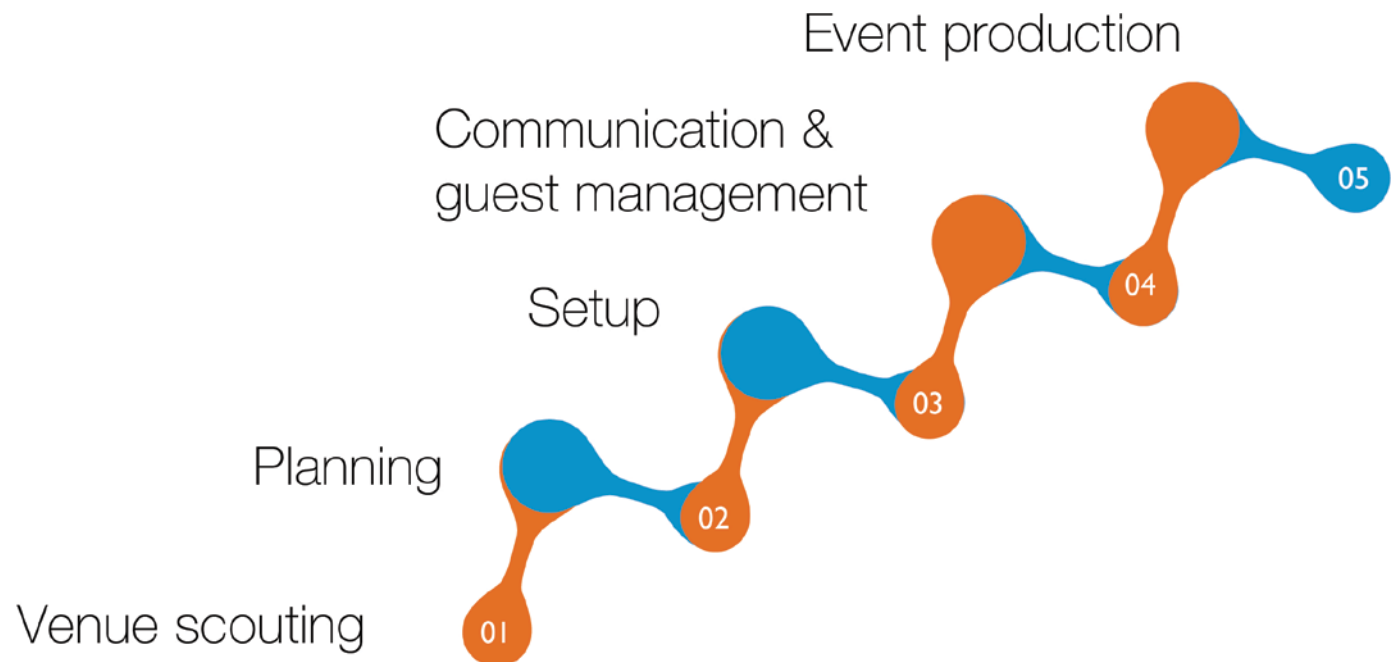
iKiosk



iDisplay

# EVENT SERVICES

From scenic sundowners to the busy city center, every setup has the potential to host a glamorous and wonderful event. It takes fresh thinking, seamless organization and state-of-the-art solutions; all made available by an experienced and forward-looking professionals. This is an opportunity to turn an event into an experience that indulges all 5 senses.





# EVENTS PROPRIETARY SOLUTIONS

In a fast changing events industry and a market dominated by the youth demographic event marketing is fast emerging as a key channel for engaging target consumers. We have developed event+ and innovative structures solutions targeted at the MICE industry offering brands and organizers with the perfect tools for host successful events.

event+

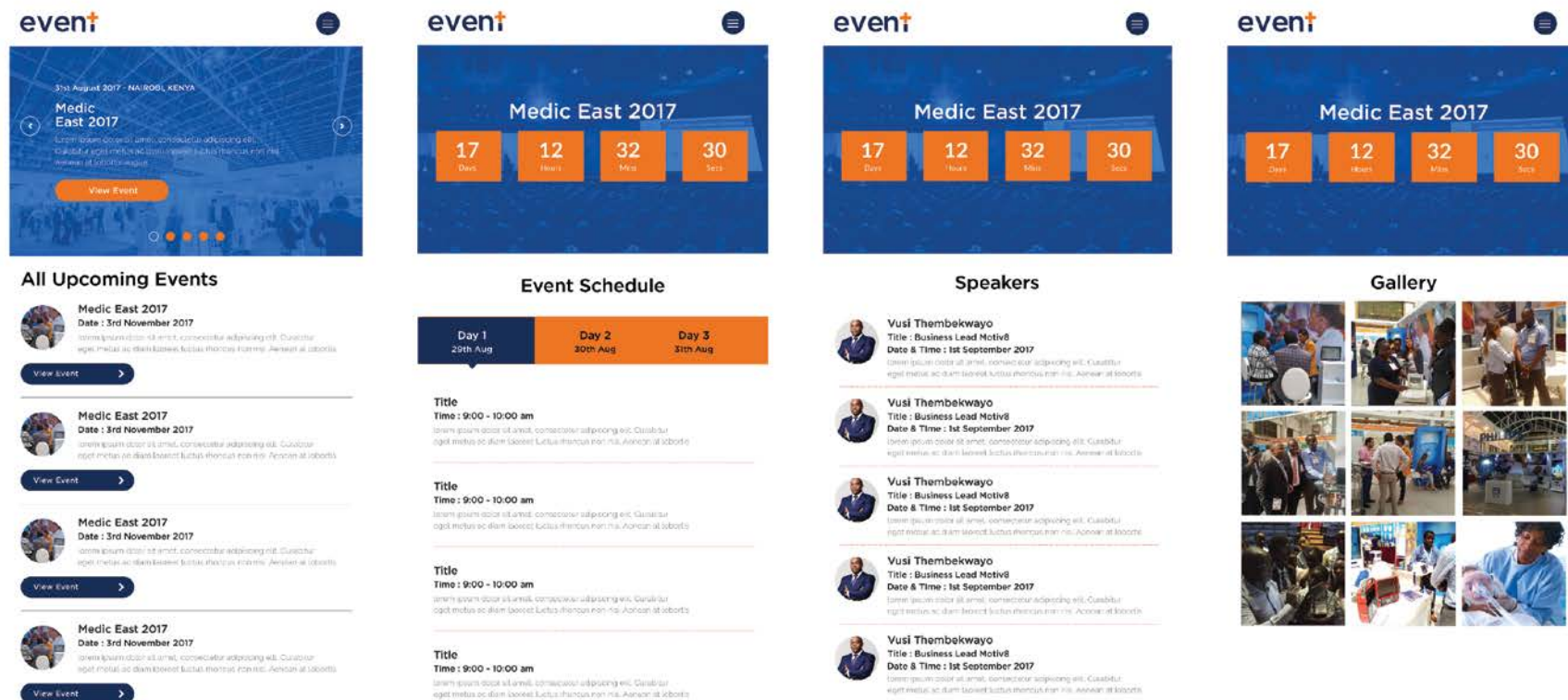
INNOVATIVE  
STRUCTURES



# event+

Events are increasingly shaping how brands connect with consumers, meeting them at optimal contact points that directly appeal to them.

Event + is a fully functional intuitive mobile & web app developed in Kenya for Africa. A powerful platform for Meeting, Incentives, Conferences & Exhibitions (MICE) of all sizes and types; it brings a paradigm shift to the events industry by making it possible for organizers, exhibitors, sponsors and delegates to engage more effectively at a significantly lower cost, compared to traditional avenues.





# INNOVATIVE STRUCTURES

The power to simplify your events at hand.

An event turns into a breathtaking experience especially when customized, innovative, elegant, high quality and cost effective structures are at hand. Big on design, safety and aesthetic appeal; our structures are strong, flexible and reliable.

This goes a long way towards achieving specific marketing goals vis-à-vis Brand consistency and visibility, while enhancing the ambience to grow brand affinity by keeping it top of mind, in style. In addition, they come with unique value-added solutions.

We offer fully branded event assets on purchase or lease options giving your brands consistent brand positioning.



Branded Stretch tent



Branded Inflatable tent



Branded Spider Tent



Custom Modular booth



Sky Banner



Branded Spider Tent



# **Our Case Studies**

We have developed over 30 custom marketing, event and enterprise apps across different sectors of the economy, which have transformed how brands engage with their consumers.

Custom marketing apps developed



Zuku Digital Migration Application



Lenovo Application



Ciroc

Custom event apps developed



Safaricom Jazz Festival Application



Barclays Kenya Open Application



Don Application

Custom retail apps developed



Safaricom  
Smart Shop  
Application



Mark  
Holdings  
Application

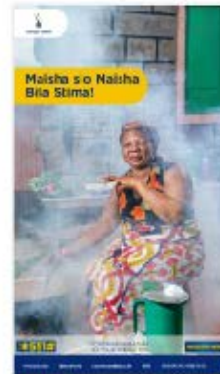


Apex  
Steel  
Application

Custom showcase apps developed



Chevrolet  
Motor Show  
Application



KFC Digital  
Catalogue  
Application



MRM  
Exhibition  
Application

## PHILIPS EAST AFRICA - BACK TO RHYTHM CAMPAIGN

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

Strategically, we conceptualized, designed and activated the entire Back to Rhythm campaign from the media launch, digital online marketing, public seminar, training of transport industry stakeholders (the boda boda community) right through to office and street activations.

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

### ACHIEVED

1. At Landmark Plaza, participants cycled a total of 154 kilometres in the #10MinHeartChallenge, prompting Philips to donate 1 AED to the building.
2. Thousands Nairobi residents biked 1264 kilometres, leading to Philips donating 8 AEDs to the Kenya Red Cross.

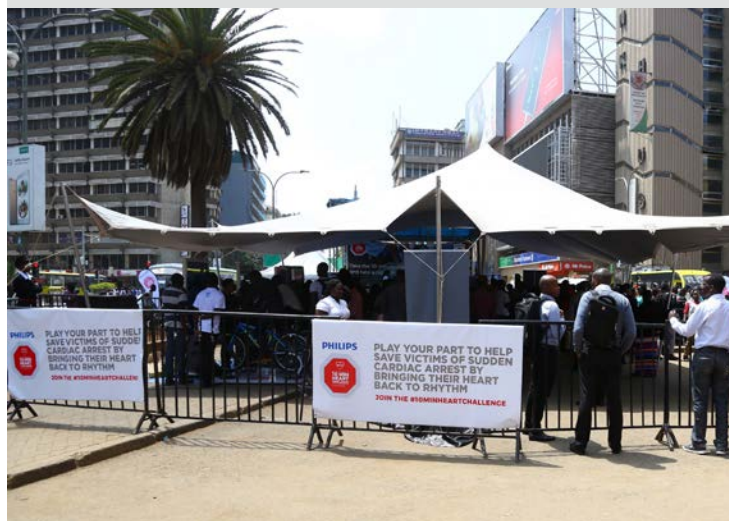
PHILIPS



JOIN US AS WE  
RIDE TO CREATE  
AWARENESS  
ABOUT SUDDEN  
CARDIAC ARREST

#10MINHEARTCHALLENGE

VENUE: LANDMARK  
DATE: 27/9/2017



3. Over 100 Boda Boda riders were trained extensively and are now equipped for situations in which they can help in saving lives.

4. Kenyan pop-group Elani, unveiled a specially created soundtrack which they performed at the kick-off of the #10MinHeartChallenge at the Nairobi CBD.

5. Leading newspapers & TV channels covered our campaign and amplified our messages on SCA to the general public, in addition to the extensive social media buzz.

6. 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





## PHILIPS - MEDIC EAST AFRICA & MEDIC WEST AFRICA EXHIBITION STANDS

- 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.

### ACHIEVED

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*

## NAIROBI INNOVATION WEEK - BARCLAYS

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.

### ACHIEVED:

- 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 interested 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*

## LENOVO P1 AND P1M SMARTPHONE LAUNCH

We were challenged to replicate Lenovo's global consumer activation campaign - the bicycle duel; to drive sales & interactive experiential at tier one malls in Nairobi. 2 participants would cycle against each other on stationary bicycles to achieve the fastest battery charging experience possible to showcase the Lenovo P1 & P1 M battery life features.

### OUR SOLUTION

We developed the Macrider to create interactive experience activations in malls so as to engage the customers in showcasing the smartphones to demonstrate fast charging and battery life features. 2 large 55-inch screens displayed and recorded their times in real time while cycling.

### ACHIEVED

- Sale of 42 smartphones during the activation period
- Reach and engagement of over 2,000 across 4 malls
- 1,623 active emails generated from the interactive app



## CISCO CONNECT 2017

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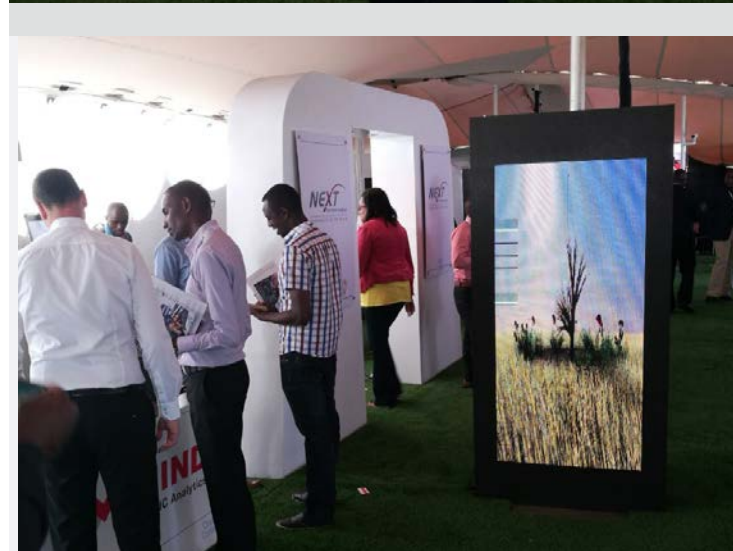
We were tasked with designing, fabricating and executing the 'World of Solutions' expo zone at the 1st Cisco Connect Conference in East Africa targeting 500 delegates.

### 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



## SC JOHNSON – BAYGON CONSUMER ACTIVATION

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

### ACHIEVED

- 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.



## SAFARICOM OPEN DAY

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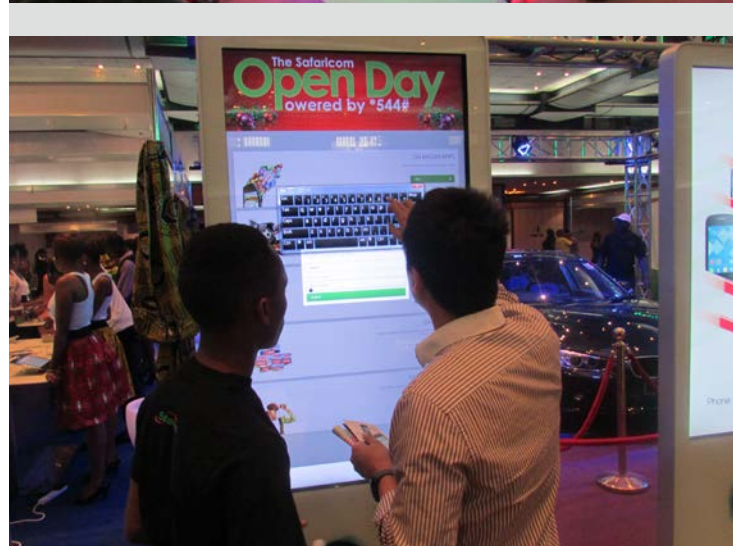
Safaricom was looking to transform its 2nd generation experiential retail stores into the 3rd generation interactive digital consumer experience stores. This was to help consumers enjoy interactive shopping experiences that can compete in the new era of digital hyper-saturation.

### 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.

### ACHIEVED

- 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



## KFC

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We were instrumental in launching the Nakuru, Nanyuki and Kisumu KFC branches; while showcasing the brand as modern, trendy and tech savvy that's in tune with its Target Audience.

### OUR SOLUTION

We executed pre-activations, roadshows & street activations. The launch events were officiated by the respective Governors as well as consumer activations at the branches which included interactive games & challenges plus entertainment from local DJs.

### ACHIEVED

- Reach: 16,000
- Number of consumer branch visits: 4,700
- Sales conversions: 2,100 orders



# BARCLAYS BUSINESS SCHOOL

Digital showcase screen for scheduling training calendar & program



# KFC DIGITAL MENU BOARDS

Brightsign media players



# SAFARICOM SMARTSHOP

Interactive digital signage & retail application



# NAIROBI HOSPITAL

Digital wayfinder application & interactive digital signage



<p><b>NAME:</b> Server Switch Room  <b>SPECIALTY:</b> General Office  <b>LOCATION:</b> Basement  <b>DOOR NUMBER:</b> 55B  <b>OPERATING HOURS:</b> Mon - Fri 8:00am - 5:00pm  <b>STATUS:</b> Open</p>	<p><b>NAME:</b> Finance Records  <b>SPECIALTY:</b> General Office  <b>LOCATION:</b> Basement  <b>DOOR NUMBER:</b> 55E  <b>OPERATING HOURS:</b> Mon - Fri 8:00am - 5:00pm  <b>STATUS:</b> Open</p>
<p><b>NAME:</b> Medical Records  <b>SPECIALTY:</b> General Office  <b>LOCATION:</b> Basement  <b>DOOR NUMBER:</b> 55D  <b>OPERATING HOURS:</b> Mon - Fri 8:00am - 5:00pm  <b>STATUS:</b> Open</p>	<p><b>NAME:</b> Goods Dispatch Hold  <b>SPECIALTY:</b> Dispatch  <b>LOCATION:</b> Basement  <b>DOOR NUMBER:</b> 52H  <b>OPERATING HOURS:</b> Mon - Fri 8:00am - 5:00pm  <b>STATUS:</b> Open</p>
<p><b>NAME:</b> Clinical Items For Disposal Store  <b>SPECIALTY:</b> Store  <b>LOCATION:</b> Basement  <b>DOOR NUMBER:</b> 52D  <b>OPERATING HOURS:</b> Mon - Fri 8:00am - 5:00pm</p>	<p><b>NAME:</b> [Redacted]  <b>SPECIALTY:</b> [Redacted]  <b>LOCATION:</b> [Redacted]  <b>DOOR NUMBER:</b> 52E  <b>OPERATING HOURS:</b> Mon - Fri 8:00am - 5:00pm</p>



## BARCLAYS KENYA OPEN 2016 & 2017 – SPONSORSHIP ACTIVATION

Barclays, in a bid to derive value from their Title Sponsorship of the Barclays Kenya Open, engaged izone Africa to conceptualize a sponsorship activation campaign targeting consumers pre and during the Kenya Open golf tournament.

### OUR SOLUTIONS

2016

We set up Audience Engagement activations for their Corporate and Business cocktails, as well as at the Barclays Fans Pavilion and Village. The activation concept included developing product showcase, golf games & trivia challenge applications that ensured the target audiences were fully immersed in Barclays product offering and activities in line with the golfing event.

2017

To maximize on the event property, we proposed a mall pre-event activation campaign aimed at pushing Barclays products and sale of event tickets. We also enhanced the event sponsorship activation into a full Barclays Fun Zone experience, showcasing all Barclays products and by making it the ultimate social entertainment spot at the event.

### ACHIEVED 2016

1. Created a WOW event setup and immersive audience engagement experiences aligned to the Barclays @100 anniversary celebrations in 2016.
2. Emotionally connecting with Barclays target



audience by marrying golf and banking by showing history and evolution of both

3. Over 4,000 people visited the Barclays Village during the 4-day tournament event
4. Over 300 active emails were generated from the Interactive touch screens.

## 2017

1. 622 Multicurrency card sign ups
2. Over 8,000 people visited the Barclays Fun Zone during the 4-day tournament event
3. Reach of over 3,000 through pre-event mall activations
4. Over 500 active emails were generated from the mirror booth activation
5. Generated a data base of the visitors and feedback from the participants who attended Barclays Kenya open.



## CHEVROLET ACTIVATION AT THE TOTAL MOTOR SHOW

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.

### ACHIEVED

- 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



## ISUZU EAST AFRICA INTERNAL LAUNCH

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With the recent transition of General Motors we were tasked to handle the internal launch, which majorly entailed a luncheon bringing together internal stakeholders to officially launch the new brand identity to Isuzu East Africa.

### OUR SOLUTION

We conceptualized an engaging event that would successfully cascade the new brand identity to staff, reassuring them of business continuity as well as communicating the new strategic approach.

### ACHIEVED

Ultimately, staff were fully entertained and felt connected to the new brand identity.



## **MRM DUMU RANGI**

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MRM, the leading maker of coated and painted steel for roofing and other building solutions in the region, was launching a new roofing solution, Dumu Rangi. Izone Africa was commissioned to come up with a creative concept to setup for the gala dinner, launch the new Dumu Rangi Roofing Solution as well as create an award event for the best performing distributors in the regions.

### **OUR SOLUTION**

We created an exceptional seamless experience, using our state-of-the-art innovative structures and event solutions in addition to sourcing and managing the 3rd party suppliers.

### **ACHIEVED**

The unique set up and tents and cocktail tables lent the event an ambience set to international standards.



# Our Happy Clients



**PHILIPS**

**ISUZU**



Microsoft



**lenovo** FOR  
THOSE  
WHO DO.



**o.b.**



**Kenya Power**



# OUR PROMISE

At izeone Africa we promise to work closely together with you to ensure that you enjoy a rich harvest of the following fruits:

## *Transformed consumer experience.*

This leads to increased brand awareness and affinity, to enable your brand rise above the jungle of competition.

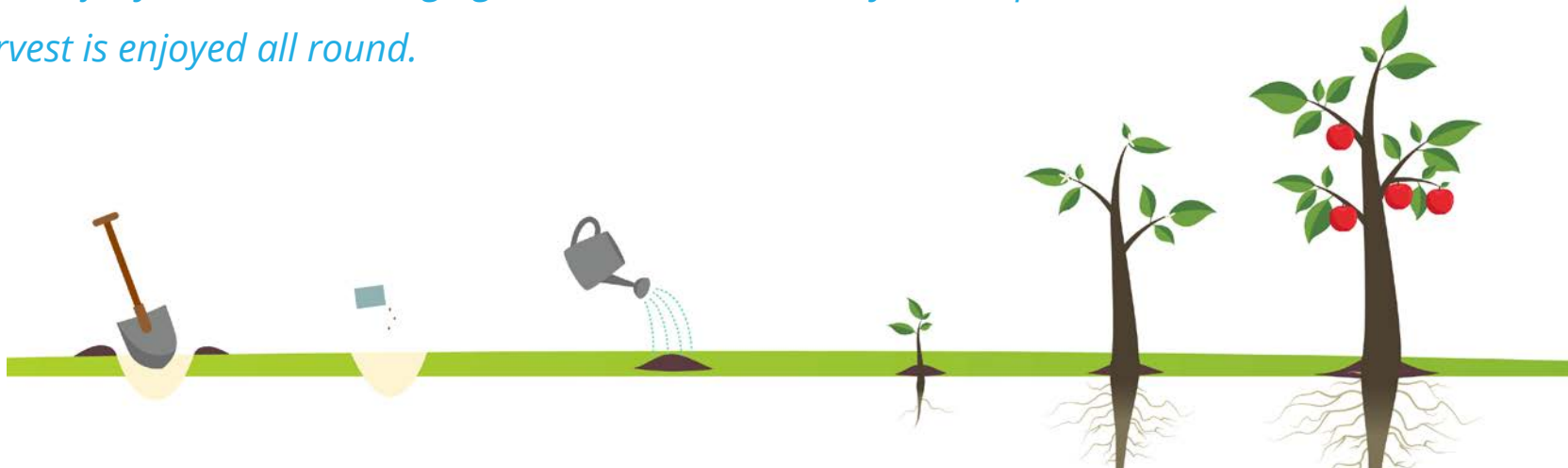
## *Increased market share.*

Once your audience experiences your brand and discover more opportunities, they'll richly reward you with greater sales.

## *Brand loyalists.*

We will guarantee an emotional connection between your brand and your audience, converting them into brand ambassadors.

*Together we take the seed, plant it and see it through germination. We the carefully nurture it through growth so that ultimately, a bumper harvest is enjoyed all round.*





*We know you have something great and we'd love to get involved.*

Around the web:



Izone Africa

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