



# OUR PROFILE

**YOUR VISION IS OUR MISSION**



*Our vision statement*

'Your vision is our mission'

*Our mission statement*

'Simply to eliminate the unnecessary so the necessary may speak'

'Simply to be more through giving more'



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# PRSK AWARDS FOR EXCELLENCE 2018

## THE NEXT GENERATION KENYA CAMPAIGN

The winning campaign Next Generation Kenya 2018 - a youth targeted research series from the British Council global research focusing on the attitudes and aspirations of young people, policies and conditions that support them in becoming creative, fulfilled and active citizens - was awarded for its outstanding campaign coverage.



**WINNER**

- PR EVENT OF THE YEAR
- PUBLIC AFFAIRS CAMPAIGN OF THE YEAR



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## Our expertise

- ✓ Public relations
- ✓ Brand Management
- ✓ Concept Development
- ✓ Advertising Campaign Advisory
- ✓ Corporate Communication
- ✓ Consumer / Lifestyle PR
- ✓ Media Management
- ✓ Event Management (corporate and social)
- ✓ Fundraising | Sponsorships
- ✓ Conferences
- ✓ CSR Project Management

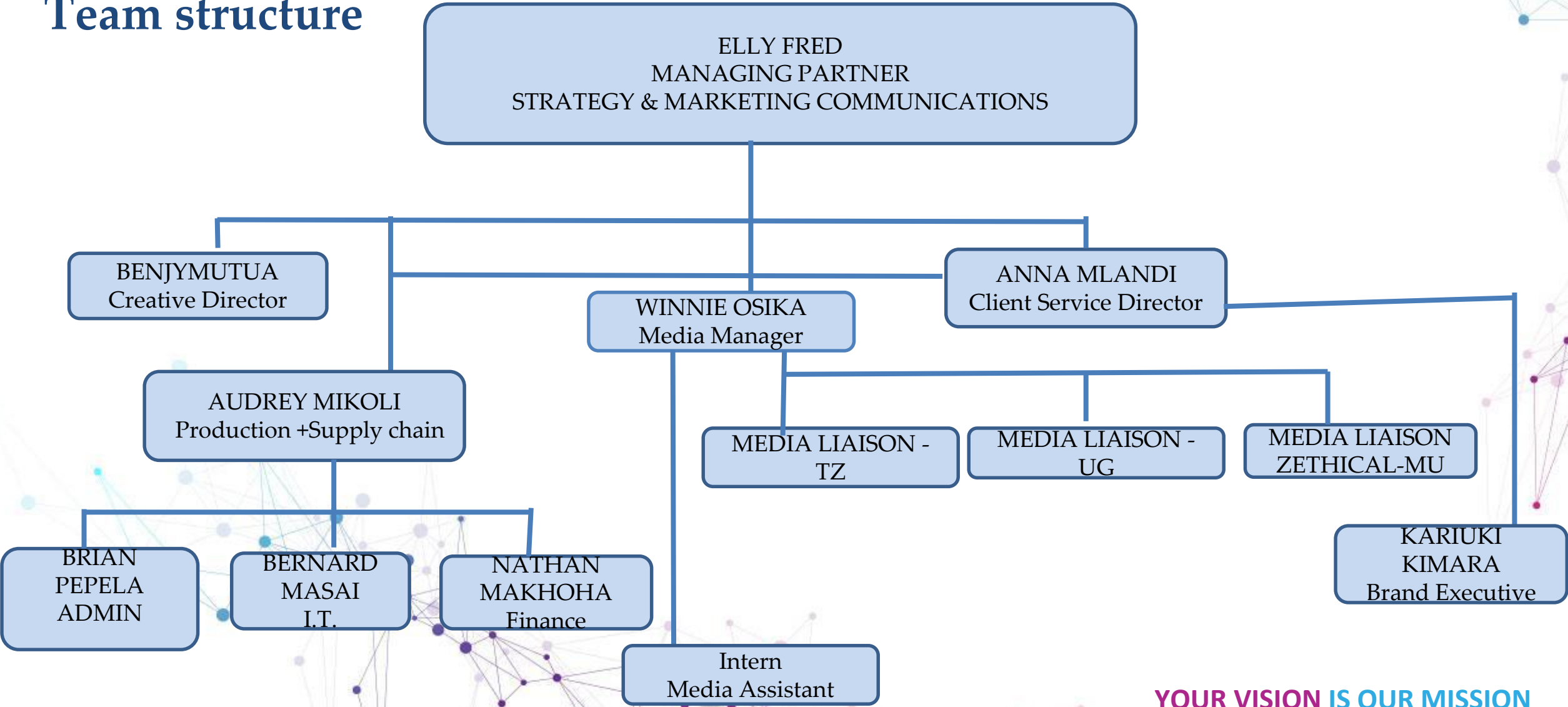
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THE TEAM



# Team structure



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# THE EXECUTION



# The How

EnM uses strategic message development to build brands and achieve critical business objectives.

## Brand Positioning

- Leverage brand attributes
- Best foot forward
- SWOT analysis

## CSR

- Project identification
- Good social citizen

## Event Management

- Concept development
- Planning & Execution

## Media Relations

- Editorial planning
- Press release
- Presence

- We have in-depth understanding of the media and our ability to leverage brand attributes to produce meaningful results.
- We provide high quality, effective public relations services for businesses of all shapes and sizes. But more importantly, a business model that offers value and flexibility without a compromise on service and results.
- EnM PR is about communications made simple; “forget marketing babble and PR gobbledygook, let’s cut to the chase and deliver a program that is creative, useful, aligned to business objectives and delivers real results.”
- We provide the services of experienced PR specialists and writers.
- We develop good relations with press for your company.

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## The How: Tactical

Media relations	<ul style="list-style-type: none"><li>• Media workshops</li><li>• Media and bloggers forum</li><li>• One-on-one interviews</li><li>• Media office management</li></ul>
Public affairs	<ul style="list-style-type: none"><li>• Stakeholder forums</li><li>• Sessions with government /regulators</li><li>• E-newsletters</li></ul>
Marketing Communications & CSR	<ul style="list-style-type: none"><li>• Thought Leadership platforms</li><li>• CSR initiatives</li><li>• Marketing</li></ul>
Crisis Management	<ul style="list-style-type: none"><li>• Issues monitoring</li><li>• Risk assessment</li><li>• Planning</li><li>• Training</li><li>• Response</li></ul>



Our personal relationships with editors, writers and producers in leading media outlets in the East African region is enables EnM to secure in-depth feature coverage in some of the most well-read publications.

Key principles that guide our work include:



**MESSAGE DEVELOPMENT**

We research and analyse your company to understand the brand identity and how the company is perceived in the marketplace. We then develop a message platform to convey your brand's unique attributes. Using specific messaging points that work across all media outlets, we create strategic messages that reflect and support your brand.



**STRATEGIC PLANNING**

We immediately develop a strategy to achieve maximum media interest. Using these strategies, we chart a timetable for implementing a public relation plan, taking into account news urgency, events, holidays and annual celebrations, participation with others, strategic alliances and more.



**EVENT MANAGEMENT**

The success of any event is measured by its impact. Our creativity, imagination and positioning ensures each event meets its objectives and your vision.



**MEDIA RELATIONS**

Media coverage is crucial tool for launching brands, developing businesses attracting investors and recruiting employees. Strategies we use to accomplish this include targeted pitching techniques, detailed audience segregation methods and integrated reporting systems.



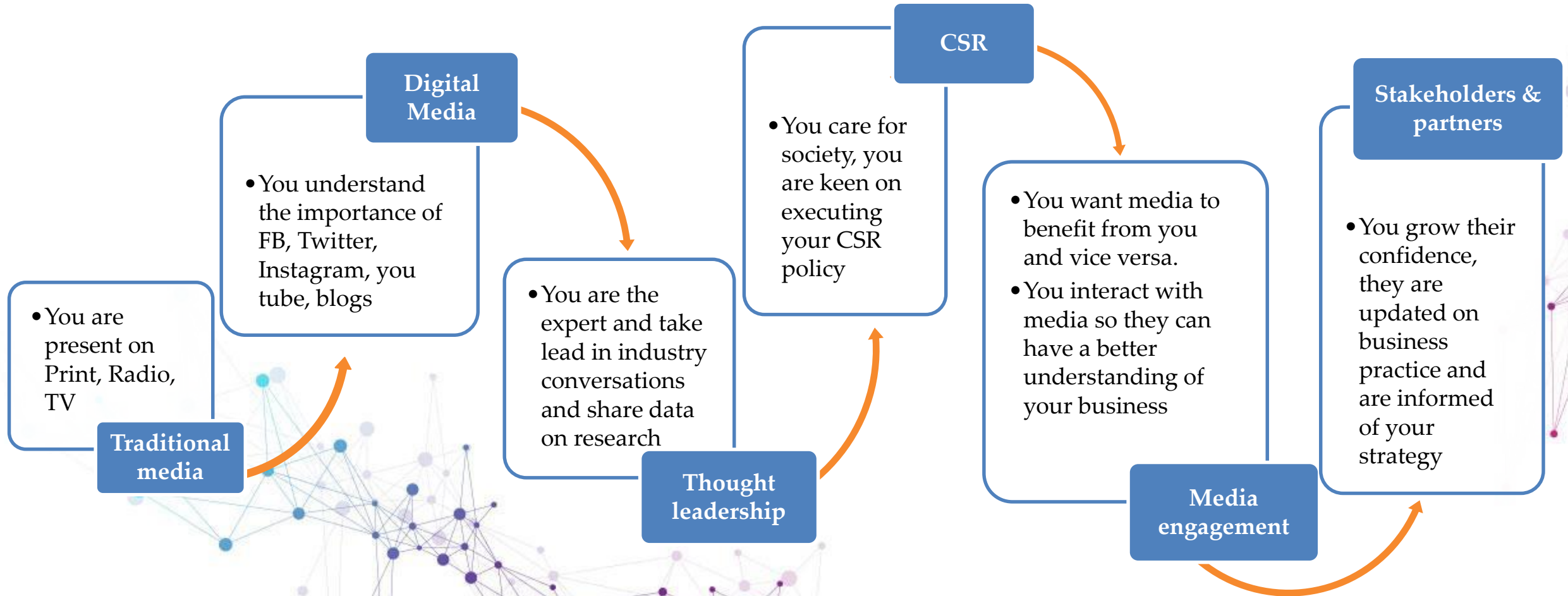
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## The How: *Digital space*

- A forum to generate conversation between your brand/s and key influencers in the new media space (social media)
- This will be done through quarterly “Happy Hours” where the company hosts bloggers and lifestyle journalists.
- This will provide a platform for the firm and experts to share emerging trends and technologies in the industry.
- This will help enhance conversations around the brands in the *social media space*.
- Create a hash tag for use on Twitter conversations and share interesting extracts of conversations with the brands on Twitter and Facebook.
- Product information, photos and video material to be shared with the writers for added online coverage.



# The How: *Your story*



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# The How: *Press Office*



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# SUCCESS STORIES



# PR & Media relations



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# Event management



Gala dinners



Fine dining



Corporate golf



Corporate launches



Exhibitions



Activations

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# Product launches



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# Conferencing

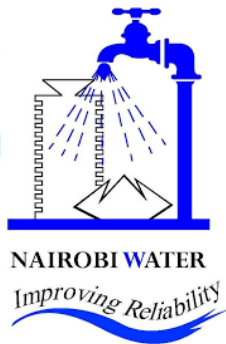


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- Brand strategy & management
- PR strategy & media relations (KENYA)
- Annual gala awards - 2017/18 / 19
- Activations
- Annual distributor and customer conferences across East Africa KE / UG / TZ / ET / RW
- Annual Future Leaders Connect program (3 years running)
- Next Generation Kenya report launch
- Impact!Africa summit 2019 – 7 month communication campaign (KENYA)
- Launched Breast Cancer campaign (Africa) – October 2019
- Estee Lauder Breast Cancer campaign - 2020
- Estee Lauder Breast Cancer campaign – 2021 (SA, KE)
- METAF program East Africa media relations and event management – 2017 /18/19
- Extractive industry conference – 2018/ 19
- STEM program EA media relations & event management – 2017/18
- EADB@50 conference in Uganda – 2018 (KE, UG, TZ, RW)
- 2 day high level dialogue conference (KENYA)
- 2 day high level dialogue conference (KENYA)
- iPhone 8 to iPhone X – media relations for all launches (KENYA)

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- Learn That Word -



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