



Korando Media Solutions Ltd

Company Profile 2024



WELCOME TO KORANDO MEDIA SOLUTIONS LTD.

We love **HUMANIZING** brands and **CONNECTING** them to audiences.





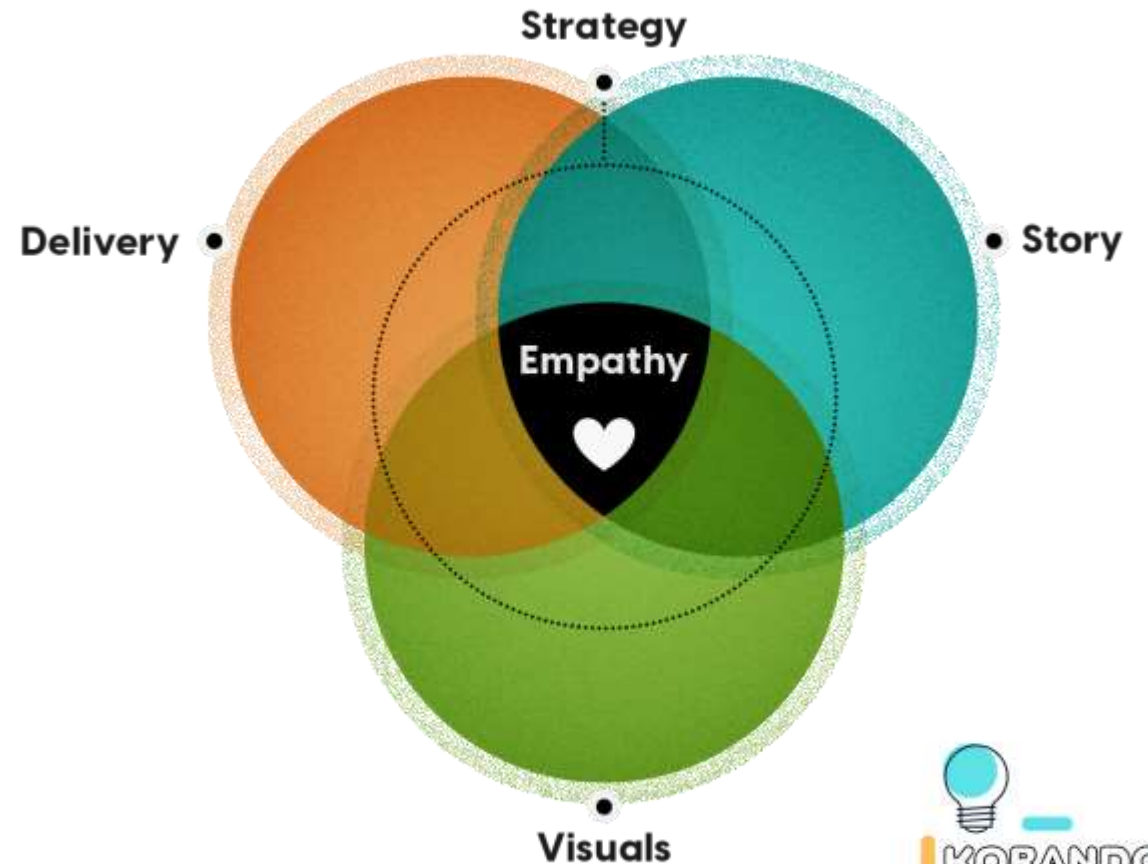
Who We Are

Are you tired of traditional marketing and communication approaches that don't address your specific challenges? Look no further! We are a dynamic team of experienced marketing and communication experts dedicated to tackling complex problems in the industry.

With decades of experience, we bring extensive knowledge, strategic thinking, and innovative ideas to overcome even the toughest marketing and communication challenges. Our secret weapon? A radically collaborative approach grounded in human-centred design (HCD) principles.

We don't just work for you; we work with you. By co-creating solutions, we ensure that your unique needs and goals are at the forefront of every strategy we develop. No cookie-cutter solutions here!

"Empathy Is A Powerful Design Tool"



**"EFFECTIVE STRATEGIES,
POWERFUL IDENTITIES &
MEMORABLE EXPERIENCES
TO CONNECT PEOPLE TO
BRANDS AND
ORGANIZATIONS"**

WHAT
WE
DO





What We Do



Innovate

We don't just work for you; we work with you. By co-creating solutions with our clients, we ensure that your unique needs and goals are at the forefront of every strategy we develop. No cookie-cutter solutions here!

Inspire

We establish close partnerships with our clients to realize and craft inspiring, unique & creative solutions.





What
We Do

"WE
BUILD
HAPPY
BRANDS"



What We Do

Strategic Consulting

1. Communications Plan Development
2. Customer Experience Design
3. Behavior Change Strategies
4. Consumer Immersions & Insights

Meetings & Conferences

1. Exhibitions
2. Event Management
3. Public Relations
4. Branding
5. Technical
6. Delegate Logistics & Hospitality
7. Cultural Tours
8. Team Building

Brand Activations

1. Launches
2. Road Shows
3. Mall Events
4. Sales Promotion
5. School Marketing
6. Clinic Marketing
7. Instore Marketing
8. Inbar Retail
9. Sampling
10. Industrial Theatre
11. Game Shows
12. Merchandising

Special Events

1. Live, Hybrid & Virtual Events
2. Staff Events
3. Team Building
4. Music Events
5. Culture Festivals
6. Interactive Adventures
7. Unique Assets
8. Own Products
9. Exotic Venue Experiences

Social Marketing Programmes

1. Launches
2. Road Shows
3. Events
4. Field Marketing
5. Sampling
6. Industrial Theatre

Digital

1. Photography
2. Video
3. Story Telling
4. Amplification
5. Community Management

OUR SERVICES: BTL & RESEARCH

Point Of Market Entry Activations

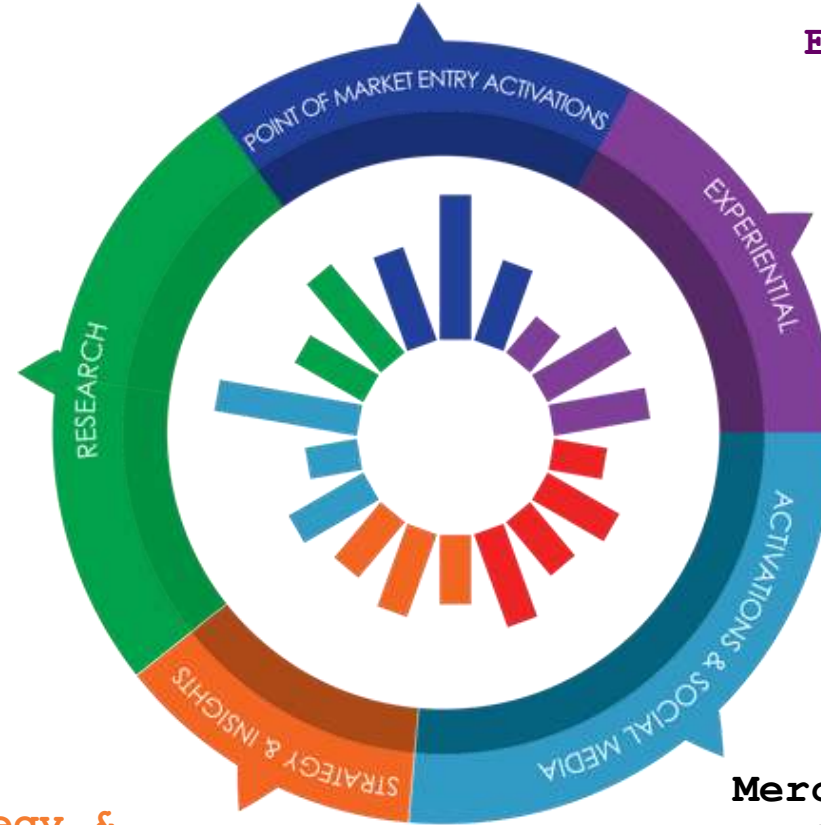
- Schools & Universities Activations

Research

- Syndicated Studies
 - Youth Scapes
 - Youth Trax
 - Back To School
- Client specific studies
 - Concept Tests
 - Campaign Evaluation
 - Qualitative & Quantitative Studies
 - Brand Audit Studies
 - Brand Tests
 - Consumer Immersions

Strategy & Insights

- Cultural pillars
- Segmentation
- Communication strategy
- Interactive



Experiential

- Events Marketing
- Mall Activations
- Music Concerts
- Road Shows
- Sampling
- Direct sales
- Consumer Education

Merchandising & Retail Activations

- Merchandising programs
- Retail & Supermarket Activations
- Supermarket Promotions & Sampling

Our Portfolio

" Great Brands Tell Great
Stories, Great Stories
Build Great Brands."

DO
SOMETHING
EPIC

What We Do Activations

Cadbury



What We Do

Product Launch

The logo for Kingsmill features the word "Kingsmill" in a dark blue, cursive script. Above the letter "i" in "Kings" is a stylized orange sunburst with five rays. Below the word "Kingsmill" is a horizontal orange line.



What We Do

Product Launch



TOYOTA



What We Do
POSM & Roadshows

UNGA
LIMITED



Your Nutrition Partner





What We Do

POSM & Roadshows





What We Do

General Trade Listing, POSM & Roadshow





What We Do

Placement & Awareness



THICKER, CREAMIER, HEALTHIER



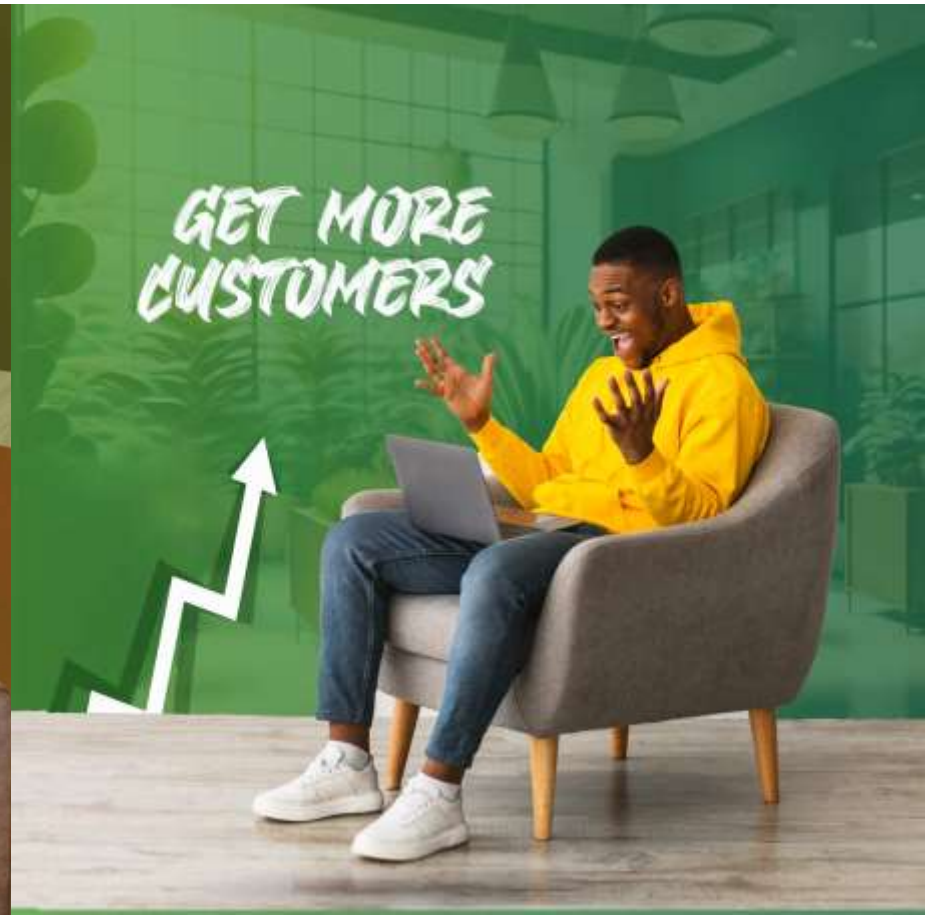
What We Do

Instore Branding



What We Do

Digital Marketing



What We Do

Merchandising

We offer a range of merchandising services, from logo and item ideation and creation, printing, as well as strategic brand design.

RATES

Team Leader/Supervisor: Gross 45,000 P/M

Brand Ambassador/Champion: Gross 35,000 P/M



Why Choose Us?

PROVEN EXPERTISE

With years of experience, our team excels in creating innovative marketing strategies that yield measurable results.

CLIENT CENTRIC APPROACH

We prioritize your unique needs, offering personalized solutions that align with your goals and objectives.

CREATIVE EXCELLENCE

We are driven by creativity, constantly pushing boundaries to craft memorable campaigns that set your brand apart.

WHAT DOES YOUR DIGITAL
PRESCENCE SAY ABOUT YOUR
BRAND?





WE
MAKE IT
REAL.

MARKETING & BRAND PUBLICITY

“HOW EFFECTIVE DOES
YOUR BRAND COMMUNICATE
WITH YOUR CUSTOMERS?

THROUGH PRINT? WEB? SOCIAL MEDIA? SIGNAGE?”

Our Key goal is to help amplify your voice by delivering integrated digital, print and brand experiences across all channels, driving revenue conversion and engagement to ensure your brand has the impact it deserves.

THE NEW DESIGN AGE

■ WEB DESIGN

Digital media should always be a part of your communication plan because of the following reasons

Reputation Management Consumers are already on social networks and are probably discussing your brand

Market Intelligence It is a lot easier to collect and organize data from online platforms thus giving market intelligence

Information Sharing Due to the sharing capabilities of social media, information travels faster and in real time

Brand Visibility Social media presence allows brands to remain visible and relevant by engagement with consumers on a regular basis

■ SOCIAL MEDIA MARKETING

SEO is not a sprint – it's a marathon. When implemented correctly, you can expect high rankings for your website within 6 months – 1 year. Our team dedicates 20+ hours of research per month to the study of SEO to stay abreast of Google's optimization guidelines. Everything in the digital world changes constantly, which is why you want a Seo company that's not only aware of these changes, but is implementing them before your competitors. We subscribe to numerous blogs and websites so that our knowledge of search engine optimization remains fresh.



SOME OF OUR CLIENTS



Other Service s Offered

For diversity purposes as a boost to our profile, we also do:

- Production and supply of merchandise i.e., branded uniforms, t-shirts , safety boots etc. as directed by our clients.
- Management of events, product launches, team buildings and staff trainings
- Supply and installation of security solutions e.g., electric fences, CCTV , walkie talkies, among others.
- Cleaning services
- General supplies of office stationery and other items.

“
Bringing
different
perspectives
together
results in
new ideas.

W.

Organization

Leadership

HARRISON OMONDI

BUSINESS DEVELOPMENT & GENERAL OPERATIONS

Experience: Extensive knowledge of Sales and Marketing. Over 15 years experience in marketing of FMCG across the country. Knowledge in implementation of strategic initiatives in marketing project executions and Branding

Some of the brands he has handled include: Colgate Palmolive, Coca-Cola, Kenafric Industries, Safaricom, Zuku, Bidco, Unilever, EABL, Philips EA Ltd & Government Ministries

Achievements: Successful listings & launch of new brands . Out of home brandings e.g. Billboards , wall brandings and car brandings etc.



Korando Media Solutions Ltd.

Company Profile 2024

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