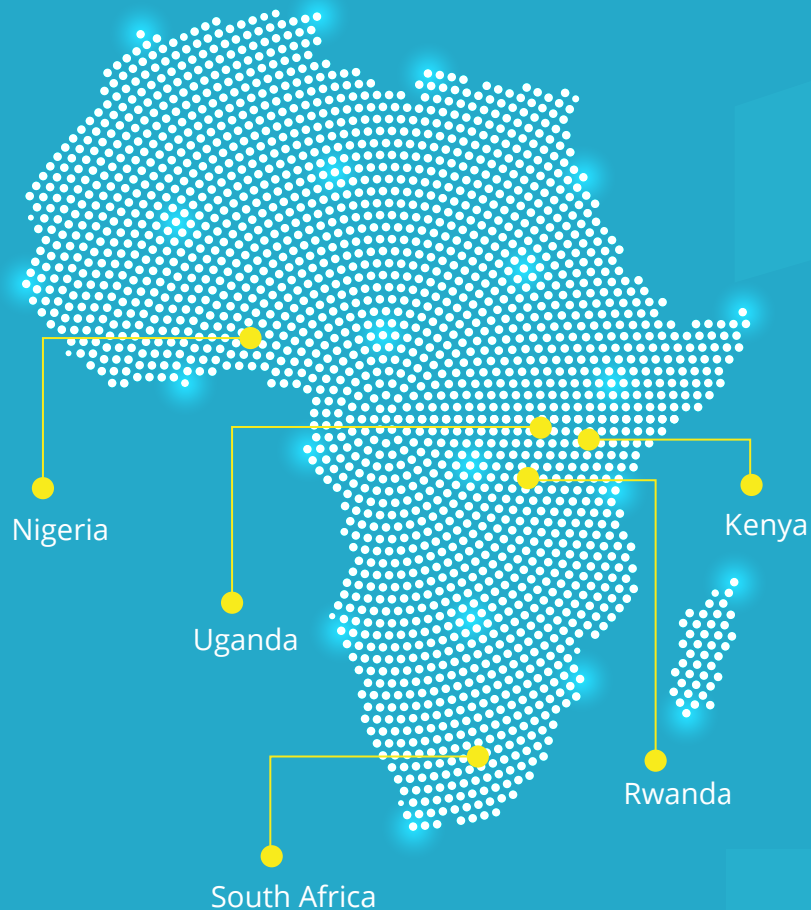




WELCOME TO

**BLUFLAMINGO DIGITAL**

**AFRICA**



# WHO WE ARE

Established in 2009, Bluflamingo is a WSI Certified full service digital media agency offering specialist digital media services including; integrated digital communication planning; digital media creative production; search and display ad optimisation; social/community media management; media data planning and implementation as well as out of browser events co-ordination.

Our operations span 5 countries across Africa, that have 50% of the continent's internet penetration, that is South Africa, Kenya, Rwanda, Nigeria and Uganda.

## **GROUP CREDENTIALS**

- 5 countries
  - 60 integrated digital resources
  - Certified team
  - Key afriglobal accounts
  - Strong local insights
- Platform agnostic methodology

# SELECTED TRACK RECORD: ACROSS INDUSTRIES

## Telecommunications



## Education



## NGOs / Government



## Automotive



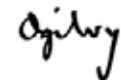
## Electronics /Technology



## Banking



## Media / Creative Agencies



## Food & Beverage





# **BLUFLAMINGO IS PART OF THE INTERNATIONAL WSI DIGITAL NETWORK**

The WSI Network was established over 20 years ago to ensure digital excellence across the globe

This means that not only are we privy to all new digital developments across the globe, but we are also held accountable by international standards

By working with Bluflamingo you will also have access to this wealth of information and experience, and also partnerships with Google, SemRush to name but a few.



# SOME OF OUR SERVICES

---



Display &  
Remarketing



Pay Per  
Click



Inbound  
Marketing



Graphic Design/  
Content Marketing



Video  
Marketing



Web  
Analytics



Web Design &  
Development



Social Media  
Marketing



E - Commerce



Search Engine  
Optimization



Email  
Marketing



Mobile Marketing  
/Apps/ SaaS

# SOME OF OUR STRATEGIC PARTNERS

---





## OUR TEAM

We have a unique team with experience working on local and international brands – communicators, strategists, content curators, community managers, designers, technology experts, coders and creative minds.



# THE LEADERSHIP TEAM



**Seanice Lojede**  
**Group CEO - South Africa**

Seanice Lojede is an experienced and highly trained media practitioner having worked on Radio and Television for over 13 years, with a degree in mass communication and advanced certificate in digital marketing.



**Nancy Kacungira**  
**Creative Director - London**

An award-winning journalist, speaker and moderator, Nancy Kacungira has presented on some of the world's biggest platforms including BBC World, TedX, and the World Economic Forum.



**Fabian Adeoye Lojede**  
**Director - South Africa**

Fabian Lojede was born in Nigeria and holds a Bsc honours degree in Psychology from the University of Ibadan Nigeria. He is a creative strategist and production consultant and the co-founder of the top South African based TV / Film production company 1 Take Media and board member / founder of Pathfinder Africa SA and Deo Media Holdings SA.

# THE LEADERSHIP TEAM



Pamela Hatega  
Country Manager - Uganda

Pamela is an advertising and marketing professional with just over 10 years experience building brands through marketing strategies for telecom companies, banks, NGOs, government institutions and beverage companies.



Julius Nadduli  
Finance Director

Julius is a dedicated professional with over 3 years of combined experience as an administrator and finance manager.



Timothy Kimathi  
Country Manager - Rwanda/Nigeria

Timothy is an expert social media and digital advertising strategist. He has a wealth of knowledge and experience in professional photography and media management.

# THE LEADERSHIP TEAM



**Brian Mabruki**

**Business Development  
Manager - Kenya**

Brian is a strong believer in Africans working together to achieve both local and global development goals. With a communications background and long history working at the United Nations Development program, he thrives in making sure goals and objectives are achieved. As B.D.M at Blu Flamingo Kenya he aims to treat your business like it is his own



**Candy Hooman**

**Business Unit Director - South Africa**

Candy has a digital marketing certificate from Red and Yellow, and studied at the International School of Zurich and Stellenbosch, her specialties lie in Google Analytics, Search Engine Optimisation (SEO); Mobile Marketing (Android; IOS; Etc.); Programmatic; AdWords; DMP and Social Media. She is extremely fluent in CRM and data management systems.



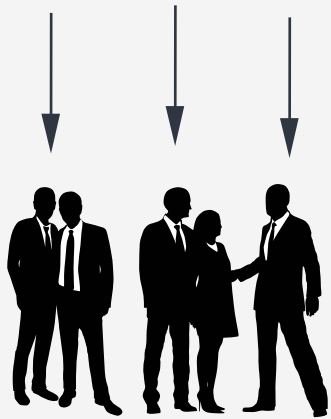
**Alex Kaweesa**

**Creative Director - Uganda**

Alex is creative graphic designer with an understanding of the latest design creative trends, good interpersonal skills with 8 years of experience working as a graphic and motion designer



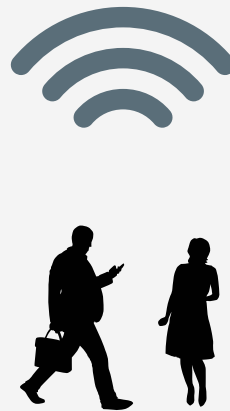
# OUR PROCESS



**LISTEN**



**PLAN**



**ACTIVATE**



**AMPLIFY**



**OPTIMISATION**

Social Analysis  
and Research



Keyword Based  
Search

Content  
Planning  
Creation

Strategic  
Initiatives

Content  
Distribution

Always On  
Engagement

Paid Social

Influencer  
and  
Engagement

Social  
Syndication

Performance  
Measurement

# THE BLU PHILOSOPHY



## BENEFIT

Is this good for the bottom line, for our clients and for us? Is this financially feasible and rewarding?

## LEADERSHIP

Is what we're doing unique, new and innovative? Are we going the extra mile?

## UTILITY

What are the systems and structures that will make this sustainable and viable?

Business owners and chief sales and marketing officers come to us to increase lead generation and sales. Frustrated their current marketing actions don't generate enough sales leads to achieve their growth objectives, uncertain about what sales and marketing activities they should and should not invest in, upset their current marketing resources can't get the job done, and time challenged because they have to deal with numerous sales and marketing firms;

---

Bluflamingo provides digital marketing services that span the spectrum from marketing to lead generation to turning marketing qualified leads into sales qualified leads. We provide a full range of digital marketing services like search engine marketing and social media, website development, email marketing and lead nurturing - truly a one-stop shop for all things relating to marketing online.

Through WSI Blu Flamingo is a Google Partner Company with a proven process for developing successful marketing plans. Through our worldwide network of marketing experts, we have digital marketing expertise in virtually all industries including yours. Having been in business for over 10 years, we've learned what works and what doesn't for all kinds of businesses and organizations.



**OUR  
SERVICES  
IN DETAIL**





## SOCIAL MEDIA MANAGEMENT

We work to make sure your business is highly visible on social media sites like Facebook and Twitter.

We'll create pages for your brand and keep it vibrant, providing feedback, creating ads, and helping you respond to communications from your customers so they know you value them.

Our Social Media Management services include:

- On – ground coverage
- Creative (SM, campaigns, Ads)
- Social media campaigns
- Weekly conversational calendars
- Online Reputational Management: ORM/PR
- Content creation – video, animation
- Online customer care support

We have created and managed corporate blended learning for marketers, customer care teams and business executives and we offer an end-to-end training solution.

From the initial consulting phase, all the way through to the implementation of our unique social media training, we will support you every step of the way.

- In-person classroom activities facilitated by trained and certified educators.
- Structured independent study time guided by the material in the workshops and skills developed during the workshop experience.



## SOCIAL MEDIA TRAINING



## STRATEGY

- Research
- Competitor Analysis
- Trend Reviews
- Online Audit
- Marketing Strategy
- Brand Strategy
- Digital Channel Strategy
- Digital Media Strategy
- Social Media and Content Strategy



## WEBSITE / BLOG DESIGN

We develop websites and blogs that are fully interactive, visually simulating sites, update websites, do website revamps and maintenance.

We'll jump start your site and getting it running with an exciting and creative design to get you noticed in a big way from a branding perspective.

For established sites, we can perform focused, customized upgrades that will not only improve your site's look and performance, but will make content management and future updates easier than you ever imagined. Giving your customers, and potential customers, a clear and easy path to your products and services is the most essential point of business.





## SEARCH ENGINE OPTIMIZATION (SEO)

Beyond creating good keywords on a page, decent rankings now require high-quality and interesting content.

We have in our ranks some of the best copywriters in the business to make sure you get the content that gets rankings.

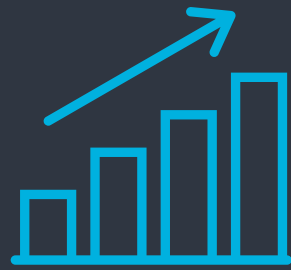


## APPS DEVELOPMENT

- Execute technical back end of all digital campaigns. This includes, but is not limited to, development of microsites, applications.
- Provide regular recommendations on technical innovation that will benefit the business.
- Ensure seamless integration with any 3rd party teams on campaign implementation.
- Test all executions for quality control across browsers and operating systems.
- Provide expert user experience guidance and implementation across platforms.

- All digital media creative is developed according to partner specifications.
- Negotiate and purchase digital media. Ad-serving of all digital media.
- Quality checking to ensure all specifications are met and units are clicking through properly.
- Screenshots of campaigns upon launch of creative to ensure that creative and media are properly running as purchased and trafficked.
- Make recommendations on any optimisations needed on campaign targeting or creative.
- Monitor and provide quarterly reports on competitive digital media activity.
- Ensure all ad tags are properly implemented so all traffic can be attributed on landing page using Google Analytics.





## REPORTING & ANALYTICS

Work to ensure proper tagging of owned digital properties with Google Analytics.

Weekly progress status minutes of meetings and monthly reports on social media activities in central format.

Monthly reports on digital media activities in central format.

Quarterly competitive digital activities report.

Reports delivered at the end of every campaign covering all elements of the execution and include learning and optimization recommendations.



# **CASE STUDIES**



# CASE STUDIES



CUMii the Internet of things is here, changing home automation



SheaMoisture the biggest ethnic skin & hair producer in the US



The National Social Security Fund (NSSF) is the biggest parastatal on Social Media in Uganda



Airtel Rwanda - the most engaging telco Social Media Brand in Rwanda



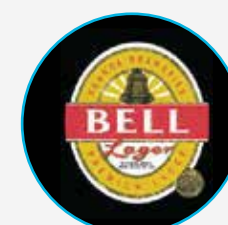
HEALA Growing & teaching people about their health through social media



Centenary Bank is the biggest bank on Social Media in Uganda



Airtel Kenya - Africa's number 1 Social Media Brand and socially devoted.



Bell Lager – the most engaging alcoholic brand in Uganda

We manage every aspect of digital marketing for these and more brands across Africa



Campaign: Obesity & Sugary Drinks Tax

Brand: HEALA

Client: HEALA Global Health Advocacy International

Duration: 18 Months

Scope of Work: Social media management, Social media strategy, Campaign graphic design, Influencer Strategy

Performance: 4 Million Impressions (12 months)

Platforms: Facebook, Twitter & Instagram

Website: [www.heala.org](http://www.heala.org)

Handle: @heala\_sa

Online PR value Generated: R 2 500 000.00





Campaign: Brand Awareness

Brand: Cumii International

Client: Econet Wireless Africa

Duration: 6 Months

Scope of Work: Social media management, Social media strategy, Campaign graphic design, Television Commercial, Branding, Brand Activations - Exhibitions

Performance: 2.1 Million Impressions

Platforms: Facebook & YouTube

Website: [www.cumii.net](http://www.cumii.net)

Handle: @Cumiiot

Online PR value Generated: R 1,335,000.00





# SHEA MOISTURE

Campaign: Grads & Dads and Fathers Day  
Brand: Shea Moisture  
Country: United States of America (USA)  
Client: Sundial Brands  
Duration: 3 Months  
Scope of Work: Content Strategy & Direction,  
Content Creation  
Performance:  
Platforms: Facebook & YouTube  
Website: [www.sheamoisture.com](http://www.sheamoisture.com)  
Handle: SheaMoisture  
Online PR value Generated: R 550,000.00







# BELL LAGER

Campaign: #PopNJam

Brand: Bell Lager

Client: DIAGEO/UBL Uganda

Duration: 12 weeks

Scope of Work: Social media management,  
website revamp, app development

Performance: 25.6 Million impressions

Platforms: Facebook, Twitter, Instagram, YouTube

Website: [www.belllager.ug](http://www.belllager.ug)

Handle: @Bell\_Lager

Online PR value Generated: \$100,000



The campaign mechanics took the form of an under the crown promo with consumers sending their code to a short code and winning a ticket to watch the Award Winning Singer and Songwriter Shaffer Chimere Smith aka Ne-yo.

The #PopNJam campaign was a pivotal campaign geared at brand re-appraisal by the GenY LPA 29yr old male.

We developed the Shake and Win app that was used during in- bar activations for the on-ground promotions.

The website was revamped to a more fresh and youthful look that supports video, social media plugins and a ticket counter that helped drive FOMO for the Ne-yo concert.

The mechanics for the social media campaign were kept interactive from the announcement, revival and the sustenance phases of the campaign. The campaign led to the reveal of the new pack launched at the Ne-yo concert.

We had live-tweets running throughout the concert to increase interaction and engagement, capturing moments and amplifying them.





# AIRTEL UGANDA

Campaign: #AirtelTugabane

Brand: Airtel Uganda

Client: Bharti Airtel

Duration: 12 weeks

Scope of Work: Social media management, website management, app development.

Performance: 25.6 Million impressions

Platforms: Facebook, Twitter, Instagram, YouTube

Website: [www.airtel.co.ug](http://www.airtel.co.ug)

Handle: @AirtelUg

The #AirtelTugabane campaign was a 3 month campaign during the first quarter of FY15, that came to an end on July 30th 2015 with the campaign surpassing the targets set on social media.

We set out to get 20,000 people sharing data with up to 4 of their friends. We surpassed this target with over 26,100+ people sharing data and registering their shares through the #AirtelTugabane app.

A balloon was created to depict the huge offering of data that was available to be won that kept filling up until it reached the specified target.





# UGANDA WARAGI

Campaign: #SoUg

Brand: Uganda Waragi

Client: UBL Diageo

Duration: 12 weeks

Scope of Work: Social media  
management, app development,  
e-commerce

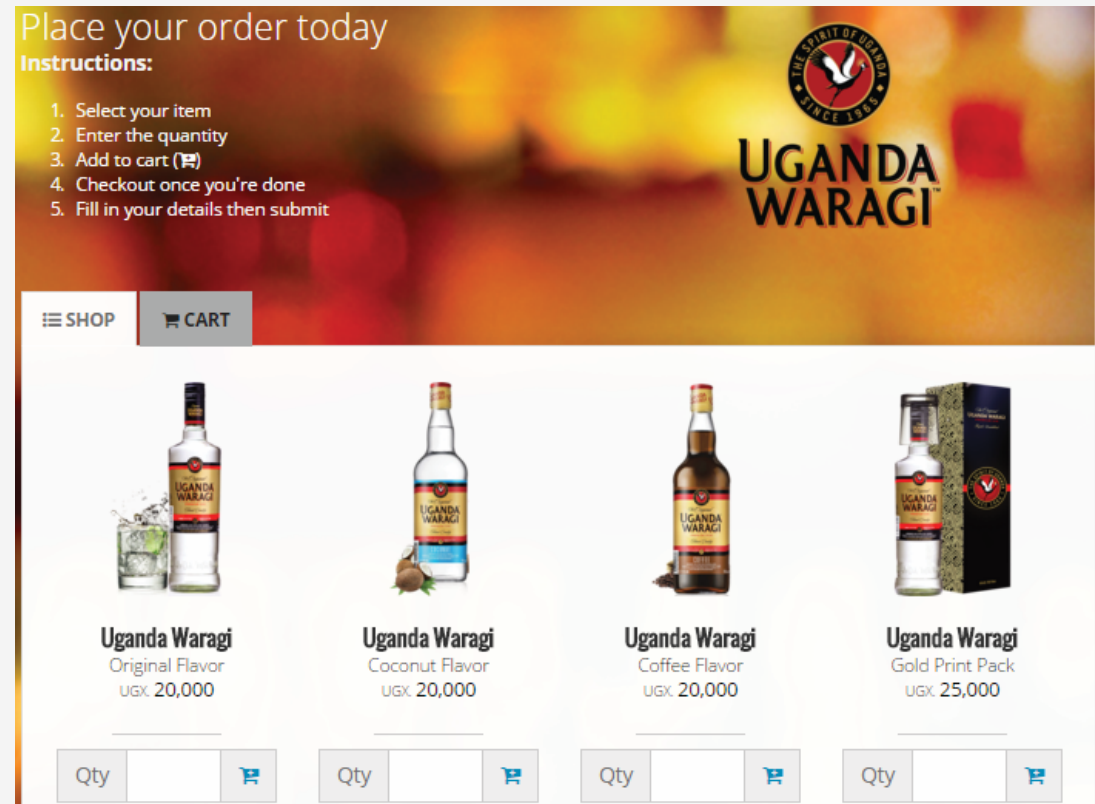
Link: <https://www.facebook.com/UgandaWaragi/app/520962714734871/>

Platforms: Facebook, Twitter, Instagram,  
YouTube

Handle: @UgandaWaragi

Result: Over 100 bottles sold online.

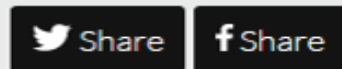
In the spirit of the season, Uganda Waragi developed a special edition gifting pack for the brand. We developed the online shopping app for the brand to translate the campaign into sales for online conversion.



# AIRTEL KENYA

With tireless and hard work we put Airtel Kenya on the map socially and they reached number 1 on the Africa Brand Index for all categories in Kenya and ranked 4th overall across Africa - 2016.

## Top 10 Kenyan Brands on Social Media - April



Kenya		All	Grow your Brand	View top 25 Brands		
Score	Brand	Growth	Content	Response	Sentiment	
1 <b>85</b> 1▲	Airtel Kenya	79	85	99	Group weighting: 20%	
2 <b>81</b> 0	safaricom Kenya	82	73	96	76	
3 <b>78</b> 3▼	Kenya Commercial Bank	59	78	97	86	
4 <b>75</b> 3▲	Equity Bank of Kenya	68	66	96	85	
5 <b>73</b> 6▼	K24 TV	85	65	62	85	
6 <b>73</b> 2▼	DSTV Kenya	67	59	92	87	
7 <b>70</b>	Jumia Kenya	67	55	85	90	



Campaign: #C8MagicCapture

Brand: Tecno Mobile Rwanda

Client: Tecno Mobile Rwanda

Duration: 12 weeks

Scope of Work: Social Media Campaign

Reach: 3 million

Performance: 10,000+ phones sold

Platforms: Facebook

Fans were engaged to be as creative as possible in capturing one of their finest/coolest moments at night or low light environment.

We created a note on Facebook with all the campaigns details and shared the link.  
<http://bit.ly/1FlscKr>

These photos were captured using a mobile device, and fans uploaded and tagged Tecno Mobile Rwanda Facebook with a short message.

The participant encouraged their friends to like, share, tag or comment on the photo to increase engagement.

At the end of the month we selected the top 6 entries with the most interactions.

These photos were independently published on the main Tecno Mobile Rwanda.

The fans with the first three photos with the most interactions, won a brand new TECNO Camon C8. #C8MagicCapture, this competition and it's execution built great top of mind awareness for Tecno and without any above the line media they managed to hit and surpass their sales targets.

# SUMMARY

At Bluflamingo we pride ourselves on a specific segment of the marketing landscape:

Digital Performance Marketing

We always ensure that all our strategies and tactics revert back to one specific point : Clear performance indicators and ROI for your business.

We ensure that the most important and most valuable traits of digital media are NOT pushed aside.

Traits such as:

Real time response rate and measurements

Real time reporting and feedback

Real time optimization



# SUMMARY

Companies often say they want a great website, or app with lots of visitors/downloads. Lots of followers on social media. To be number one in Google....

But what they really want is to get noticed, by the people who matter, so they can generate leads, make more money and grow their business.





# CONTACT US

## UGANDA

Uganda Joinery House,  
Plot M445 Ntinda Stretcher Road,  
Kampala, Uganda.  
+256 312 517 325

## SOUTH AFRICA

No 34, 7th Street,  
Linden, Johannesburg,  
South Africa.  
+27 11 912 7892

## KENYA

2nd Floor, Eaton Place.  
United Nations Crescent.

## RWANDA

Remera,  
Kigali Rwanda.  
+250 733 764 777

## NIGERIA

45 Oduduwa  
Crescent GRA Ikeja,  
Lagos Nigeria.  
+234 812 613 1581



UGANDA | KENYA | RWANDA | NIGERIA | SOUTH AFRICA

@accounts@bluflamingo.digital



www.bluflamingo.digital

