

T H E

BLU PRINT



BLU FLAMINGO

CONTENT

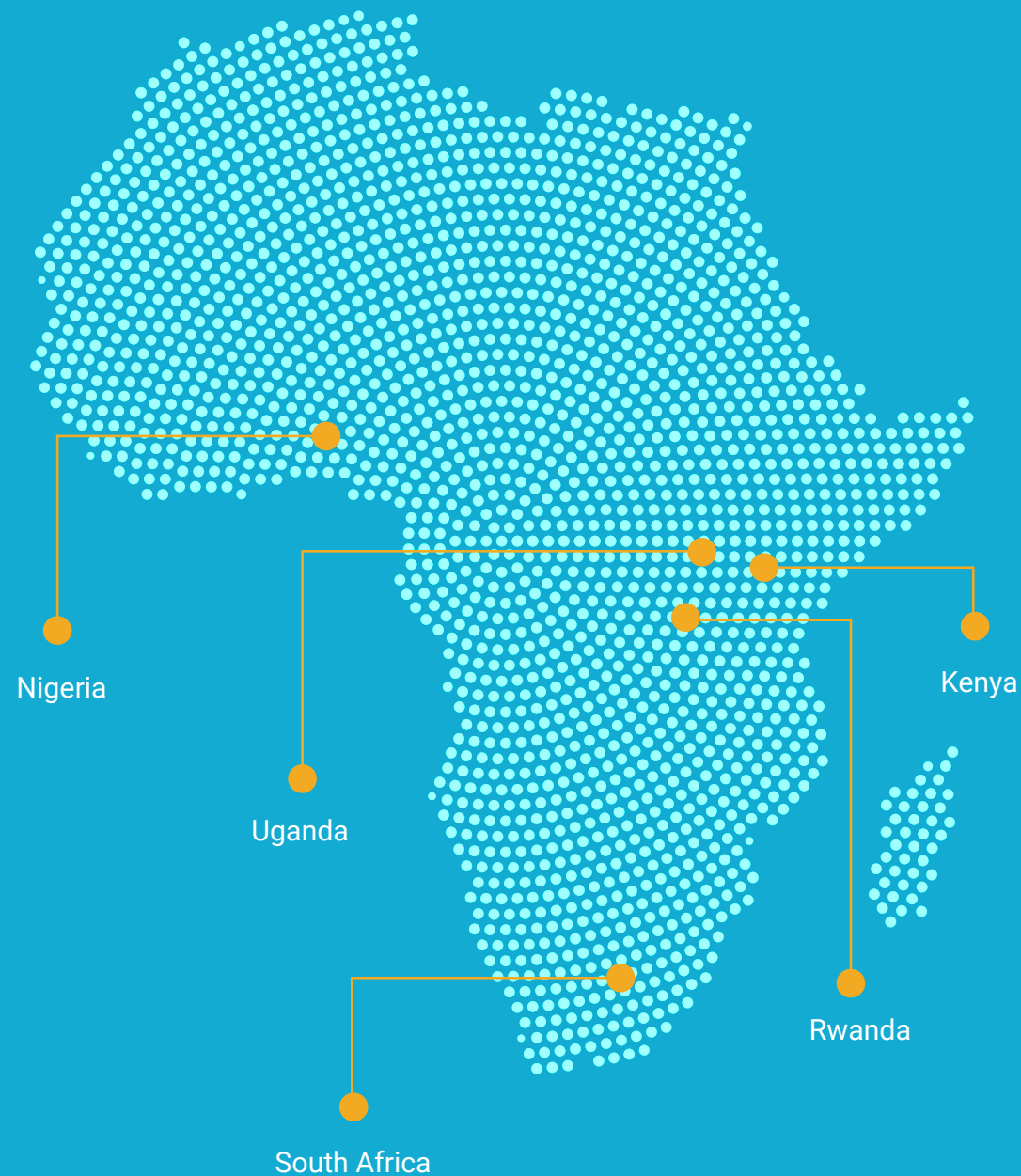
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THE BLU FLAMINGO NETWORK

BLU Flamingo is a fully fledged digital agency with through the line capabilities.

We are headquartered in South Africa with offices in Nigeria, Kenya, Uganda & Rwanda and affiliates across French speaking Africa.

Brands, services and behaviour change experts work with us to help them build and execute their digital strategies. We use research, local insights and our Pan African Marketing experience to help them grow their revenues, create awareness and change attitudes across Africa.



THE BLU FLAMINGO PHILOSOPHY



Credentials

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Stanford | Seed
Stanford Institute for Innovation
in Developing Economies

Our Leadership

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Seanice Lojede
Group CEO



Fabian Adeoye Lojede
Director



Julius Nadduli
Group C.F.O



Ben Kuyoh
Chief Creative Director



Pamela Hatega
Country Manager - Uganda



Adelola Chu-Osakwe
Group Account Director



Candice Ashwin
Senior Account Manager – South Africa



Timothy Kimathi
Country Manager - Rwanda



Marylène Otieno
Senior Financial Advisor – Kenya

Our Board

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Nancy Kacungira

Co-Founder, BBC Journalist and
Non-Executive Board Member



Scott Mackin

Partner at Denham Capital
and Investor



Lerato Molebatsi

N.E.D – SARB and
Non-Executive Board Member

GROUP CREDENTIALS



Physical presence and over 50 resources
on the ground in all our markets.

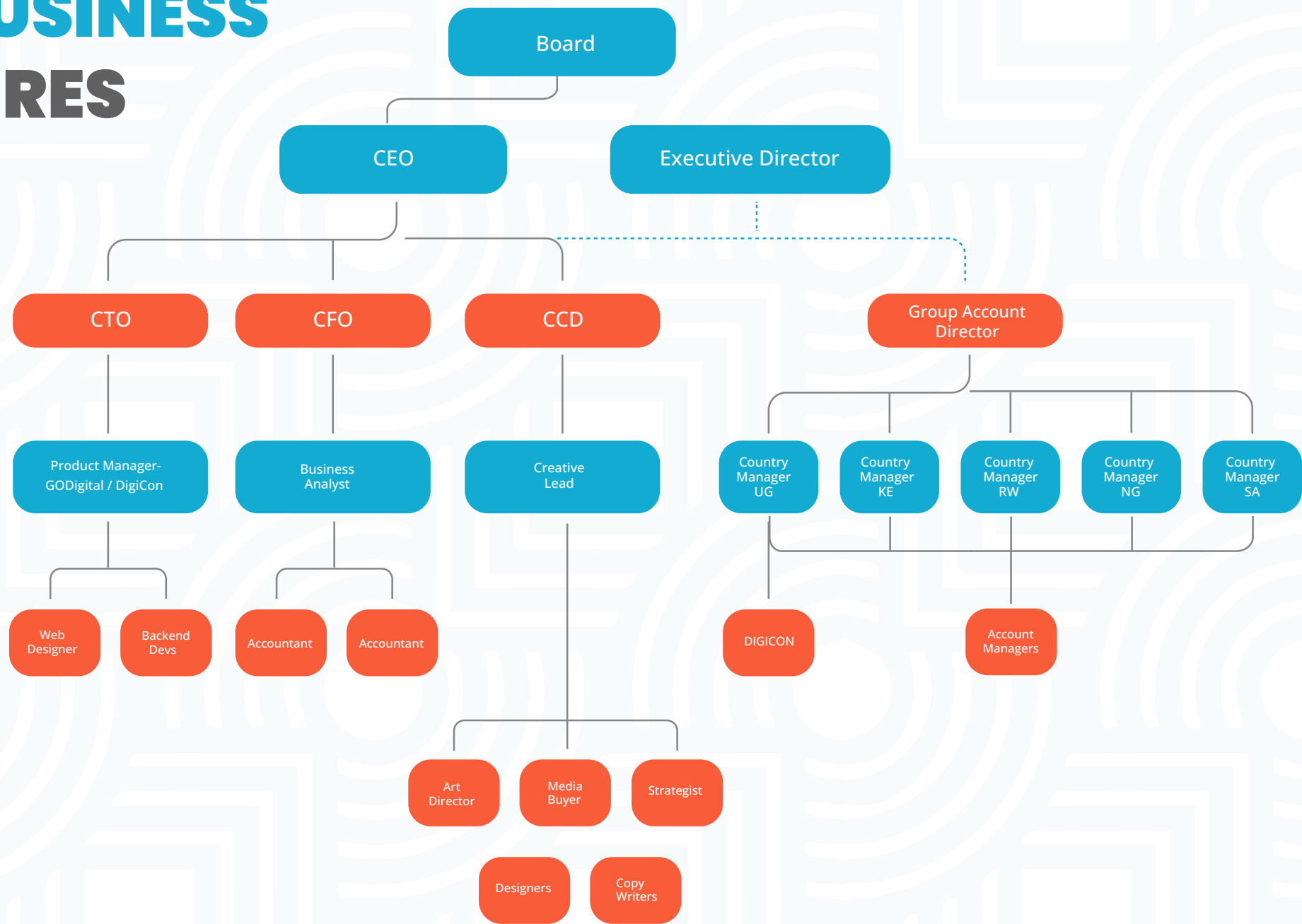


Certified team (WSI, Hubspot, Google)
Key afriglobal accounts.



Platform agnostic methodology.

GROUP BUSINESS STRUCTURES





WHAT WE DO

We offer the full suite of strategic marketing
And advertising services through the line

MEDIA

Media
Planning
and Buying
Radio
OOH
Print
TV

WWW.BLUFLAMINGO.DIGITAL

DIGITAL

Site
Search
Social
Mobile
Influencer
Marketing

PRODUCTION

TV
Radio
Digital
Content
Photography

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ABOVE THE LINE

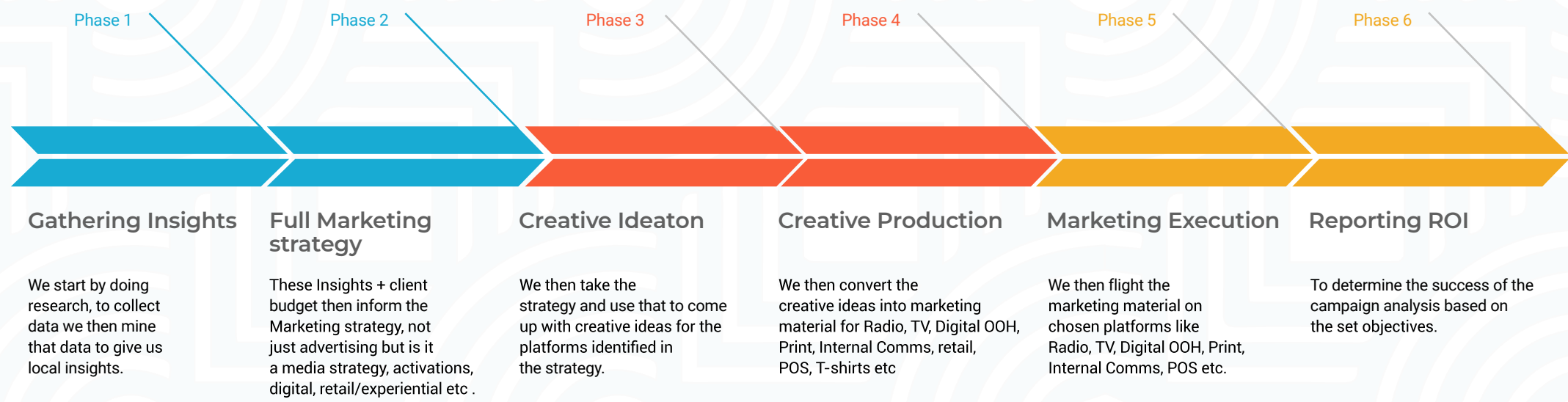
Branding +
Design
Copy
Strategy
Art Direction

BELOW THE LINE

Retail
POS
Activations
Sponsorships

HOW WE DO IT

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SELECT TRACK RECORD ACROSS INDUSTRIES

Track Record

Telecommunications



Education



NGOs/Government



Auto / Aviation / Energy



Electronics / Technology



Finance / Insurance



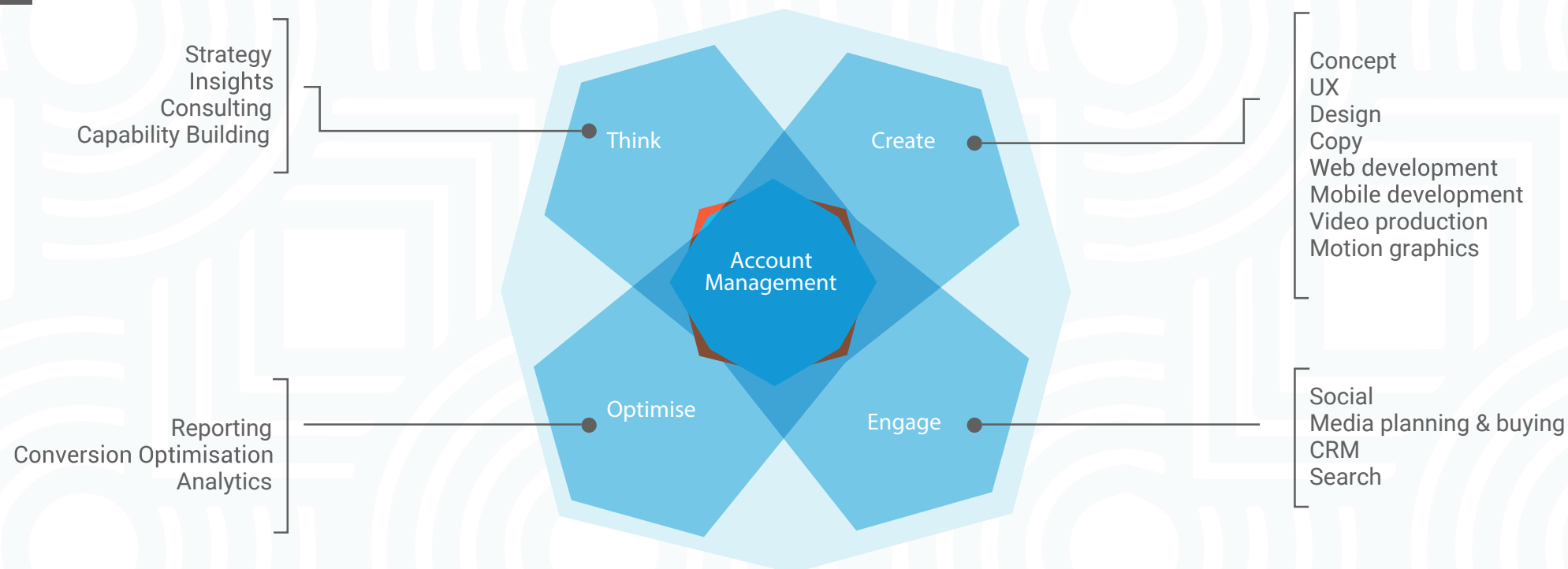
Media / Agencies



FMCG



NEW AGE APPROACH



The background of the image features a close-up of several chess pieces, likely pawns, on a dark, textured surface. The pieces are made of a light-colored material, possibly wood or stone, and have a distinctive orange-red band around their base. The surface they sit on is covered in a repeating geometric pattern of concentric circles and squares. The lighting is warm and focused, creating a sense of depth and highlighting the textures of the pieces and the surface.

CASE STUDIES



The Challenge

To get Urban youth and Birth spacing moms in Nigeria and Uganda to consider, and adopt Self Inject as their form of contraception.



Our Strategy

Together with FSH & Bean Kenya we developed a campaign called 'Discover your power' where we hosted inspirational women to take over our 'throne' sharing their stories of success and power to inspire others and interwove contraception as part of how they discover their power over their bodies and futures.



Results

We delivered 435.6 million online impressions over a one year period, and reached over 2 million birth spacing mothers and urban youth through radio and below the line activations.

AIRTEL UGANDA

Campaign Development and Execution | Social Media | Website | App Development | Paid Media

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The Challenge

Airtel launched a campaign dubbed Tugabane. A new internet data sharing bundle launched in the Uganda market. We were tasked to get 20,000 subscribers to share data with up to 4 of their friends using a digital first mechanic.



Our Strategy

We developed an online application which enabled subscribers to win data. This was in the form of a balloon to depict the huge offering of data that was available to be won. It kept filling up until the specified target was reached.



Results

Over a 3 month period we were able to deliver 25.6M impressions, and over 26,000 subscribers sharing data with 4 friends.

COVID-19 Prevention Network

Above the Line Campaign



The Challenge

COVID19 has ravaged the globe, and the search for a vaccine is on. Our brief was to create awareness for COVID19 vaccine tests, and get people to volunteer for them.



Our Strategy

Develop and deploy content across the briefed platforms appealing to the audience to help get life back to normal. This included developing and flying radio, print, billboards and street murals in townships across South Africa to drive enlistings at local test centers.



Results

Reached over 600,000 people per week on Facebook and delivered continued growing awareness about vaccines and the need for volunteers to register across the country.

SEPLAT ENERGY

Online Event Production | Campaign Development and Execution | Social Media | Website | Paid Media

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The Challenge

Seplat Energy Plc was hosting its' second edition of the Seplat Energy Summit. We were briefed to produce an end to end hybrid event by providing event management, creative, advertising, website and live streaming services. This event was also very special as it was the stage where the company's new brand would be unveiled.



Our Strategy

Run an intense 2 week lead generation campaign driven by email marketing, programmatic and social media to get signups to the event. Also set up two studios. One in Abuja and link it to our own in South Africa to stream the hybrid event where we would unveil the brand and host sessions that seamlessly allows speakers from across the globe to speak on one platform, and be heard across social media, YouTube and zoom.



Results

We organized a successful day long event that hosted 250 guests in Abuja, and steamed live to over 10,000 from our mobile studio in Abuja and two way latency free link to our studio in Johannesburg where one of the hosts was conducting some interviews from. The SES2021 Campaign recorded over 10 million impressions, reaching 5.3million people across 21 countries, registering 83,973 click throughs to our website, 30,489 live video views across and over 4,000 whitepaper downloads. We recorded 2,779 sign ups on the website for the event, sent a survey out after it was concluded and had over 60 responses: Over 90% of respondents rated the summit on a scale of 4 & above.

The Stock Africa Is Made Of

NGX
Nigerian Exchange Group

Tuesday 18 May 2021
12:30pm [WAT]
zoom
Register to attend:
<https://ngxgroup.com/the-stock-africa-is-made-of>

SPEAKERS

- H.E. Muhammadu Buhari, GCFR
President, Federal Republic of Nigeria
- H.E. Prof. Yemi Osinbajo, SAN, GCON
Vice President, Federal Republic of Nigeria
- Dr. Zainab Ahmed
Honourable Minister of Finance,
Budget & National Planning, Nigeria
- Lamido Yiguda, CFA
CEO, Securities and Exchange
Commission
- Otunba Abimbola Ogunbanjo
Former Chairman, Nigerian Exchange Group
- Oscar N. Onyema, GCON
MD/CEO, Nigerian Exchange Group
- Ah. Adike Dangote, GCON
President, Dangote Group
- Jim Ovia, CON
Chairman, Zenith Bank Plc
- Tony O. Elumelu, CON
Chairman, Heirs Holdings
- Masai Ujiri
President, Zenith Capital
- Temil Popoola, CFA
CEO, Nigerian Exchange Ltd.
- Tinuade Awe
CEO, NGX Regulation Ltd.

PERFORMING ARTISTS

- ZSaba
- Chike



The Challenge

We won a competitive pitch in November 2020 to rebrand and relaunch the Nigerian Stock Exchange as the NGX Group following a successful demutualisation process.

The objectives were:

- Build Brand affinity + engagement
- Grow awareness of the new rebrand
- Create a new brand thematic campaign.



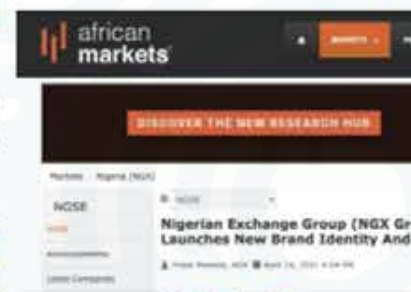
Our Strategy

Created a 360 campaign dubbed #TheStockAfricasMadeOf and provided Creative, OOH, BTL, Strategy, Web development, SEO + SEM, Creative + Content production, Social management & Paid media. Produced and livestreamed a 'launch of the new identity' event. Created digital lead generation campaign and media strategy to build awareness, and create engagement.

Results

The campaign ran in Lagos, Abuja and Northern states of Nigeria across Print, Radio, OOH, Digital and live streamed in a studio to online event that was live streamed and watched by over 5,000 attendees with an engagement rate of 46%.

Brand awareness increased by 78.2% across digital platforms, 5.2 million reached over a 2 week period with less than 2k USD budget and a 97% positive sentiment achieved.



CENTENARY BANK

Lead Generation Campaigns



The Challenge

The Trade and Finance team needed a campaign to generate leads for their offerings in a bid to accelerate growth targets for the department. A target of 400 customers was set for the campaign to be deemed successful.



Our Strategy

Develop and deploy content across the social media appealing to the audience's need for less risk and better credit terms. This was educated by a data driven digital strategy and amplified using targeted programmatic paid media.



Results

Over 500 leads, and one million impressions were generated against the target of 400.



The Challenge

Create an online experience for Bell and Uganda Waragi consumers to connect with their ATL and BTL engagements, change the perception of Uganda Waragi into a premium gin, and introduce online sales.



Our Strategy

Develop highly engaging content through creative on-ground living online engagements, content development, and partnerships with growing e-commerce platforms to drive online consumption.



Results

Grown to become Uganda's most engaging beverage brands online.

Changed the perception of Uganda Waragi from a CD to an ABC target group, making it Uganda's highest selling premium gin.

Introducing online purchases for both brands to the consumer and influencing consumption habits from in store to online purchases.

Over 1 billion engagements, and impressions across all brands (Uganda Waragi, Bell and Smirnoff).

A360- 9JA Girls

Digital Campaign Development and Execution | Paid Media | Content Development | Production



The Challenge

A360 runs a project called 9JA girls. A peer education program that helps girls between 15-19 achieve their through value based education, and preventing early/unwanted pregnancies. They needed content to help grow and engage their Facebook community using their syllabus.



Our Strategy

Develop engaging social media content strategy, supported by media buy that ran over 5 months on Facebook. This content was in form of videos, photos, influencer content and interactive live chats.



Results

Reached 5.96M girls,
29.8M impressions
43,300 direct messages,
38% return rate, and
800% page growth in 4 months

SOUTH AFRICA · NIGERIA · KENYA · UGANDA · RWANDA

www.bluflamingo.digital

