



**XMSA**  
Xtreme Media  
Solutions Africa  
Experience More



Founded in 2003, Xtreme Media Solutions Ltd established its reputation as leading event production company in Kenya by developing a seamless and effective synergy between innovative technical solutions, project management, event coordination and creative strategy, resulting in impactful, high end productions that tie in with brand messaging and client needs.

With determination, attention to detail, employing effective processes and a highly experienced team, we have established long-term client relationships that have seen us grow into an integrated marketing agency, offering BTL solutions and world-class technical and logistical support to cater to our advanced portfolio of government and private sector clients.

A professional office setting with three people. In the foreground, a man in a blue suit and tie smiles broadly while holding a white folder. Behind him, a woman in a dark suit and a woman in a light-colored blazer are also smiling. The background features large windows with a view of a city.

**WHAT  
WE  
BELIEVE**



# WE BELIEVE IN..... INNOVATION

Our team is constantly looking for new ways to help our clients achieve top of mind awareness through unique event concepts, world class production technology and creative brand experiences. Our team evolves with the market by staying on top of marketing, event and technology trends.



# WE BELIEVE IN..... EFFECTIVE COMMUNICATION

We work with our clients closely to ensure they are updated every step of the way and that each detail of every project is in line with their brand message, achieves project objectives and speaks to the target market.



# WE BELIEVE IN..... INTEGRITY

We are committed to transparent communication and dedication to our values at every level of our organization and strive to maintain the same with our clients at every step.



# **WE BELIEVE IN..... TEAM EXCELLENCE**

Each team member is a moving part in the machine that is XMSA and we believe individual excellence and attention to detail results in successful delivery in bringing our client's vision to life. We hire the best and constantly train them as we evolve with each project and phase in the growth of XMSA.



# WE BELIEVE IN..... PASSION

We enjoy what we do and are highly committed to our clients. If we're not adding value, we're not doing it!





**WHY  
WE  
DO  
WHAT  
WE  
DO**



# OUR PHILOSOPHY

We believe that we have a responsibility to our clients to deliver impeccably and on time and add value at each step of each project by staying true to our values, delivering on our promise for excellence and helping our clients achieve their objectives for their brand.

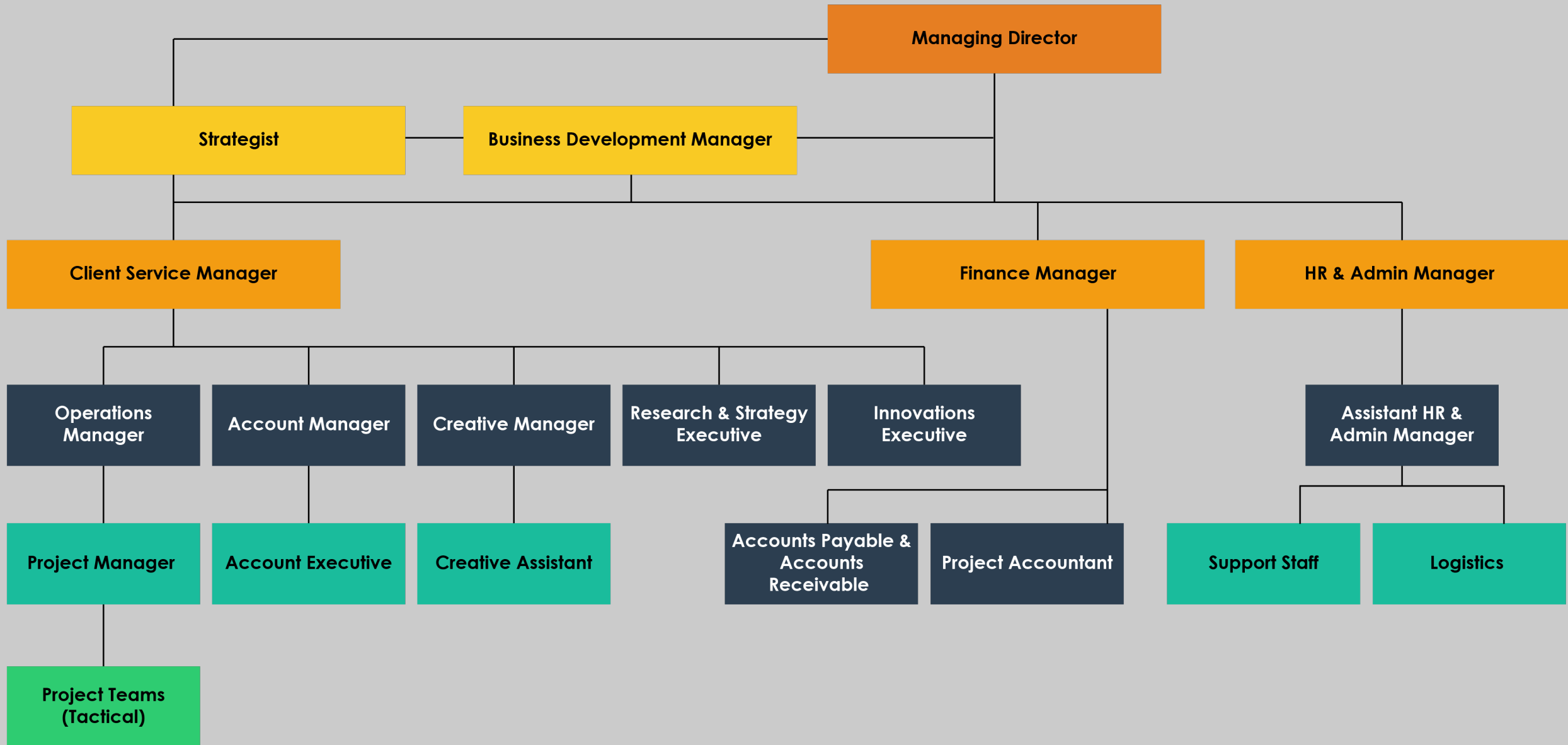
Attention to detail, outstanding delivery and commitment to our clients, equals success

# OUR VISION

To set the standard for innovative experiential campaigns, event production and logistics in East Africa

# OUR ► ORGANIZATIONAL STRUCTURE

# COMPANY ORGANOGRAM - XMSA ORGANIZATIONAL STRUCTURE



# OUR CLIENTS



### Clients Served

Our clients, some of the brightest stars in their respective fields, operate in a host of market sectors across the globe!

XMSA manage, develop and produce a number of large events, shows, festivals and recording projects on behalf of several high profile Clients.





# OUR SERVICES



# OUR SERVICES: BTL & RESEARCH

## Point Of Market Entry Activations

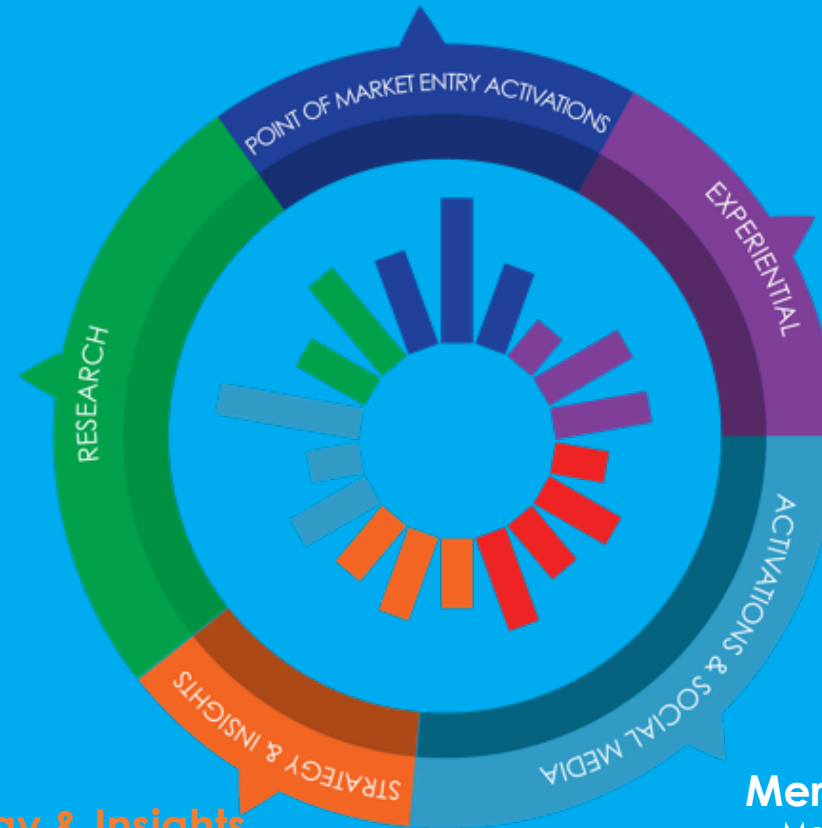
- Schools & Universities Activations

## 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 workshops



## 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



# BTL PROJECT FLOW



Our Strategy & Experiential marketing department will unpack your brief and deliver a strategic proposal that will touch on effective activation points for your brand.

We create brand to consumer campaigns that imprint on the target market by creating a synergy between campaign objectives, brand message, consumer profiles and point of inspiration and need.

This allows us to develop an impactful strategy that will yield positive results.

# BELOW THE LINE ▶ CAMPAIGNS

01

Point Of Market Entry  
Product launches

02

In-store Consumer  
Activations

03

Seeding, Listing &  
Merchandising  
Campaigns

04

Roadshows & Live  
Streaming Activations



# CASE STUDIES

CITATIONS OF PAST/ONGOING IMPLEMENTATIONS

# Suntop School Sampling campaign

We developed an exciting marketing campaign for Suntop that saw us do a product launch for their new flavors ( Orange, Mango, Berries and Blackcurrant) in two different SKU's on a countrywide scope.

The campaign was conducted in two Phases of 30 seeding days.

## BRIEF

- Develop and propose an exciting and engaging brand experience campaign to popularize the fruity flavors and gain traction in the market.
- Communicate Sun top as an exciting, affordable and nutritional product that promotes children's growth.
- Target the market through interactive, fun and top of mind activations.

## TARGET

- Phase I - to seed into 9000 shops in 6 weeks.
- Phase II - to seed into 7500 shops in 5 weeks.

## RESULTS

- Phase I - sold to 5974 shops equivalent to 60%
- Phase II - sold to 8944 equivalent to 122%



# Suntop School Sampling campaign

Due to the success of the School Campaigns, client adopted the same concept to a countrywide scope covering the below regions: Coast, Central, Rift Valley, Nyanza and Western.

We have also partnered with key institutions, organizations & household names e.g.

- Makini School – Key Partner Swimming Galas.
- Safaricom – Safaricom Jazz Festival 2018 and Safaricom Blaze Activations.
- Laugh Industry - Churchill Kids Festival



# aspira

## ACTIVATIONS

- CIM Finance Kenya Limited, through Xtreme Media Solutions rolled out an activations plan for their Product Finance App Aspira dubbed - '**Live Your best Life Today**'.
- Aspira is an online app that facilitates for product financing and payment in installments from the various partners
- Xtreme developed an educative campaign for the Aspira brand targeting the working population in Kenya earning between Kshs. 30,000 and Kshs. 300,000 within the 2 Touch Points i.e. The Mall & Office park Activations
- Educate target market on the features and benefits of Aspira thereby increase app awareness, downloads and usage
- Generate Aspira sign ups and application



# aspira

## OFFICE PARK & MALLS ACTIVATIONS

The Aspira activations are in 2 types:

- **Mall activations:** The presentation is done at pre-selected malls with consideration to the footfall and the correct client profile who frequent the mall.
- We partner with various partners for the setup look & feel.
- **Office Storm Activations:** Activations take place in various Office Parks within Nairobi.
- The team takes potential clients through the app registration process through the brand features & offerings through a product talk, conversion & rewarding after successful downloads.



A photograph of three young Black women smiling and posing for a photo at an outdoor event. The woman on the left has long, dark, curly hair and is wearing a green top. The woman in the middle has her hair styled in a large, voluminous afro and is wearing sunglasses and a white tank top. The woman on the right has her hair styled in a bun with a red flower, is wearing sunglasses, a black top, a gold chain necklace, and a gold watch, and has a yellow shawl draped over her shoulders. In the background, there are other people, a white plastic chair, and a wooden structure with a red roof. The setting appears to be a park or a community event with trees and a clear sky.

# MARKET RESEARCH

At XMSA we believe that the successful implementation of any marketing activity must be based on correct market evaluation, audit of brands and insights from all stakeholders.

Our Research department is composed of passionate and experienced market researchers with good understanding of the FMCG sector in Kenya and East Africa.

The Research department provides market research, brand audits and competition analysis both at brand and corporate levels in multiple industries across the country, collecting data, making analysis and generating periodic reports for our in-house database and client projects.



# OUR PROCESS

We believe in involving the client at all stages of the market research process and being part of the solution, providing insights and measurements throughout the lifespan of a project.

Research has never been a one-off affair but a continuous process of learning from inception of a project to the final stages.



# BA MANAGEMENT & TRACKING

With each campaign, we measure performance based on these key areas:

1. Engagement/Reach.
  2. Application
  3. Consumer feedback
  4. Campaign Challenges/Learnings and Opportunities.
- Our supervisors monitor and report on activities and activations progress and successes.
  - Each supervisor has a responsibility to record and transmit data to Xtreme Project management teams every hour.
  - Continuous assessment of the campaign and improvement by the internal measurements in collaboration with the project team based on learnings and opportunities from the field
  - Weekly data is compiled and shared with the client
  - Weekly meetings with all stakeholders are conducted to discuss progress.



# THE XTREME LIVE REPORTING APP

## Mobile app for field staff

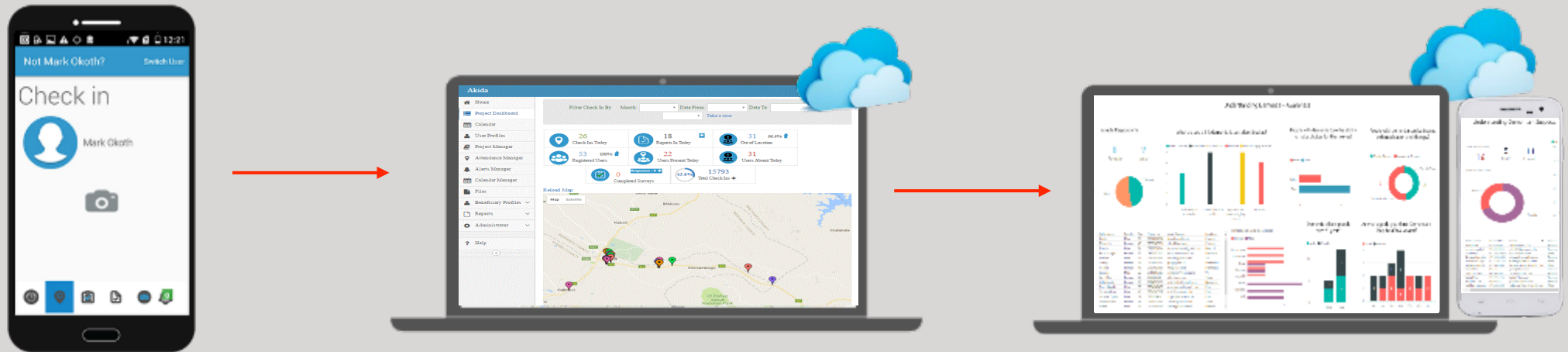
- ✓ Check in/out remotely with/without a photo
- ✓ Complete & submit mobile forms/surveys
- ✓ Send & receive important Alerts

## Web platform for administrators

- ✓ Manage app users attached to your account
- ✓ Access real-time reports anytime from anywhere in country or other regions
- ✓ Easily build, deploy & remotely manage mobile forms/surveys
- ✓ Send SMS & push notifications to your teams

## Insights for decision makers

- ✓ Access real-time insights both on web or straight to your mobile phone
- ✓ Access customized reports & metrics you care most about to help you make timely & accurate decisions



Supports both **online & offline** (for areas with poor network coverage) submissions, **photos, audio** & **remote quality control** (all data submitted includes location **geo tags** & **date/time** info)

# CONCEPT DEVELOPMENT FOR EVENTS

Our in-house Creative & Strategy teams will work with you to come up with unique and exciting ideas for your events.

We have worked with clients in both the public and private sectors across a wide range of industries, producing high end events from conception to execution.

We have worked on events including:

- Brand launches
- Conferences
- Corporate team building
- Outdoor music festivals and concerts
- Product launches



# OUR PROCESS

Liaise with our Operations & Research departments to create a proposal that includes Big Idea breakdown, market research and logistical elements

01

Brainstorm potential ideas that are in line with brand messaging and tone of voice that will appeal to the target market

02

Deliver a full proposal and cost breakdown to the client

03

# DALA FEST

#DalaFest is an exciting event series of concerts held in Kisumu town, conceptualized and executed by XMSA to showcase and promote local talent.

We took advantage of the gap in the market to create an event platform that appeals to the local population.

The first event was held in December of 2016 and sponsored by Safaricom.



# PROJECT MANAGEMENT & EVENT COORDINATION

We operate a full event production service from concept to completion.

**Our team will deliver:**



Concept Design

Health & Safety and Statutory licenses

Project scheduling

Logistics & operations

Talent & Stage Management

Technical AV Equipment & Production

Budget management & control

Event analysis & debrief sessions

# South Sudan Presidential Inauguration

## SUMMARY

Create a 360 plan for the South Sudan Presidential Inauguration event, capturing pre-event to post-event details including:

- Set design and stage build
- Security
- Sound
- Video production
- Operations and logistics

This included the main event, media briefing and post-event press conferences





# SET DESIGN & BUILD

We believe that every event needs a stunning centerpiece.

Our team will design your stage or set, creating the perfect focal point for your event, tying your theme and branding.

XMSA has over 10 years event experience providing creative set design, build, delivery and installation, tailor-made to individual needs.

We have worked on sets for:

- Corporate award ceremonies
- Themed events
- Outdoor & indoor concerts

We will work with you to provide the perfect solution for you event needs and budget

We are committed to applying health and safety measures for each project and a full risk assessment will be carried out for your set or stage and all related activities.





# EVENT LIVESTREAM

Sometimes you need to transcend physical locations and borders and bring your brand experience to the masses and XMSA will work with you to broadcast your event across various platforms and ensure maximum visibility for your brand through our livestream service.

We will broadcast your event to your target audience, live, using world-class technology and multi-camera production to give you high definition sound and images.

We have worked with:

- **Safaricom**
- **Oracle**
- **AFLEWO**

A man wearing glasses and a white t-shirt is speaking into a microphone. He is standing next to a woman with short curly hair wearing a red hoodie. They are in a room with large windows in the background. In the foreground, there is a metal truss structure with several stage lights. A green banner with white text is overlaid on the left side of the image.

# OUR PROJECTS

## **Our Projects**

### **A) International Conferences, Seminars and Meetings.**

- Independence Day Celebrations – Republic of South Sudan
- World Aids Day – ICASA
- Opening Ceremony of the Nairobi Summit on Landmines
- IPI World Congress Gala Night
- KPA Ports and Harbors Conference Gala Night
- Tianshi Conference
- GSK Conference at Safari Park
- EAC Investment Dinner
- AGOA Safari Dinner
- Kenya Red Cross Society Conference (Cocktail and Pan African Gala Dinner)
- Kenya National Dialogue and Reconciliation Conference (Koffi Annan & Ocampo)

### **B) Incentive Programs, Morale/Team Building Activities.**

- Safaricom Mpesa Awards
- BAT – OPM
- ACCA Gala night
- EA Premier Leadership Conference (Tom Peters)
- KU Performance Contract Award
- Vision 2030
- Safaricom New Vision
- NMG Corporate Culture
- KAA ISO Certification
- KRA ISO Certification
- EA Leadership Summit
- The Kenya We Want Launch
- Kenya Airways Cargo Awards
- Launch of I&M Bank New Select Centre

### **C) Sales Dinners, Receptions, Parties.**

- Smirnoff Experience 2001&2002
- MTN Street party at Club Silk Uganda

### **D) National Launches for Products and Startups.**

- Celtel Launch Kenya and Uganda
- First Women's Aids Run and National Prayer day all at Uhuru Park
- Re-launch of Kasarani Stadium
- Launch Of KQ New Livery and Boeing 777
- Launch of Eugene Klein Clothing Line 2005
- DON – Divas Of the Nile
- Kenya Airports Authority Re-Launch
- Motorola – SLVR L7 Launch
- Virgin Atlantic Launch 2007
- Nation Business Daily
- Safaricom MPESA satellite launch
- Channel 2 Entertainment Launch
- Black Berry Launches (Safaricom & Celtel)
- KCB Advantage and Foundation Launch
- Live Satellite Launch for Nestle Nan Bullet
- CBC/CNBC Launch
- Alvaro Launch
- INTEL launch in Kenya
- Safaricom Business Solutions Launch
- Launch of Execujet
- Launch of fibre optic cable in Mombasa
- Launch of the Jaguar cars into the market
- Inauguration of Lamu port

### **E) Sporting Events.**

- Safaricom Media Football challenge and Super 8 soccer tournament - 2005
- Tusker Safari 7s
- Sound for Femi Kuti concert 2005
- Sportsman Of The Year Awards - SOYA
- Safaricom Lewa Marathon

### **F) Seasonal, Annual and Milestone Events.**

- EA Most Respected Company/CEO
- KQ Silver Jubilee
- Safaricom and Nation Media Race days at Jockey Club
- Sarakasi Festival in Nairobi, Kilifi and Mombasa
- APA awards 2005
- KISIMA Awards - 2005
- Total Motor Show & Gala Night - 2005
- Safaricom Family Fun Day
- KRA 10 Anniversary and Top Tax Payers Awards 2005
- KCB Card Center 10 Anniversary
- Emirates 10 Anniversary 2005)
- EA Most Respected Company Survey 2006
- Scangroup AGM
- Deloitte & Touche 100years celebrations
- PowerTechnics 25years celebrations
- KCAA - AFCAC Conference
- CEO's Forum 2008
- Safaricom IPO Launch and Investor Brief
- Equity Easy 24-7 Launch
- AutoXpress Rebranding Launch
- KORA Media Launch

### **G) Fundraising Activities.**

- Elite Athlete Auction for the Race Towards A Mine-Free World
- Famine Relief Concert - Operation Jaza Lorry 2005
- Nairobi Women's - CVRC
- Famine Relief - Kenyans for Kenya.
- Nation Media Group Derby
- Safaricom Marathon at Lewa
- SOYA 2008
- Samuel Eto'o Arrival Cocktail
- Coca Cola Family Fun Day
- Coca Cola COPA finals
- KQ Safari Golf

# OUR ASSETS

- Generators
- PA systems
- High end lighting systems
- New generation LED screens
- Trussing roof
- Carbon fiber staging
- Set building props and materials
- Transportation trucks and vans









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**XTREME MEDIA SOLUTIONS AFRICA LIMITED**

Davlan House P.O.Box 73271- 00200

Nairobi

Riverside Lane, Off Riverside Drive

+254 20 2010145

+254 20 2010477

+254 725 299 575

+254 734 703 400

[info@xtremesolutions.co.ke](mailto:info@xtremesolutions.co.ke)

[www.xtremesolutions.co.ke](http://www.xtremesolutions.co.ke)



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