



# MLT MARKETING & COMMUNICATION SOLUTIONS PROFILE

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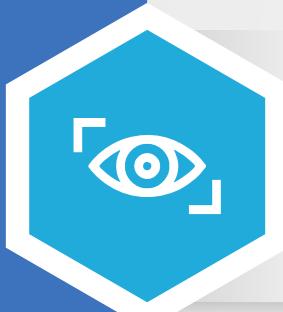


## ABOUT MLT

MLT, a member of the DB&A Investment Group, is one of Nigeria's most innovative & strategically-minded marketing communication company, providing our clients with off-the-chart market expertise, garnered from top-flight service offerings-based experience.

Our offerings provide for the entire needs of clients from marketing to research, branding to advertising. We are a social communications company built on the culture of thought leadership for business innovation and management experience that drive the future of marketing, providing full-service in the practice of marketing communication, with strong expertise for on and offline marketing solutions.

Our years of professional practice across sectors have given us the placement required to help our various clients in the achievement of their desired strategic goals and objectives. We believe that continuous quality strategic planning especially with a good level of verifiable primary and secondary data is critical to the growth of any business, and this can be well achieved via ensuring each project is strategically approached from commencement to handover.



## OUR VISION

To become the leading strategic marketing and communications firm in Nigeria



## OUR MISSION

To deliver what matters to our client's audience in the right way, right place, and at the right time.



## OUR APPROACH

Our approach to project execution at MLT Marketing & Communications is designed to ensure that practical and useful derivatives and data are generated and applied to ensure enhanced achievement of project objectives. Through our vast pool of current industry top performers, with exposure to national and international standards and views, we have access to valuable support to provide an up-to-date and extensive resource for our project execution.

# OUR SERVICES



# OUR SERVICES



## Market Intelligence

In today's market space, competitive advantage is fleeting, and your ability to market and sell products/services becomes crucial for survival. If your company can't react to the ever-changing supplier and market dynamics, you will lose.

MLT Marketing Solutions provide strategic market research and competitive intelligence services to business-to-business and industrial clients. Some of our strategies include qualitative (face to face interviews, phone interviews, questionnaires) & quantitative methodologies.

### Our Market Intelligence solutions:

Simplifies the complex

Helps in making decisions faster

Boosts upselling opportunities

Improves process efficiency



## Branding & Advertisement

We specialize in planning, developing, and launching high-impact products and services powered by innovation.

We apply design thinking methodologies to each challenge, arriving informed, amplifying intelligence, validating desirability, and confirming feasibility.

We also facilitate, accelerate, and optimize new ideas, products, and services, efficiently preparing the ground for transformation so your organization doesn't waste time, energy, or investment.

# OUR SERVICES



## Experiential Marketing

Our goal is to support your products with our services and to create a memorable connection between consumers and brands.

Experience over the years in the industry has taught us that the success of a big idea depends on the little things and that's why our team's attention to detail is second to none.

Our experiential marketing benefits your brand in different ways and they are listed below:

Experiential Marketing goes far beyond brand recognition, let's simply say that it provides an opportunity for brands to make a unique and authentic connection with their consumers.

Experiential Marketing brings products directly to their consumer.

It creates a positive brand image

Experiential marketing provides a great opportunity to monitor sentiment and conversations.

It changes consumer's perception of the brand as it grabs attention in a memorable way



## Research & Development

Research and development is an integral part of any forward-looking business. Knowing what's happening in the industry is the best way for companies/businesses to stay on top of the latest developments and ahead of their competition.

Since consumer preferences are always changing, MLT Solutions is available to look at your products and services about not only creating new products but also enhancing those already available.

Effective Research and Development enable you to stay competitive and build customer loyalty. The products/services you research can help you to:

Increase your profitability

Increase sales

Enhance your brand and gain reputable recognition as an innovative business

Attract high performing staffs through your enhanced reputation



## Digital Marketing Strategy Development

Our digital marketing strategy development solutions support your business from delivery and beyond. We discover, define, and deliver solutions that enable you to operate more efficiently and create stronger relationships with customers online.

We work strategically as unique and informed teams of designers, we are focused on the detail, craft, and quality needed to ensure the design intent is adequately and timely delivered in the final product.

Our digital marketing benefits your business in the under listed ways:

It improves your brand's recognition and loyalty.

It gives you more chances for conversions anywhere and anytime

It improves your conversion rate.

Makes you an industry leader

Reduces your overall marketing costs.



## Media Strategy Planning & Management

At MLT Marketing & Communication Solutions, our unparalleled track record is built on helping ambitious, marketing fueled brands smash their business goals. With our competitive rates, we often exceed client's expectations.

Our media planning services cut across all paid media (TV, radio, and digital platforms). We understand how the interplay between offline campaigns and the full spectrum of digital media will support the wider marketing strategy. We are audience-centric and media agnostic, so we will give you cost-effective access to the full media landscape, and the reach you need at the optimum frequency to drive the desired consumer behaviors.

# OUR MANAGEMENT TEAM

MLT Marketing & Communication Solutions is made up of an intricate blend of professionals and consultants, who bring their years of experience and know-how to every project undertaken.



**Debo Adebayo**  
Chief Executive Officer



**Damilola Williams**  
Ag. Chief Operating Officer



**Ahmed Raifu**  
Head, Project Management Office

# SOME OF OUR ESTEEMED CLIENTS

## Some of Our Esteemed Clients





## CONTACT US

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You could also email us at [info@mltsolutions.com](mailto:info@mltsolutions.com)

We look forward to partnering with your prestigious sector.

**THANK YOU**