

ASSIGNMENT WEEK 7



Preserving Our Heritage and Reshaping
the World's perspective on African culture

Question

CREATE YOUR BRAND:

i. Position Statement

ii. Position Plan

iii. Activation Plan



Aroba Animation

Aroba is a 3d animation company that seeks to produce exceptional whole family entertaining, educative and socio-historical Afrocentric animated contents such as movies, creative 3d Arts, digital money and commercial services.

To serve as a distribution channel for Africa's Heritage and culture which is almost obsolete in the animation world, resolving 'the danger of a single story about Africa in 3d animated movies' thereby changing the world's perspective about Africa.

We target family including children, teenagers and adults across all age group in the world.

Our products and services are unique with irresistible creative contents that temps and stimulates people to be lovers of Afro-centric contents especially movie lovers.

We will reinforce optimism, innovation, storytelling, historic, social, economic, community, ethics and cultural value chain in the industry.

BRAND POSITION STATEMENT

Bringing Super amazing entertaining and educative 3d animated movies and documentaries to the whole family.

BRAND POSITION PLAN

Aroba is positioned in such a way that it runs from the upstream to down stream in animation industry with B-B and B-B-C transaction strategy.

Aroba's Services is subdivided into three (3) major sectors:

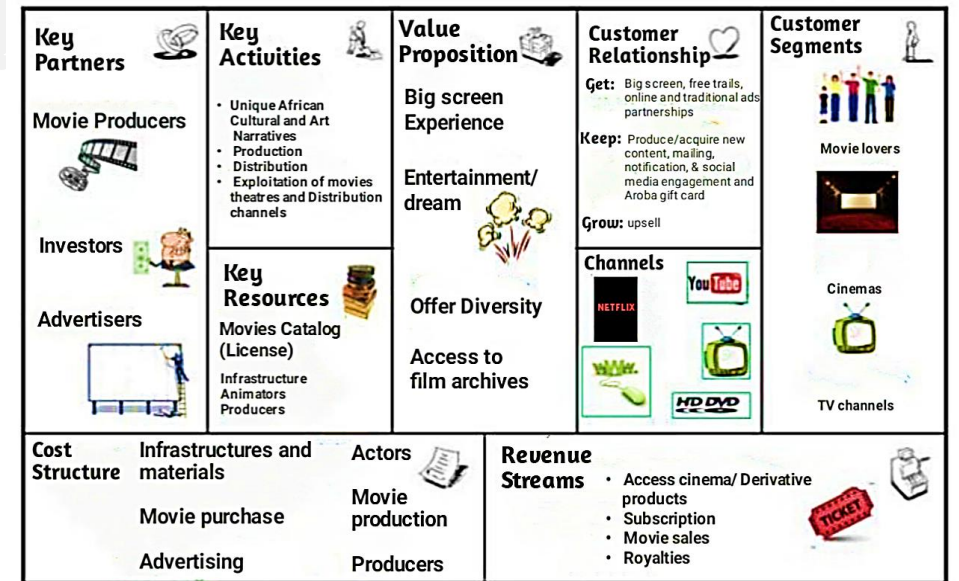
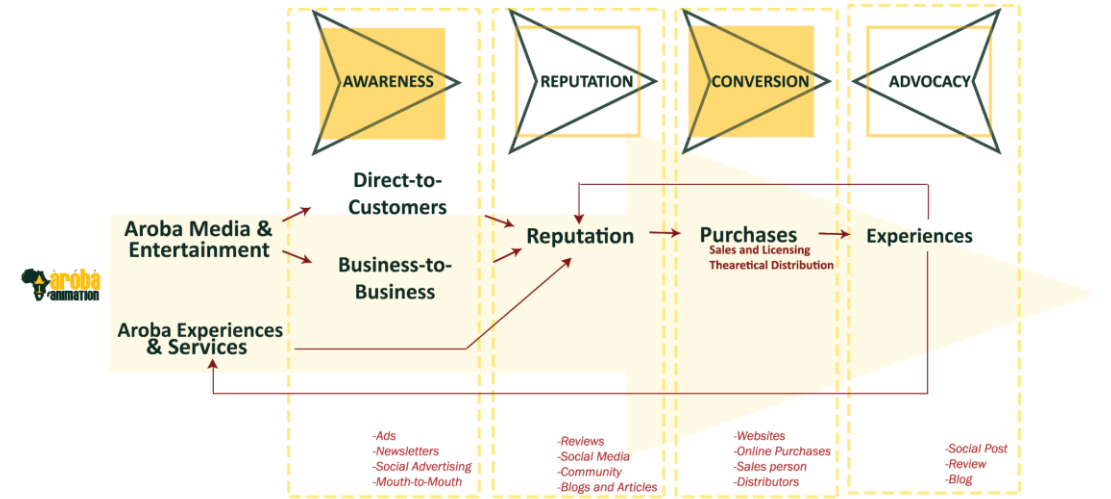
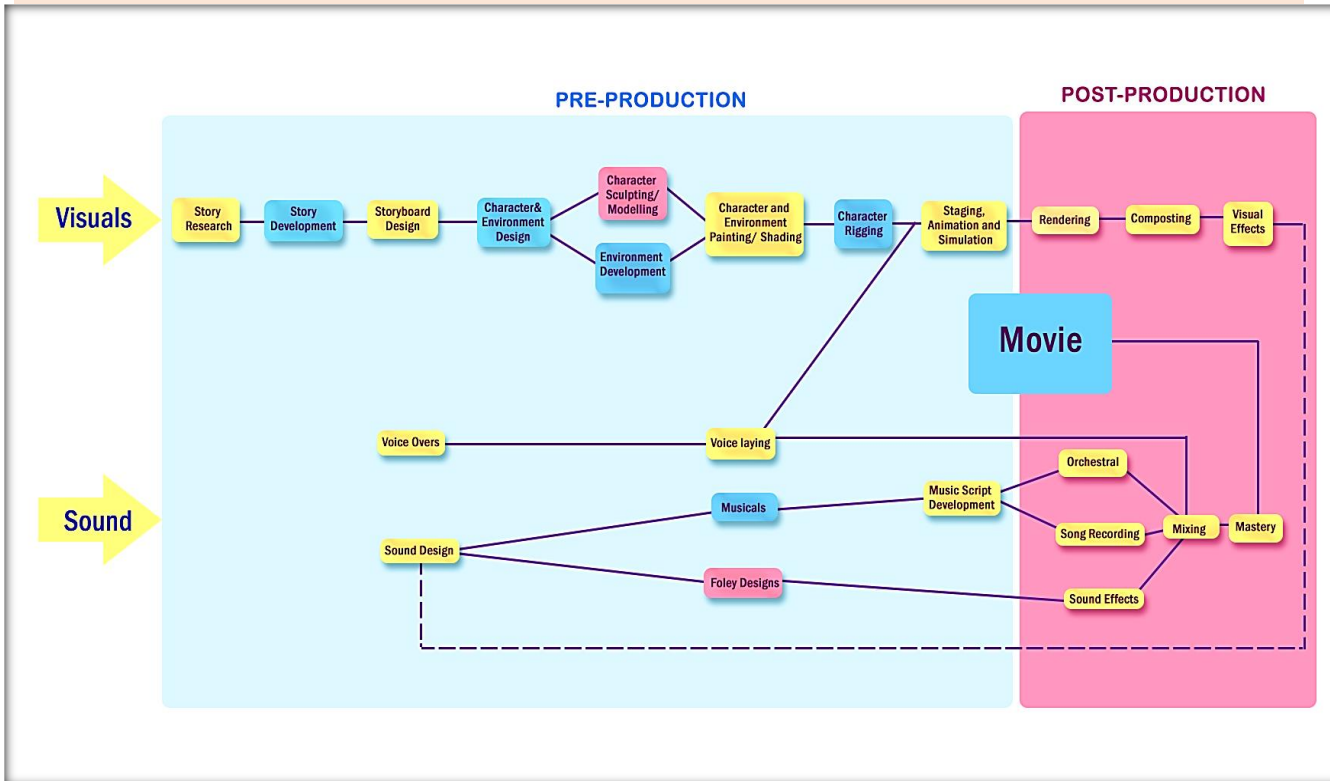
- i. Movie Production
 - ii. Tech (Blockchain)
 - iii. Commercial Service
-
- i. **Movie Production:** We are involved in all the processes in 3d animated movie production (from Pre-production to Post-Production phases). It gets to our audience via;
 - movie channels that have subscribed members such as Amazon prime, Netflix, Hulu, YouTube.
 - We sell using Cinemas.
 - Free contents will be distributed by Netnaija and some other channels.
 - We keep developing our private distribution channels such as webapp, digital art archive and viewing locations until our infrastructures are solid enough to called a cinema and a 3d digital art gallery



Brand Activation Plan

Our Brand Activation follows the following charts pictorial plans

- PRODUCTION PROCESS
- CUSTOMER JOURNEY
- BUSINESS MODEL CANVAS
- TRACTION
- CURRENT PROJECT



Activities: Movie production / Cinema

Traction

Soft launched:

12th November, 2019



Capital

- Branding
- Rents and Gadgets
- Salary
- Movie Production process

\$17,800



Awareness

- YouTube
- Instagram
- Facebook
- Website
- Google my Business

Engaging Social Media Fan Page

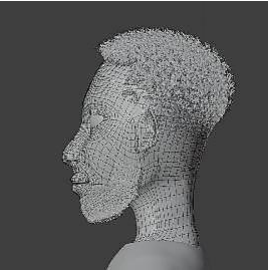
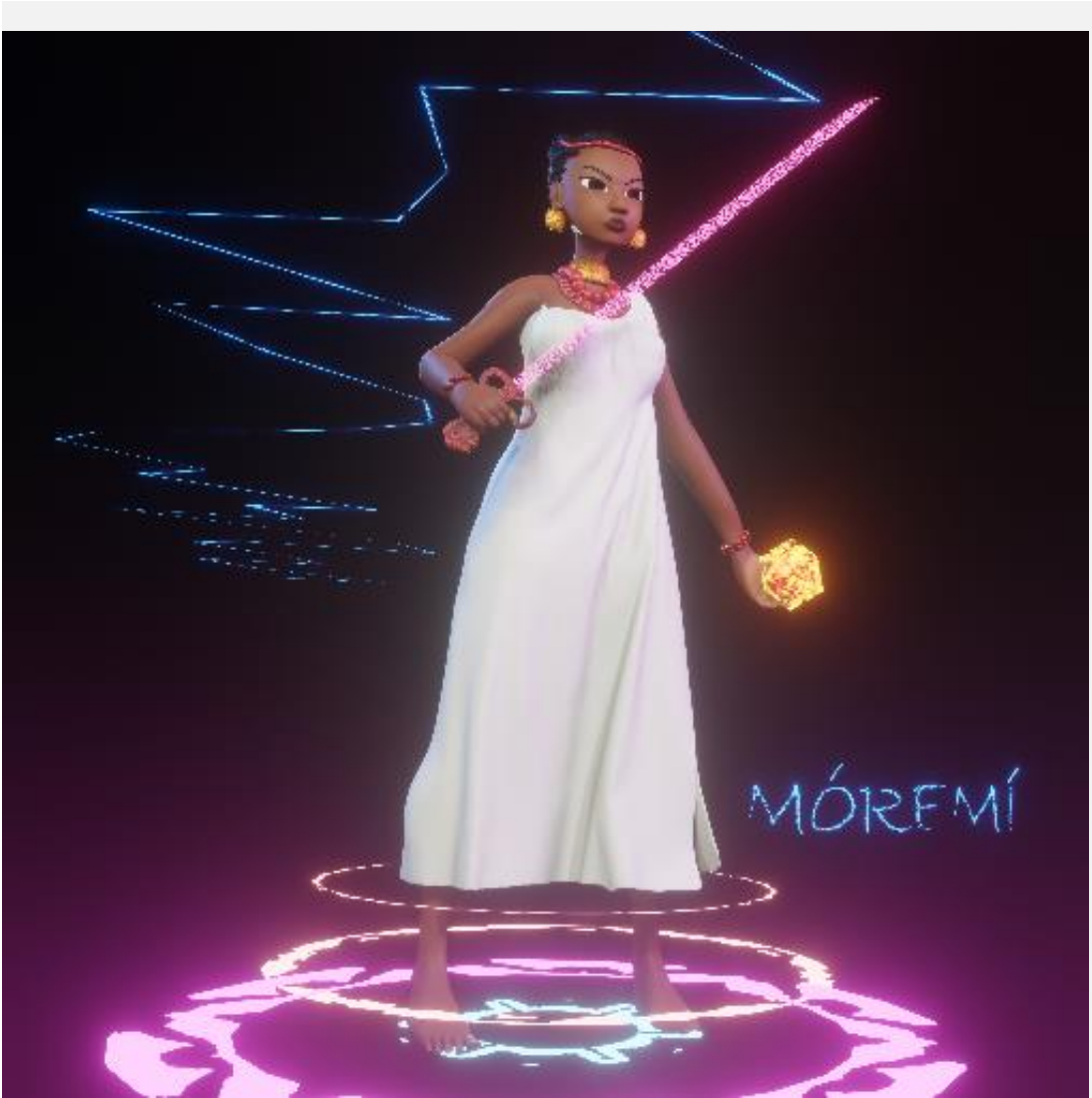


Achievements

- 8 Short Clips
- 2 movies in progress with highlight
- 4 Trained Animators
- Nigeria Animators' community

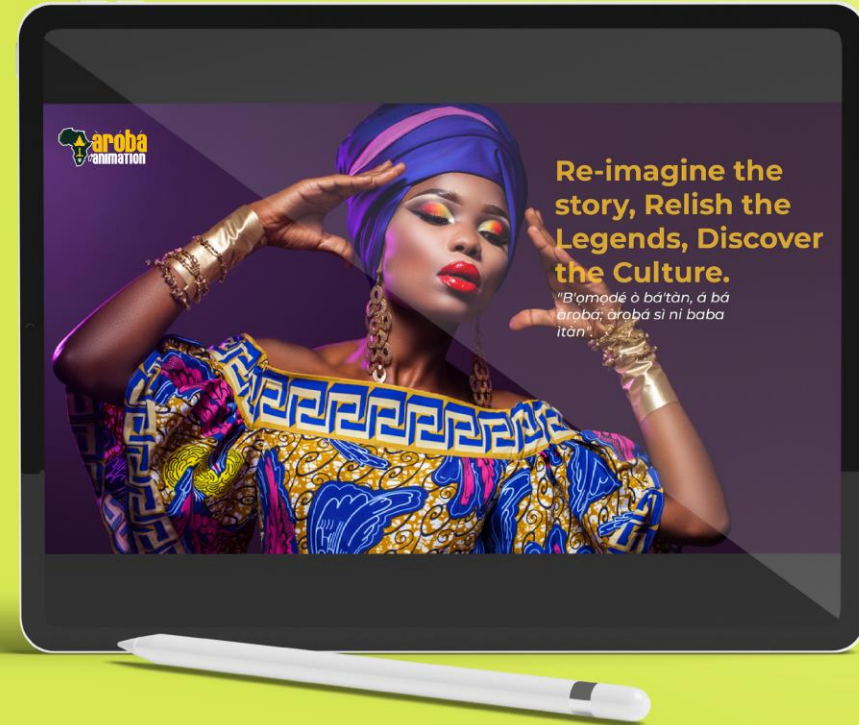
Animated Content

Models /Character Designs





Let's reshape history and culture together



[@arobaanimations](https://twitter.com/arobaanimations)



[@aroba_animation](https://www.instagram.com/aroba_animation)



[arobaanimation](https://www.facebook.com/arobaanimation)



[Aroba Animation](https://www.youtube.com/ArobaAnimation)



Near Lyceum Montessori, Ikereku, Laderin Estate, Abeokuta, Ogun State, Nigeria



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