



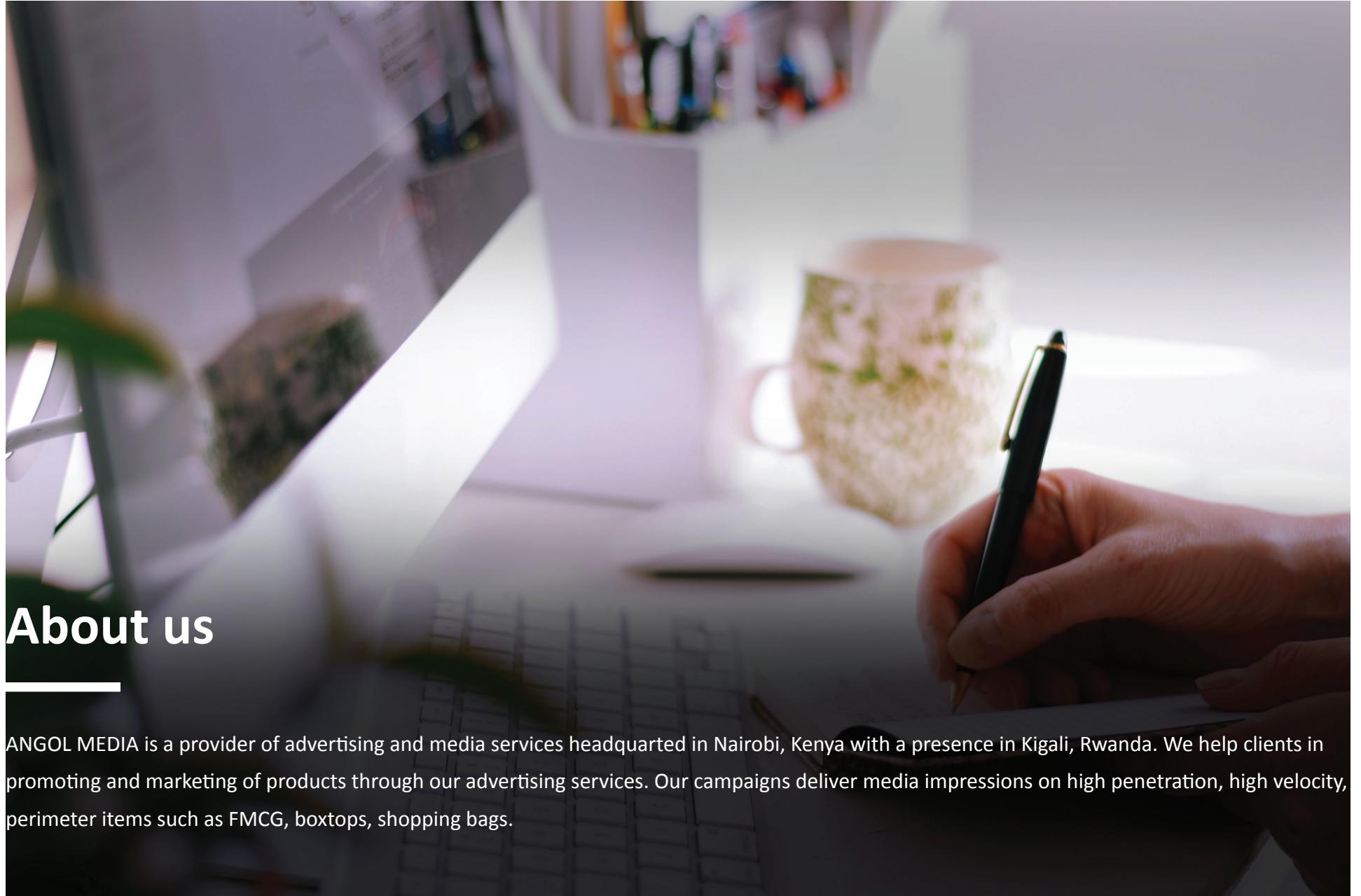
ANGOL MEDIA

Grow your brand

COMPANY PROFILE 2021

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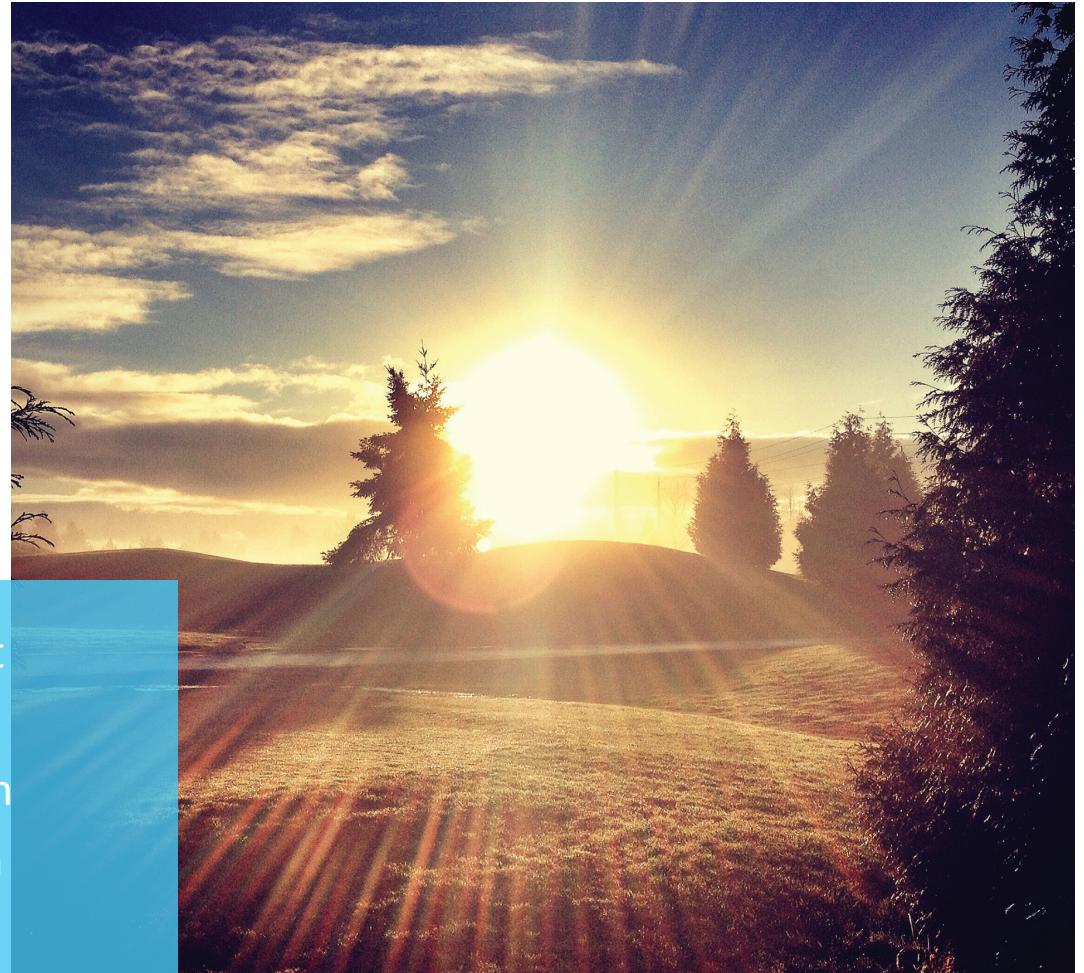
About us

ANGOL MEDIA is a provider of advertising and media services headquartered in Nairobi, Kenya with a presence in Kigali, Rwanda. We help clients in promoting and marketing of products through our advertising services. Our campaigns deliver media impressions on high penetration, high velocity, perimeter items such as FMCG, boxtops, shopping bags.

Vision

This is what we aspire to do. It's the goal out in front of us. It unites our focus and ambition as a business. It shapes our wider purpose and direction in the world.

A society defined by trust and confidence in public institutions and a belief in people to build their own futures.



Mission

This is our core ethos as a company. It's our philosophy, our beliefs and our aspirations all in one. This is our trajectory and our daily guide for how we operate.

Understand, deliver and satisfy
the needs of our clients.



Core Values

This is what we believe in. How we operate. These values drive our business and keep it on track. This is how we do what we do.

Speed

Our entire methodology is centered on speed. We work quickly to deliver results beyond your expectations, so you can see the power that marketing and advertising has on the success of your company.

Commitment



We are loyal to our business deals and will honor your marketing goals while treating you with the utmost respect. We have a deep, genuine commitment to our clients and vow to never let you down.



Core Values

Team work

Our staff appreciates taking time to share different ideas and viewpoints in order to come together on the best ideas EVER! No, but really, the best ideas and plans come from collaborating with your Colleagues.

Results



All our activities are objective based with metrics and tools to measure the success rate. We are committed to continuous improvement, innovation and the delivery of exceptional results





Services

ANGOL MEDIA is a provider of advertising and media services headquartered in Nairobi, Kenya with a presence in Kigali, Rwanda. We help clients in promoting and marketing of products through our advertising services. Our campaigns deliver media impressions on high penetration, high velocity, perimeter items such as FMCG, boxtops, shopping bags.

Advertising/ Branding services

WRAPS (Bread wraps) Placing ad impressions on the sides and back packaging of bread from private label bakeries (supermarkets) and main bakeries. Our networks allow clients to deliver impressions to shoppers In-Store (from the store perimeter), In-Home (in the refrigerator & on the kitchen table) and we keep innovating so as to develop unique platforms. Impressions are delivered in powerful, unexpected ways that ultimately drive sales and brand engagement.



Innovative media solutions

In store- moving media

Trolley branding

Our entire methodology is centered on speed. We work quickly to deliver results beyond your expectations, so you can see the power that marketing and advertising has on the success of your company.

Basket branding



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Front-facing/ Coupon media

Product tester

The units are ideal for showcasing your product to shoppers. Encourages consumers to interact with your product and is ideal for new brands, new packaging, new variants and line extensions.

This dispensing unit is designed to assist in distributing your brand coupons or leaflets. Coupons provide shoppers with immediate savings, instant gratification, encouraging brand switching and stimulating pantry loading. Alternatively, this leaflet dispensing unit assists with ease of distribution for your brand information, recipes and competition entry forms.

Leaflet dispenser



Product showcase

Ensuring your brand stands out from the crowd. The media is ideal to showcase your product and let consumers interact with your brand, particularly for new variants or packaging changes.



Shelf front

Covering the full width of the shelf, the SHELF FRONT is installed directly in front of your brand. Guarantee maximum on-shelf visibility with the premium SHELF FRONT.

Basket front



Attached to the front of the product display, this basket front will highlight your brands positioning and increase awareness within the category.



In store 90% media

Winged shelf-front

Branded shelf fronts are installed directly in front of your product, demarcating your shelf space. These include a small 90-degree wing.



Price glorifier wing

Placed in front of your product on-shelf, framing the price label. Also available with a wing..



Shelf wing

Installed at a 90° angle to the shelf, the SHELF WING is the ideal media type to attract the shopper's attention and effectively convey your key brand message.



Brand drop aisle wings

A double installation of the BRAND DROP AISLE WING category banners provides supreme visibility by highlighting your brands presence on-shelf. The BRAND DROP AISLE WING guarantees optimal impact by framing your product range, creating a dominant presence in the category.



Square isle wings

This powerful media type ensures visibility of your brand, precisely where it is merchandised on-shelf.

Use strategically as a cross-over in related product categories.



Box isle wings

To bring your message home, combine the BOXED AISLE WING with a leaflet dispenser to distribute promotional information, such as:

- Recipes,
- Competition entry forms
- Shopper Discounts via coupons



Isle wing

Placed at a 90° angle to the shelf, the AISLE WING allows for highly impactful brand communication in-store. Simple, powerful and effective.

The AISLE WING can be used as a:

- Directional: to indicate your products location in the aisle),
- Category Solution (2 per category, Double installation),
- Or to strategically create a cross – over by placing your related categories

brand at



Product tester Isle wing

The PRODUCT TESTER AISLE WING allows for visually impactful communication of your brands message. Encourages consumers to interact with your product, helping to drive trial and awareness for your brand. Ideal for new brands or packaging, particularly deodorants and air-fresheners. With the PRODUCT TESTER AISLE WING, consumers can truly engage with your brand on-shelf.



In store Fridge media

Fridge door handle

Simple, Innovative and Impactful Branded media fits directly onto fridge door handles, thereby capturing the shopper's attention where the purchase intent is highest.



Freezer divider

The FREEZER DIVIDER is placed within the flatbed fridge. This media type is extremely effective for both demarcating your brands fridge space and conveying your brand message.



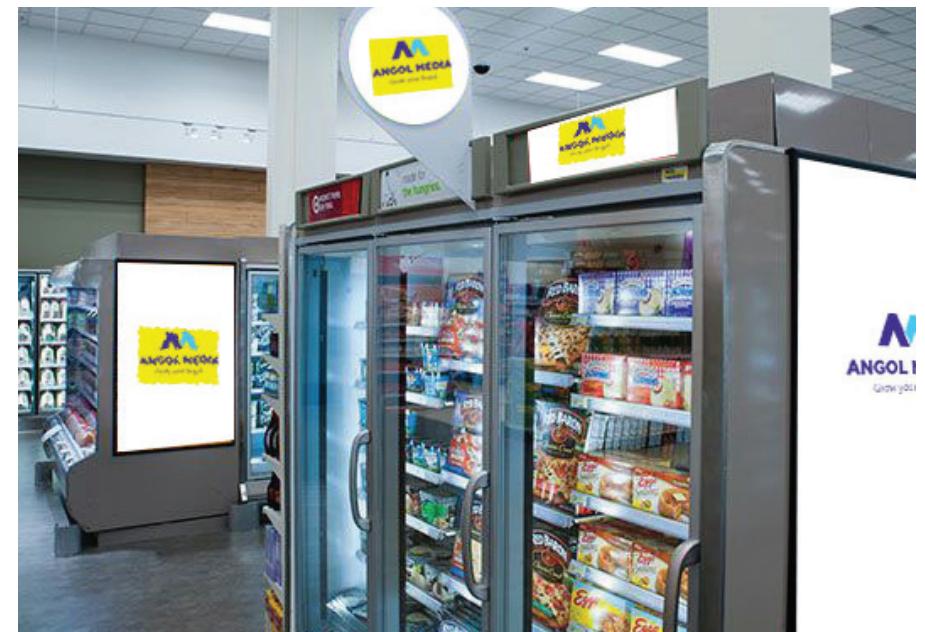
Fridge / Freezer door decal

Ideal for brands merchandised in upright fridges, the highly impactful FRIDGE DECAL is placed directly on the fridge door for efficient communication of your brand



Freezer header

Elevating your brand above the clutter. The FREEZER HEADER is placed on the raised portion of the fridge for extra brand visibility.



Tailor made media services

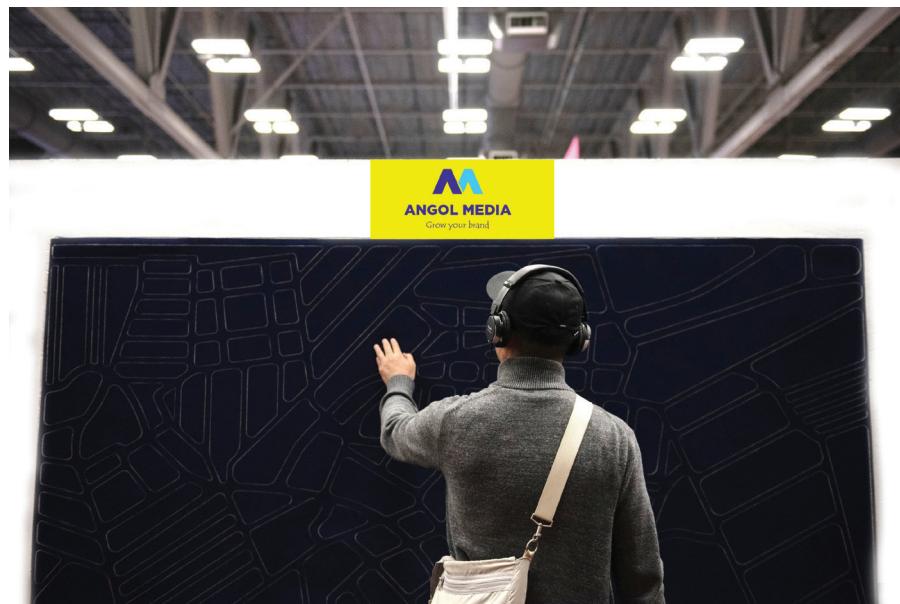
Talk to us about customized point of sale solutions. We will work with you to create tailor-made media that re-enforces your brand presence in-store and aligns to retail requirements. Disrupt shoppers as they navigate the aisles with LED lighting, die-cut visuals and premium materials.



Complementary services

Experiential:

Pop-up shops. Retail/Supermarket activation, Mall activations



Field marketing:

Demonstration, sampling, Pamphlet distribution, Direct sales (Listing & Distribution.



Customer acquisition

B2B/ Dealer channel acquisition



Lifestyle sampling

gyms, spas, salons, wellness centres.





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