

# Portfolio 2023





## OMA- One Marketing Agency

We are a dynamic team of talented professionals who are passionate about crafting compelling and captivating experiences through creative solutions, situated in Arusha Tanzania.

### **Our design psychology expert and blessed with color and look management**

We are passionate about user-centered designs and innovative technologies. – but most of all is giving creative solutions that bring results that can be measured. We guarantee to route our clients to their targeted audiences.

### **Vision**

To be recognized as a leading creative agency and innovator, offering a working design as a solution to our client's needs.

We help growing  
organizations by  
**expand brand**  
**awareness** and  
**earn a happier**  
**audience**

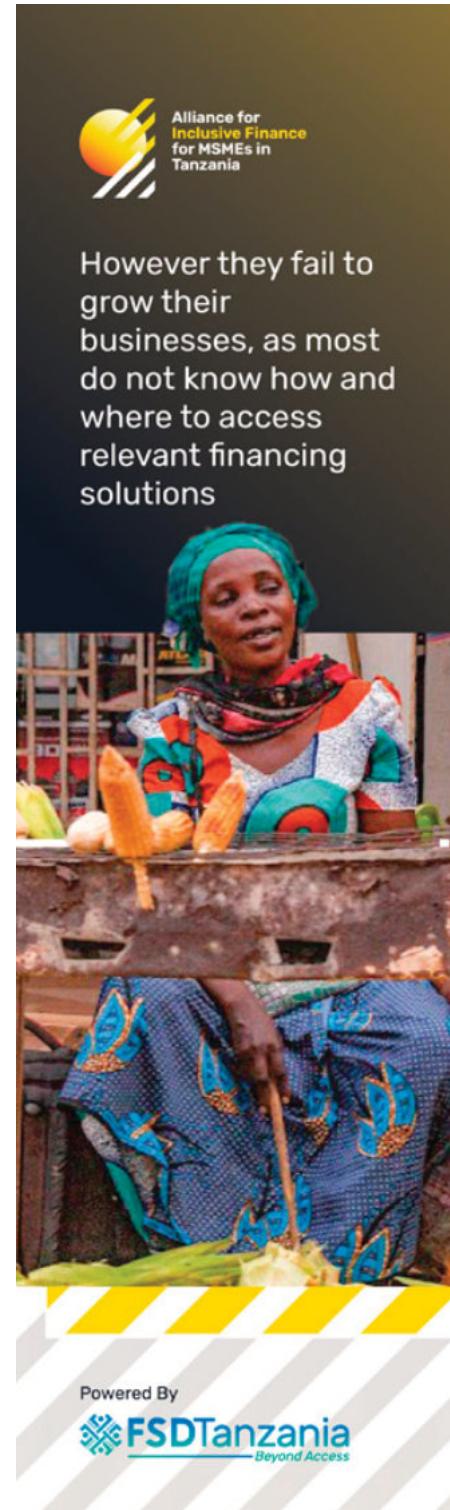




# Social Media/ Report/Signage's

We are a dynamic team of talented professionals who are passionate about crafting compelling and captivating experiences through creative solutions, situated in Arusha Tanzania.







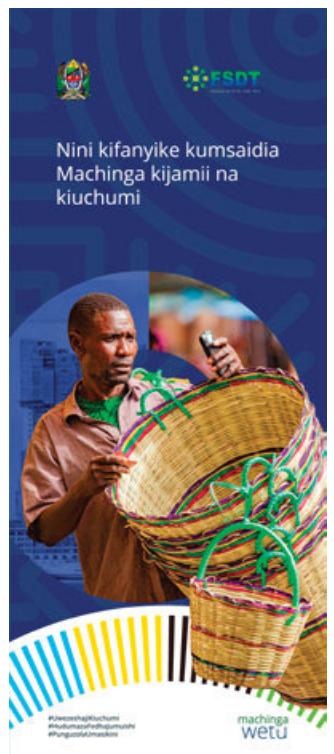




FSDT  
Hudumaza Fedha Jumuishi

"  
Unajua kuwa  
machinga  
wanachangia  
**35%** kwenye  
uchumi?

machinga  
wetu  
#UwezesajiKiuchumi  
#HudumazaFedhajumuishi  
#PunguzolaUmasikini



FSDT  
Hudumaza Fedha Jumuishi

Nini kifanyike kumsaidia  
Machinga kijamii na  
kiuchumi

#UwezesajiKiuchumi  
#HudumazaFedhajumuishi  
#PunguzolaUmasikini



# Seascape Approach: Framework to Improve Ocean Conservation at Scale

## The Seascape Approach

A network that aims to protect marine areas involving strategically and sustainably multiple-use marine areas and stakeholders working in abundance.

## Evolution of the Seascape Approach

The seascape approach has evolved over a period of time, and its scope has expanded.

### Why a Seascape Approach?

Covering over seventy percent of the earth's surface, the ocean is not only home to a large proportion of marine biodiversity, but it is also a key provider of many services, providing means for economic development and livelihood for billions of people. This dependency on the ocean is critical for the well-being of humanity. Large-scale industrialisation, climate change and pollution are among the diverse and compounding threats to the ocean, which are placing increasing demand on it. Anticipated advances in technological innovation and change, increased impacts of climate change and a growing global population are expected to exert more pressure on the ocean globally.

### Benefits of the Seascape Approach

- Fully functional seasapes have a unique ability to create pathways towards sustainable development.
- Improvements in critical habitat restoration, threatened species recovery, and ecosystem health and human well-being are some of the potential benefits from seasapes.
- Increased production of ecological, social, cultural, and economic outcomes that create positive conditions and behaviour change that are essential for the success and long term sustainability of a seascape.
- The approach has capacity to establish an enabling legal framework.
- It emphasizes on multi-level governance providing capacity to establish strong social and political support at all levels, including local and national.
- It provides elements for an effective design that combines integrated planning frameworks, community-led action, and communication, and support from a strong network of partners and leadership.
- It has the ability to align existing frameworks, strategies, and systems and to incorporate international mandate and agreements.

### What are the Building Blocks for a Functional Seascape?

Successful seasapes share these basic characteristics:

- Scope** – Aligning and taking into consideration the needs and goals of all stakeholders in a key element of a seascape. All relevant goals and needs are identified and a comprehensive strategy on how to tackle the essential element of a seascape is developed and put in place providing solutions and partnerships.
- Scale** – Successful seasapes have a balance of size and complexity that allows for multi-level governance to practically cooperate towards shared goals.
- Community** – Successful seasapes involve long-term engagement and commitment of organisations working with a coalition of partners.

**Seascape Approach + Enabling Conditions**

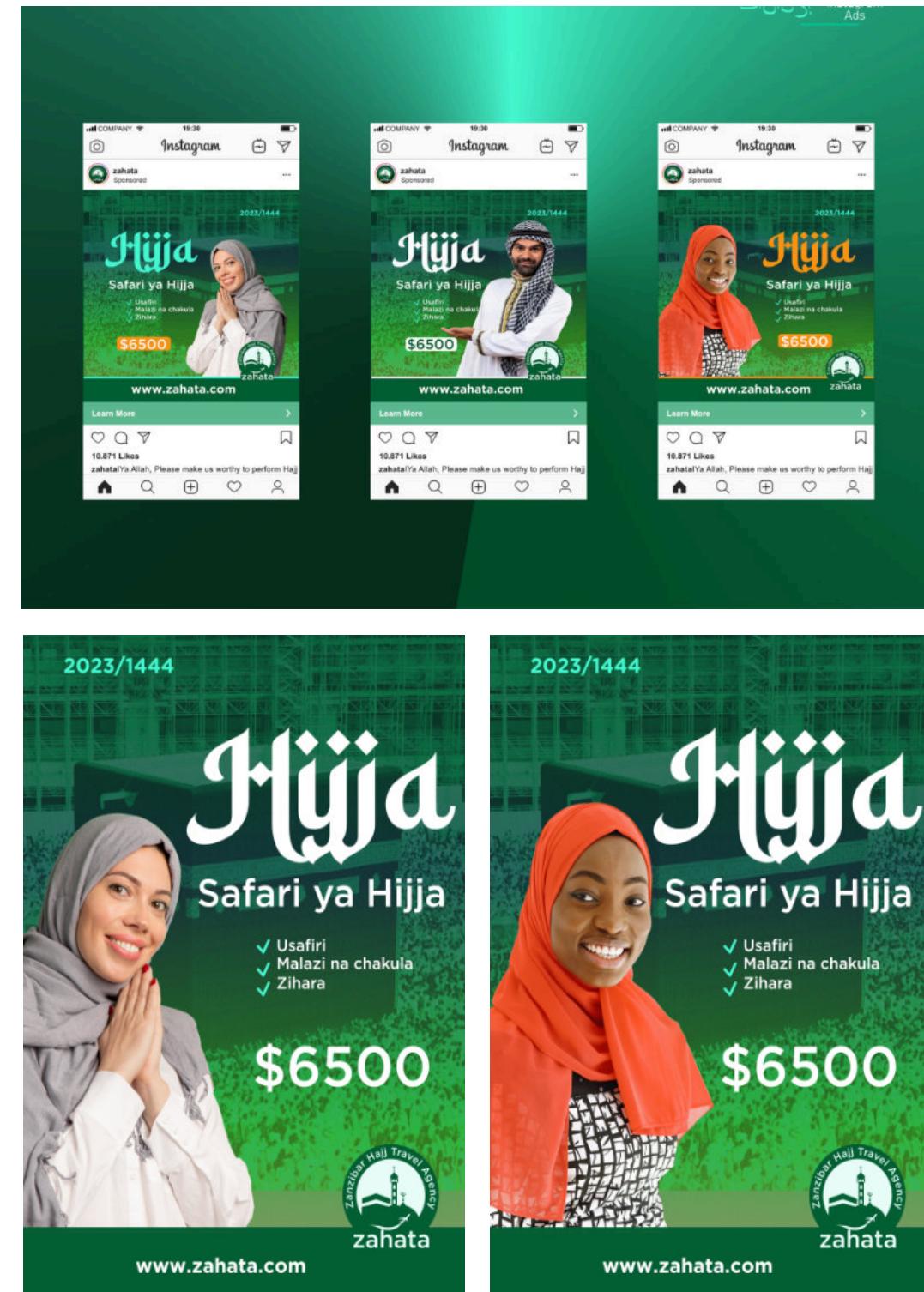
- Behaviour Change + Long-term Capacity
- Desired EBM Conditions

### There are Nine Elements that are Essential for an Effective Seascape:

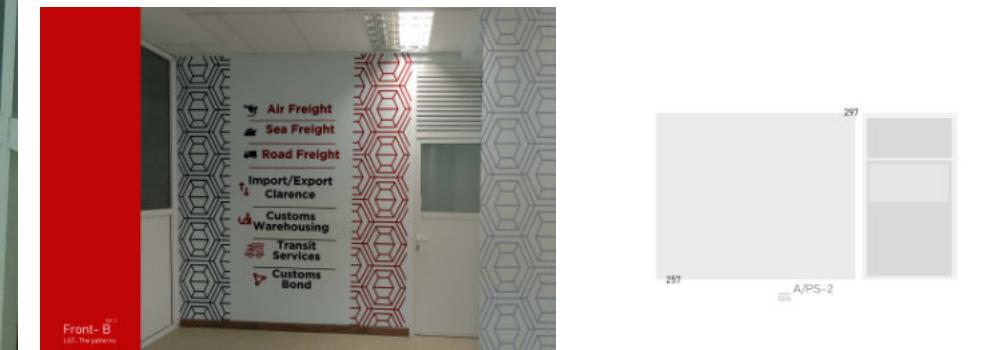
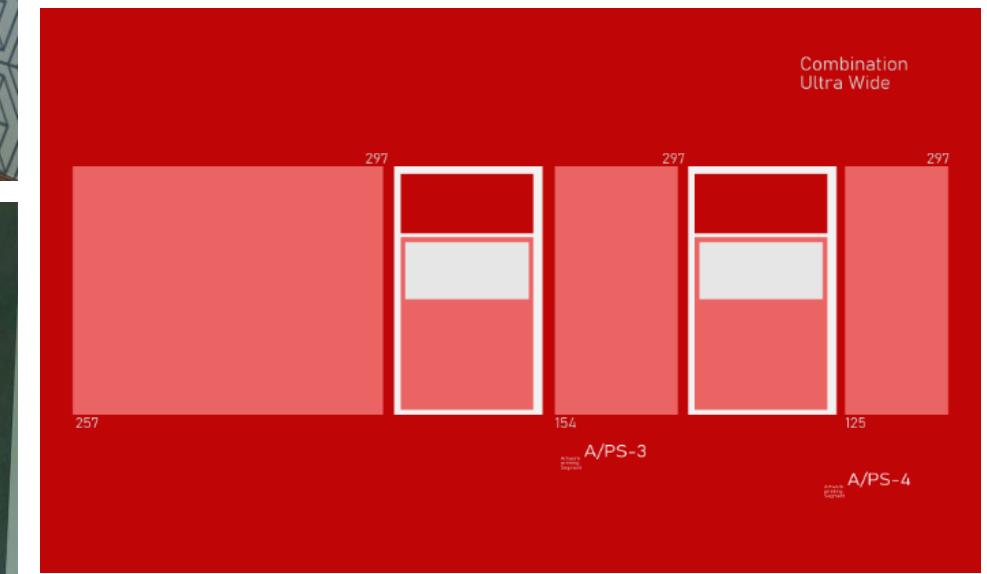
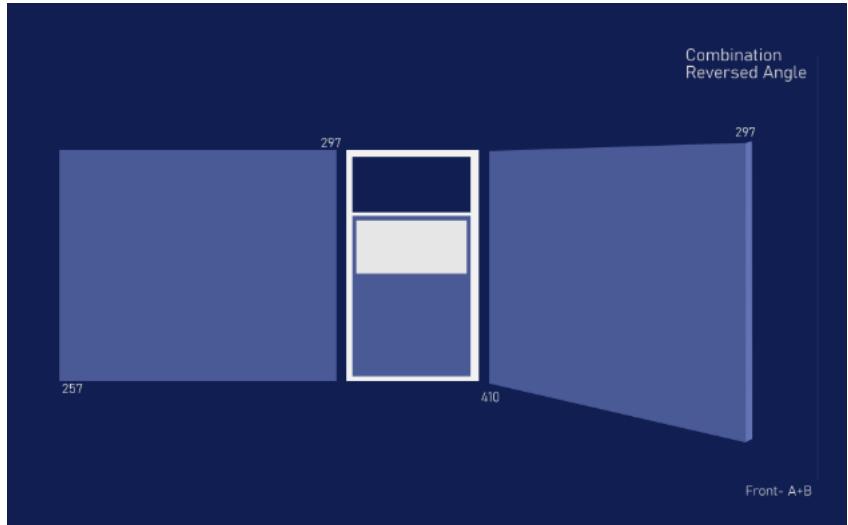
- Enabling Legal framework
- Social and political support
- Ecosystem-based management including marine protected areas (MPAs)
- Private sector engagement
- Adequate institutions and capacity
- Sustainable financing mechanisms
- Threatened species recovery
- Maintenance and restoration of critical ecosystems
- Human well-being benefits



## قصمل ملا ضرع Posters Display

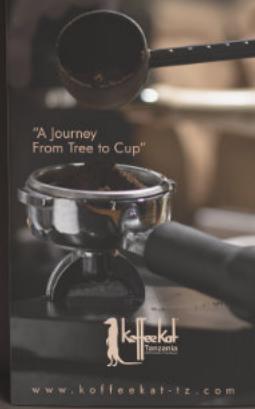








**the  
COFFEE  
EXPERIENCE**



"A Journey From Tree to Cup"

**Koffee Kat**  
Tanzania

[www.koffeekat-tz.com](http://www.koffeekat-tz.com)

**The Coffee Experience**



For coffee lovers or anyone who would like to experience the full coffee process from seedling all the way to the perfect cup, come and join one of our personalized coffee farm visits and coffee tastings, (cupping).

We take the time to explain the coffee processes as we walk through our boutique coffee farm and processing area and show you how the coffee you taste coffee blooms, green coffee berries or red coffee cherries. We finish up the tour at our coffee processing facility where you can engage in a 'cupping' before relaxing and enjoying our beautiful fresh coffees.

## The Journey

*Starting with introduction, then a walk in the farm with our coffee Guru. Topics include:*

Coffee varieties, altitude & Roberts

Shade grown aracha coffee

Growing, planting, grafting, flowering, pollination, cherry development and harvesting

Cherry processing (fermentation, washing and sun drying)

Roasting parchment coffee to produce great beans -

*Back to the processing area to go through roasting*

Effect of temperature, aroma, taste

Coffee roast profiles

*A chat on Blending & Grating Then Brewing the Perfect Cup / demonstration*

Coffee Brewing Techniques - grind size, water to coffee ratio and extraction time

Different methods of coffee brewing – French Press, Drip, Espresso & Siphon

## Enjoy a coffee Cupping/Tasting

Try our different roast profiles, and blends

Discover your taste preference and know why you like it from our master roaster.

## Question time:-

Ask the expert while you relax with a cup of French press and/or espresso

**WestSide**  
COFFEE EXPERIENCE



"A Journey From Tree to Cup"

**Koffee Kat**  
Tanzania

[www.koffeekat-tz.com](http://www.koffeekat-tz.com)

**The COFFEE EXPERIENCE**

**For Booking or Sales**

Call: +255 784 31 85 00  
Email: [koffeekat@bluekite.co.tz](mailto:koffeekat@bluekite.co.tz)

**Our Mission:** Our mission is to introduce and share the coffee culture and coffee experience with our clients. We believe that coffee is more than just a drink, it's a way of life. We want to share our passion for coffee with everyone and help them to appreciate the art of coffee making.

**Our Services:** We offer personalized coffee farm visits and coffee tastings, (cupping). We also provide coffee roasting services and coffee brewing techniques. We offer different roast profiles and blends to suit your taste preferences.



**The COFFEE EXPERIENCE**

**The Coffee Experience**

**For Booking or Sales**

Call: +255 784 31 85 00  
Email: [koffeekat@bluekite.co.tz](mailto:koffeekat@bluekite.co.tz)

**Our Mission:** Our mission is to introduce and share the coffee culture and coffee experience with our clients. We believe that coffee is more than just a drink, it's a way of life. We want to share our passion for coffee with everyone and help them to appreciate the art of coffee making.

**Our Services:** We offer personalized coffee farm visits and coffee tastings, (cupping). We also provide coffee roasting services and coffee brewing techniques. We offer different roast profiles and blends to suit your taste preferences.







We build  
beautiful website  
platforms & great  
user experiences.





## Client Details

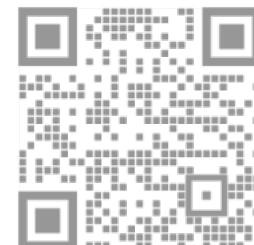
Name: Chipuka Aviation

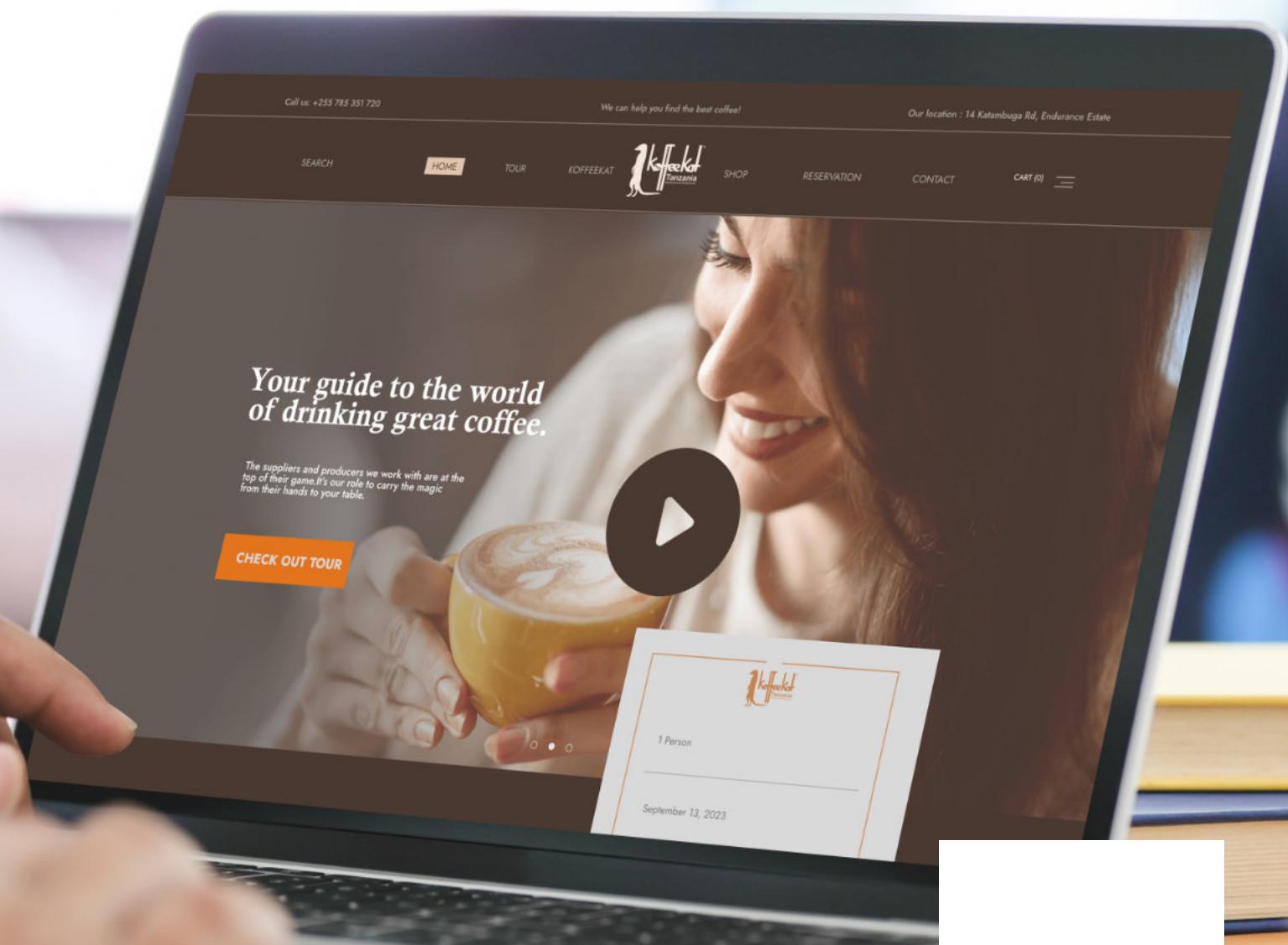
Year : 2023-

Unit : Aviation

 URL : <https://africacrustadventure.com/>

Scan Me





## Client Details

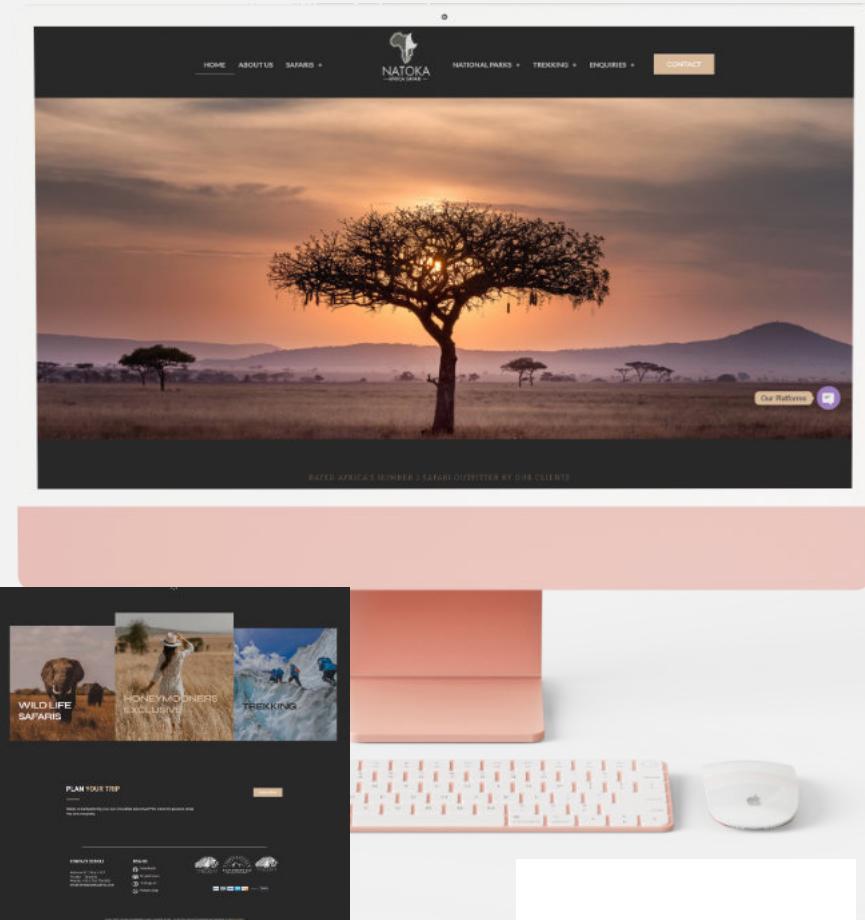
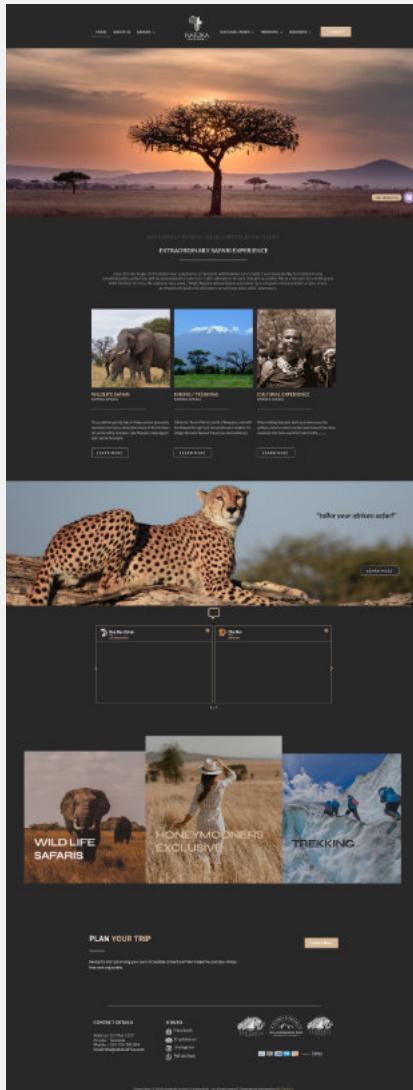
Name: koffeekat

Year : 2023-

Unit : coffee brewer

 URL : <https://africacrustadventure.com/>

# koffeekat



## Client Details

Name: Natoka - Africa

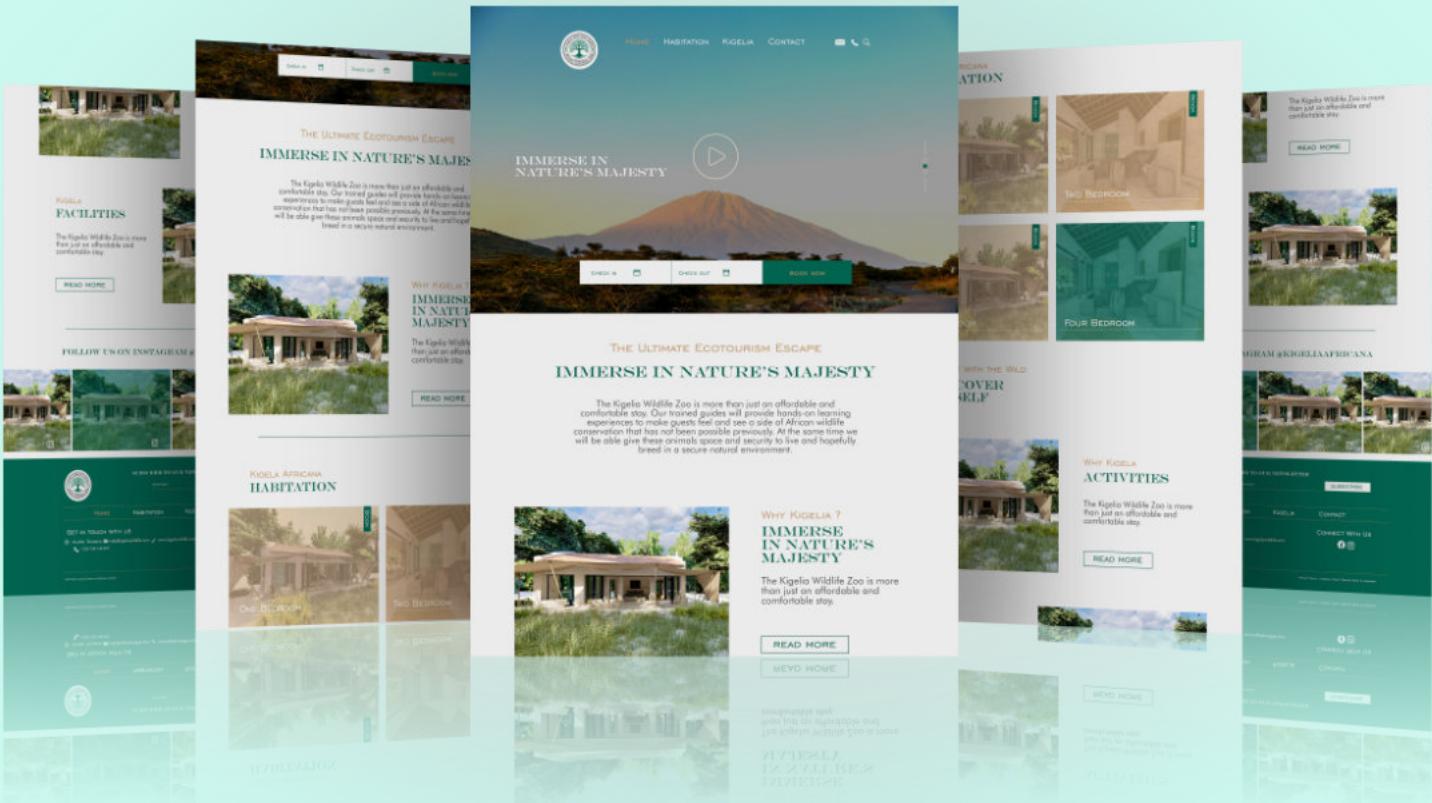
Year : 2023-

Unit : Tourism

 URL : <https://natokaafrika.com/>

Scan Me





## Client Details

Name: Kigelia Africana LTD

Year : 2023-

Unit : Accommodation

 URL : underconstruction





## Client Details

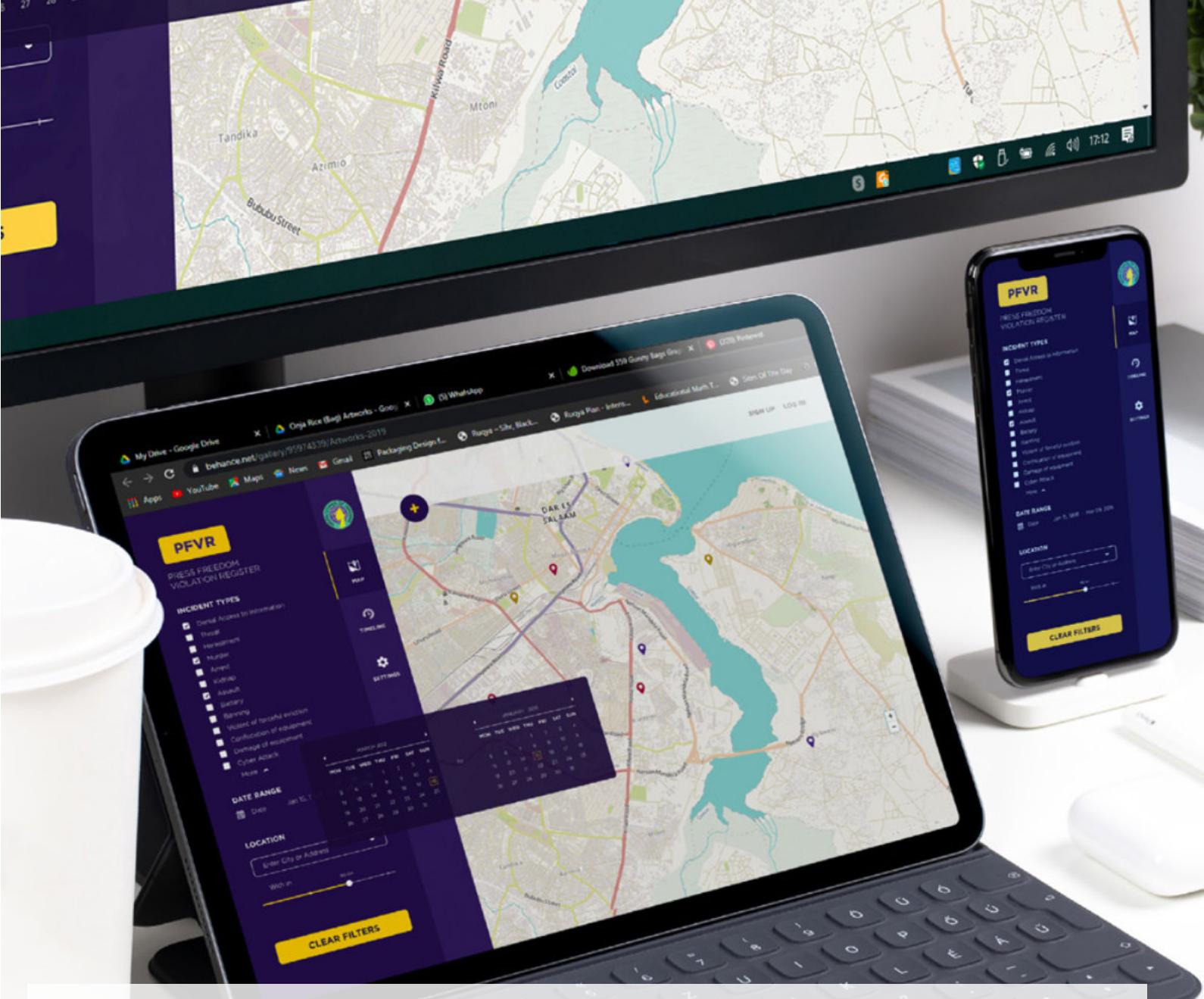
Name: Foundation for civil society

Year : 2023-

Unit : Society

URL : <https://thefoundation.or.tz/>

**thefoundation.or.tz**



## Client Details

Name: Foundation for civil society

Year : 2023-

Unit : Society

URL : <https://thefoundation.or.tz/>

**thefoundation.or.tz**

**BodaPesa**

Virtual Wallet For BodaBoda Riders

Boda Pesa Is Mobile Virtual Wallet For boda-Boda Drivers Having Four Core services; Boda-Wallet, Boda-Lengo, boda-Kikundi and Boda-Bima.

[LEARN MORE](#)

**BodaPesa**

Virtual Wallet For BodaBoda Riders

Boda Pesa Is Mobile Virtual Wallet For boda-Boda Drivers Having Four Core services; Boda-Wallet, Boda-Lengo, boda-Kikundi and Boda-Bima.

**BodaPesa**

Easy to use, get your payments in minutes!

Boda-Boda Riders Goal Oriented Savings Solutions Whereby They Can Set a Saving Goal and Contribute to Their Savings Through BodaPesa.

Boda-Boda Riders Goal Oriented Savings Solutions Whereby They Can Set a Saving Goal and Contribute to Their Savings Through BodaPesa.

**BodaPesa**

**01 BODA-LENGO**  
Boda-Boda Riders Goal Oriented Savings Solutions Whereby They Can Set a Saving Goal and Contribute to Their Savings Through BodaPesa.

**02 BODA-BIMA**  
Boda-Boda Riders Micro-Insurance Solution Whereby The Rider is Contributing to The Insurance Basket Through BodaPesa.

**03 BODA-WALLET**  
Virtual Wallet For Boda-Boda Riders Allowing Them to Carry Out Different Transactions and to be Financially Included through BodaPesa.

**04 BODA-KIKUNDI**  
Boda-Boda Riders Group Savings Solutions Whereby They Can Contribute in Their Group Savings Account Using Boda-Pesa.

**05 BODA-MALIPO**  
Quick Payment Solution For Boda-Boda Riders Whereby They Can Receive Payment Through Bancashesa From Mobile Money Services.

## Client Details

Name: boda-pesa  
Year : 2023-  
Unit : App  
URL: Play store - bodapesa

**bodapesa-** web app

A simple hello  
can lead to a  
million things.

**Let's start the  
discussion.**

OMA- One Marketing Agency  
+255 (0) 715 979 323 /  
+255 (0) 766 812 185  
oma@onemarketingagency.studio

