

# Company Credentials

2019

Innova DDB Ghana



## Once upon a time...

In 1949, three enterprising gentlemen gave the advertising industry a wake-up call. They introduced a new approach to marketing that relied on;

**Insight into human nature, respect for the consumer, and the power of creativity.**

This heritage tells us who we are, what we believe and how we should behave. It inspires us to continually challenge standard convention.

Linked by DDB

# We are a local firm with global resources.

Connected to a network of people in over 200 offices in 95 countries. All sharing the same entrepreneurial spirit.



Credentials

## Our Values

### ► A partner model

Active, senior involvement in your business.  
The right conversations, breadth & depth.

### ► Single business focus

To grow our clients' top-line & market share  
measurably through a team of world class talent,  
delivering brilliant & imaginative work irrespective  
of channel.

## Our Beliefs

- **Creativity fuels business**
- **Consumers control brands**
- **Great ideas come from keen insights**



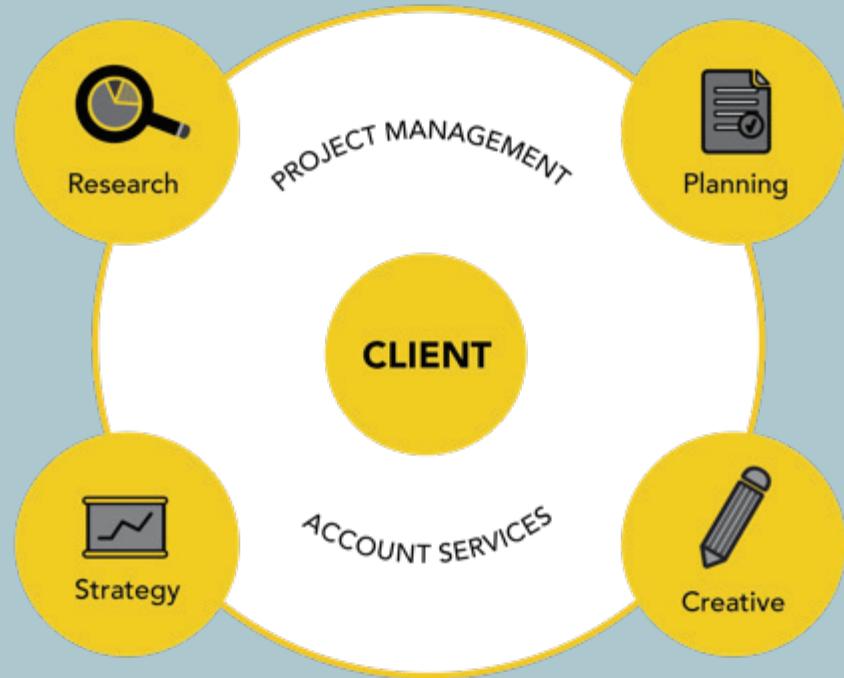
Innosight ©2018 Ghosh

## Our Approach

### ► An interdisciplinary team built on the flat refusal to accept the status quo.

As an agency, we work together and gravitate around a single rallying call: to grow our clients' business through powerful ideas.

Our clients' trust is our most important asset. We work hard together and play even harder together.



## Our Services

- We provide our client the best in our industry



## Our Clients





#ActionAgainstPoverty  
#MandelaDay2017



## LET'S HELP SIERRA LEONE SMILE AGAIN

The staff of Innova DDB and its sister companies have pledged to help relieve the plight of disaster victims in Sierra Leone by donating clothes, blankets, food and cash.

**WE CHALLENGE YOU TO DO THE SAME**

#HelpSierraLeone

Innova DDB Ghana

## We Care

Big hearts and big ideas are a great combination. We give back through our work and our people by offering internships and giving to the less privileged in the society.



Credentials



Innova DDB Ghana

## Our Team

Our Team

# Our Experience

Over the last 18 years, members of our team have had the privilege of helping to build some of the most noteworthy brands in Ghana and across Africa.

Our joint experience spans Multinational, Regional and Local Brands.



Credentials



## Our Team

# JOEL NETTEY (CEO)

Ex-CEO of various multinational marketing communications agency affiliates in Ghana, including Saatchi & Saatchi and Publicis.

Immediate past president of the Advertising Association of Ghana and current Senior Vice President and President-Elect of the International Advertising Association



Credentials



## Our Team

# KENNETH HAMMOND-ARYEE (General Manager)

10+ years Integrated Marketing Communications (IMC) Experience.

Worked on various brands in different sectors ranging from Telcos to FMCGs.



Credentials



Our Team

## MARK MASTERSON (Executive Creative Director)

Creative strategist, Momentum Worldwide, APAC.

Singapore, Ghana, China, USA.



Credentials

## Our Awards



# Awards and Industry Ranking

Over the last 18 years, members of our team have had the privilege of helping to build some of the most noteworthy brands in Ghana and across Africa.

Our joint experience spans Multinational, Regional and Local Brands.

Gong-gong	2016	2017	2018	2019
<i>Platinum</i>	1	1	1	2
<i>Gold</i>	4	2	2	4
<i>Silver</i>		4	1	4

# Our Works

## Print Campaigns



Credentials



MTN Ghana

## MTN iFEST 2018

**Task:** To create awareness for the MTN Ghana internet festival 2018.

**Execution:** We developed communications on the benefits of the internet and garnered traction for the tours through social media influencers.

# Live a brighter life.

Learn, Work and Play with videos this iFest.

Stream or download your best video content on Youtube, MTN Play and more. Dial \*138\*1# now to choose on **MTN video bundle offer** and discover a world of endless possibilities.

*everywhere you go*



[mtn.com.gh](http://mtn.com.gh)

**MTN**

## Come meet Berla Mundi at the MTN iFest Campus Tour.

Learn, Work and Play with videos this iFest.

 15th September, 2018  Hilli Limann Hall  09:00am

*everywhere you go*



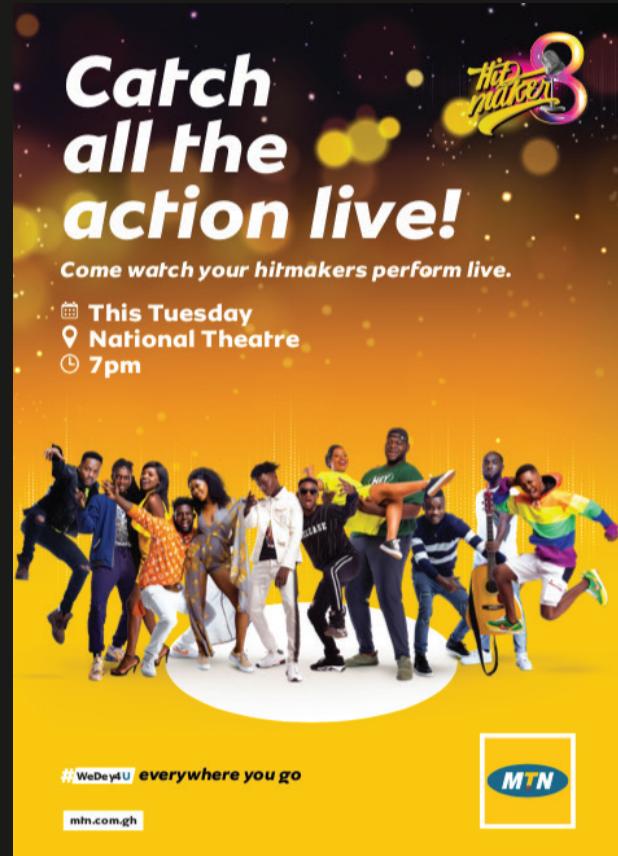
Credentials

MTN Ghana

## MTN Hitmaker 8

**Task:** To create and communicate MTN Ghana's music reality show, Hitmaker.

**Execution:** MTN Hitmaker is an avenue that allows multiple talents and creative individuals to make waves in the music industry. In this year's edition, we introduced vibrant colours and music waves to represent these talents in our Hitmaker Logo while boldly showcasing the number "8" to signify the 8th edition of the show.



**The road to  
living your  
wildest dream  
starts here!**

Come audition at the **Kumasi Mall**,  
**25th September, 2019** or on  
**28th September, 2019** at  
**NAFTI, Accra**.

#WeDey4U everywhere you go



**Are you  
next?**

Come audition for the  
MTN Hitmaker8 and be  
on your way to fame!

**Kumasi:**

**25th September, 2019**  
 **Kumasi Mall**

**Accra:**

**28th September, 2019**  
 **NAFTI**

#WeDey4U everywhere you go



B Group ©2018 Ghana

Credentials



MTN Ghana

## MTN IPO

**Task:** To communicate and encourage patronage of the MTN Ghana Shares offer.

**Execution:** We created a campaign in 3 phases to communicate value, persuade and encourage the patronage of the offer.

**I've bought my MTN Ghana Shares!**

*Go buy yours.*

Share in the growth of Ghana's number 1 network and be part of a business that has invested and continues to invest in the Ghanaian people.

To buy your **MTN Ghana Shares**, dial \*170# and select option 7 to buy through MTN MoMo or buy online at [mtnghanashares.com](http://mtnghanashares.com) or visit selected MTN Ghana branches, IC Securities (Ghana) Limited, any of our selected banks or any licensed stock broker of the Ghana Stock Exchange to buy MTN Ghana shares or to pick up a copy of the printed Prospectus.

Buy your **MTN Ghana Shares** at **GHS 0.75 per share**. Shares must be purchased in multiples of 10. Minimum Subscription: **GHS 7.50**.

The **MTN Ghana Share Offer** is open from **29th May, 2018 to 31st July, 2018**.

**everywhere you go**



[mtnghanashares.com](http://mtnghanashares.com) Dial \*533# to find out more.

Please read the Prospectus and seek appropriate expert advice before deciding to participate in the Offer. Call 888 for more information or visit [mtnghanashares.com](http://mtnghanashares.com) and receive the Prospectus. Copies of the printed Prospectus may be obtained from selected MTN Ghana branches, the offices of IC Securities (Ghana) Limited, any of our selected banks or any licensed stock broker of the Ghana Stock Exchange.

**MTN**

**Every Ghanaian can own shares in MTN Ghana**

Invest and share in the growth of Ghana's number 1 network.

To buy your **MTN Ghana Shares**, dial \*170# and select option 7 to buy through MTN MoMo or buy online at [mtnghanashares.com](http://mtnghanashares.com) or visit selected MTN Ghana branches, IC Securities (Ghana) Limited, any of our selected banks or any licensed stock broker of the Ghana Stock Exchange to buy MTN Ghana shares or to pick up a copy of the printed Prospectus.

Buy your **MTN Ghana Shares** at **GHS 0.75 per share**. Shares must be purchased in multiples of 10. Minimum Subscription: **GHS 7.50**.

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**everywhere you go**



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**MTN**

Credentials

## MTN MoMo@10 Promo

**Task:** To create exciting communications to encourage participation in MTN's mega promo marking Mobile Money's 10-year anniversary.

**Execution:** Using familiar faces of MoMo such as Master Richard, alongside some of the exciting prizes up for grabs in this promo, Win Big with MoMo garnered attention and participation for the MoMo@10 Promo.



**Win Big with MTN MoMo@10**

Win one of ten 2019 Hyundai cars, cash prizes and more in the #MoMoAt10 promo.

Dial \*120# to check your points.

Just MoMo it.

#WeDey4U everywhere you go

mobilemoney.com.gh Terms and conditions apply

MTN MoMo 10 Years

MTN



**Win Big with MTN MoMo@10**

Win one of ten 2019 Hyundai cars, cash prizes and more in the #MoMoAt10 promo.

Dial \*120# to check your points.

Just MoMo it.

#WeDey4U everywhere you go

mobilemoney.com.gh Terms and conditions apply

MTN

MTN Ghana

## MTN MoMo@10 Anniversary

**Task:** To create communications celebrating the 10-year anniversary of MTN Mobile Money in Ghana.

**Execution:** We took a testimonial-style approach to celebrating MoMo at 10 by featuring the voices of Ghanaians whose lives and businesses have been made better by MTN MoMo.



MTN MoMo

10 Years MTN MoMo

"I always wanted to have my own business. Now thanks to MoMo I'm living my dream!"

Celebrating 10 years of making dreams come true with MoMo.

Thank you for allowing us to be a part of your stories.

Just MoMo it.

#WeDey4U

everywhere you go

[mobilemoney.com.gh](http://mobilemoney.com.gh)

MTN



MTN MoMo

10 Years MTN MoMo

"I get to spend quality time with my family because I no longer need to travel long distances to send money."

A decade of smiles; a decade of MoMo.

Thank you for allowing us to be a part of your stories.

Just MoMo it.

#WeDey4U everywhere you go

[mobilemoney.com.gh](http://mobilemoney.com.gh)

MTN



Bragg  
Communications

Credentials

MTN Ghana

## MTN Pulse & Chill

**Task:** To create awareness about the MTN Pulse & Chill promo 2019 and increase user base of MTN Pulse.

**Execution:** We developed communications that encouraged subscription to MTN Pulse and participation in the promo by hyper-focusing on the major target demographic for Pulse: the youth. We highlighted their interests and the benefits of subscribing to MTN Pulse.



© MTN Group 2018

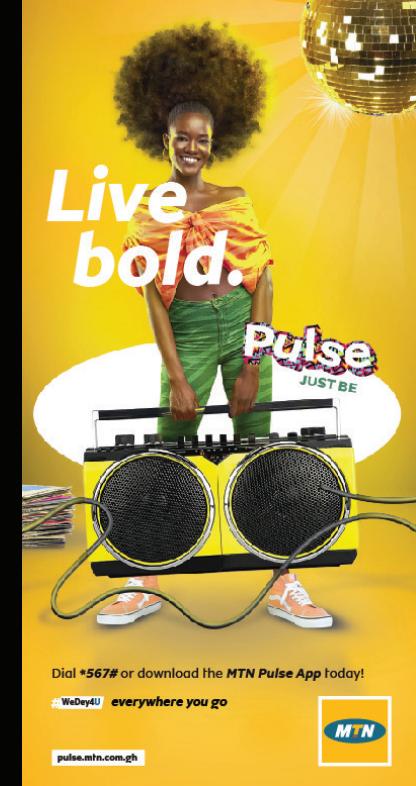
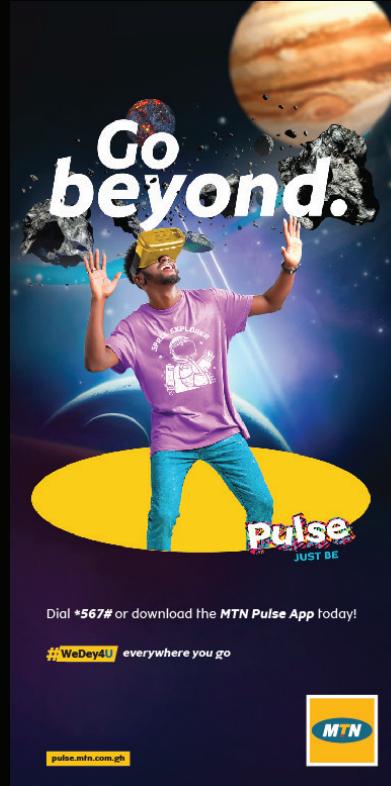
Credentials

MTN Ghana

## MTN Pulse

**Task:** To refresh and revamp the MTN Pulse positioning and offering.

**Execution:** We created the Go beyond campaign to ignite the passion and fervor of Pulse's target demographic: the youth. With bold, colorful and eye-catching executions, we positioned MTN Pulse as the service for the ones doing life their own way.



LONESTAR CELL Liberia

### MoMo Water bill payment

**Task:** To create awareness about the ease of paying water bills via MoMo.

**Execution:** We communicated the service by positioning it as a convenient and efficient way to keep the water flowing.

**MTN MoMo**

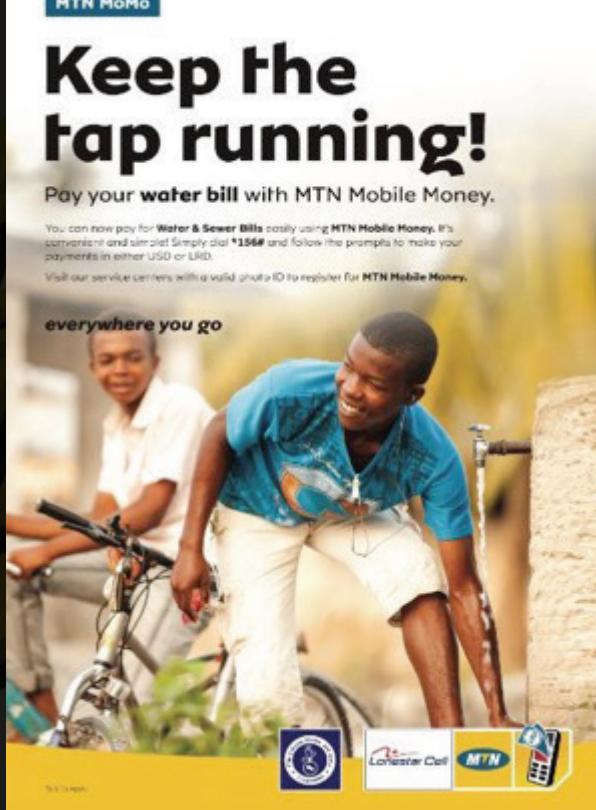
# Keep the tap running!

Pay your **water bill** with MTN Mobile Money.

You can now pay for **Water & Sewer Bills** easily using **MTN Mobile Money**. It's convenient and simple! Simply dial \*156# and follow the prompts to make your payments in either USD or LRD.

Visit our service centers with a valid photo ID to register for **MTN Mobile Money**.

**everywhere you go**



© 2012 MTN Group

Logo: Lonestar Cell, MTN, MTN logo

**MTN MoMo**

# Pay your Water bills

with **MTN Mobile Money**.

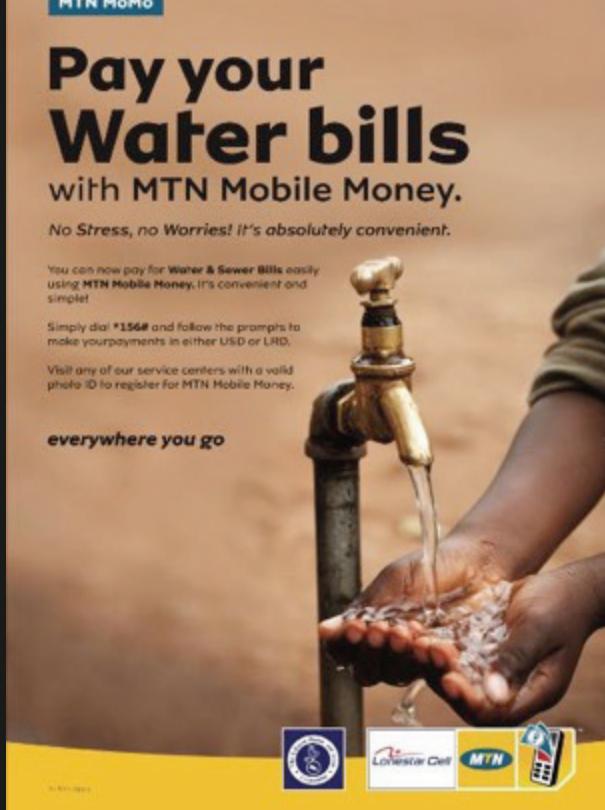
*No Stress, no Worries! It's absolutely convenient.*

You can now pay for **Water & Sewer Bills** easily using **MTN Mobile Money**. It's convenient and simple!

Simply dial \*156# and follow the prompts to make your payments in either USD or LRD.

Visit any of our service centers with a valid photo ID to register for **MTN Mobile Money**.

**everywhere you go**



© 2012 MTN Group

Logo: Lonestar Cell, MTN, MTN logo

LONESTAR CELL Liberia

## MTN Switch

**Task:** Create communications to grow Lonestar Cell's data revenue.

**Solution:** We came up with the Switch promotion which offered new Lonestar subscribers 100% bonus for any amount of Data purchased, persuading them to switch to the network.

**Switch to YES!**

And swag up your style with **Double Data bonus** for the next 6 months!

Stay on top with the latest fashion trends. Switch to Lonestar Cell MTN now and enjoy **Double Data** on all data packages from \$1 and above for the next 6 months.

To double the delight, just dial \*352# after your recharge.

*everywhere you go*

Dial \*352# to purchase a bundle.

Lonestar Cell MTN

**Switch to wow!**

And do the things you love with **Double Data bonus** for the next 6 months.

Browse and enjoy your favourite social media apps. Switch to Lonestar Cell MTN now and enjoy **Double Data** on all data packages from \$1 and above for the next 6 months.

To double the delight, just dial \*352# after your recharge.

*everywhere you go*

Dial \*352# to purchase a bundle.

Lonestar Cell MTN

## My MTN App

**Task:** To grow awareness and usage of the My MTN app.

**Execution:** We came up with creatives to communicate the existence and convenience of the My MTN app.



**My MTN App gives me  
20GB of data for 30 days  
at just \$10**

**myMTN App**

With myMTN App, you have a one-stop shop to access your account. You can easily purchase Voice and Data Bundles, subscribe to VAS services, share your feedback, access the self-care portal and do so much more through your MTN App.

Buy data with myMTN App and get **20GB** for just **\$10**.

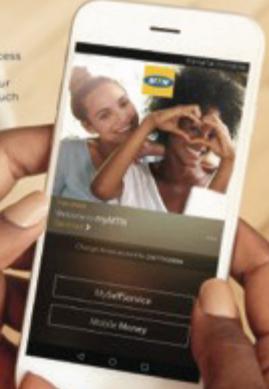
Send myMTNApp to **7626** to download the app.

**everywhere you go**

Get it on Google play  
Download on the App Store

Ts & Cs apply



**I get 20GB of data  
for 30 days at just \$10  
on My MTN App**

**myMTN App**

With myMTN App, you have a one-stop shop to access your account. You can easily purchase Voice and Data Bundles, subscribe to VAS services, share your feedback, access the self-care portal and do so much more through your MTN App.

Send myMTNApp to **7626** to download the app.

**everywhere you go**

Ts & Cs apply



**Mechanical Lloyd**

**BMW**

**Task:** To communicate the reduction sales offer on BMW's X series.

**Execution:** We highlighted the BMW models' performance and the unbelievable prices they came at.



AN  
**XTRAORDINARY**  
OFFER

Get a reduction of up to **€7,000** with every purchase  
of the iconic BMW X5. Limited stock available.  
Call us now for further details on

024 320 2424, 024 393 8760 or 024 489 1966



**MISSION  
POSSIBLE.**

Snap, Share with #BMW X3 GHANA  
and stand a chance to win amazing prizes.  
Ts & Cs apply.

\*Image is for display purpose only.

**Mechanical Lloyd**  
No. 2 Adumua Crescent  
South Industrial Area, Accra  
Tel. 024 320 2424 / 024 393 8760  
[www.bmw-ghana.com](http://www.bmw-ghana.com)  
✉ [f](#) [BMW Ghana](#)



Credentials



## GHANA ALTERNATIVE MARKET

### Steer Your Business

**Task:** To create a print campaign to increase awareness about the platform.

**Solution:** We came up with creatives that showed the sharp growth of businesses on the Gax platform, thus encouraging the target audience to hop on.

"It's amazing how much growth my business has seen since going public"

**Steer your business into a bold future!**

You too can grow your business through the Ghana Alternative Market (GAX). The Ghana Alternative Market offers an alternative way to raise long term capital to grow your business.

No matter the stage of your business, growth is possible.

Visit [www.gax.com.gh](http://www.gax.com.gh) to find out more.

Contact us: 0302-649-908 / 0302-649-939 / 0302-649-914 / Fax: 0302-649-913  
email: [info@gax.com.gh](mailto:info@gax.com.gh)

**gax**  
Ghana Alternative Market

"It's been 2 years and 5 new branches since I went public"

**Steer your business into a bold future!**

You too can grow your business through the Ghana Alternative Market (GAX). The Ghana Alternative Market offers an alternative way to raise long term capital to grow your business.

No matter the stage of your business, growth is possible.

Visit [www.gax.com.gh](http://www.gax.com.gh) to find out more.

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email: [info@gax.com.gh](mailto:info@gax.com.gh)

**gax**  
Ghana Alternative Market



## Brighter GHANA

**Task:** To create public awareness on the efforts of MiDA to create sustainable electricity supply in the country.

**Execution:** We came up with creatives to generate public interest in the project by highlighting the possibilities for business growth because of the project.



**BRIGHTER GHANA**

**THE POWER TO SUSTAIN BUSINESSES**

Creating better opportunities for self-employment by stimulating economic growth.

**THE GHANA POWER COMPACT**

visit [www.mida.gov.gh](http://www.mida.gov.gh)



**BRIGHTER GHANA**

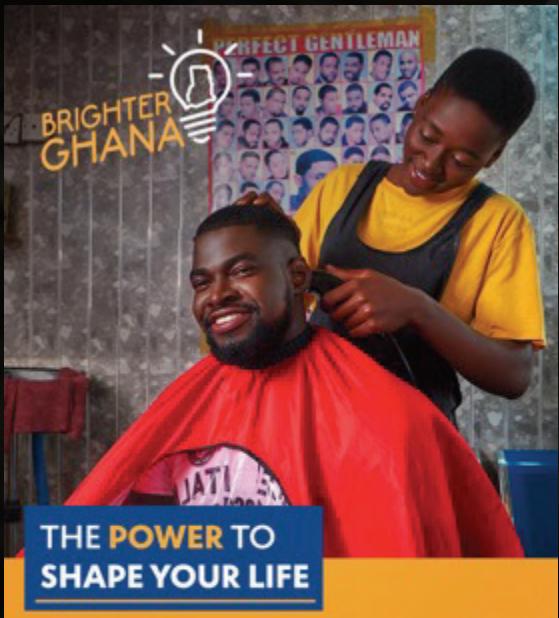
**THE POWER TO BOND**

Enhancing everyday lives of Ghanaians by improving the supply of reliable power.

**THE GHANA POWER COMPACT**

visit [www.mida.gov.gh](http://www.mida.gov.gh)

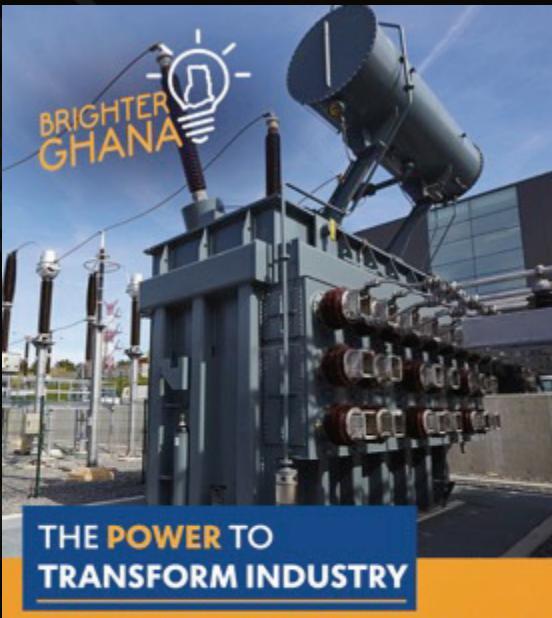
  



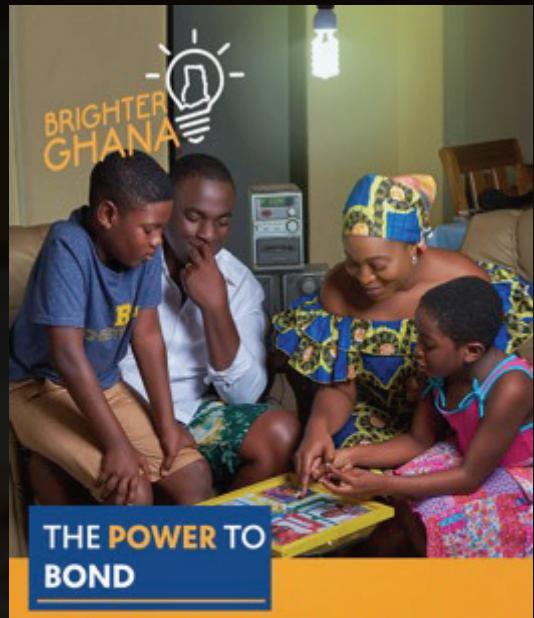
visit [www.mida.gov.gh](http://www.mida.gov.gh)



Ministry of  
Trade & Industry



visit [www.mida.gov.gh](http://www.mida.gov.gh)



visit [www.mida.gov.gh](http://www.mida.gov.gh)



Credentials



**Live it. Love it.**

GOTv

**Task:** To communicate the various service packages on Gotv.

**Execution:** We created a fun and lively campaign personifying the offers with different classes of people while highlighting the show categories on the channel.



**GOtv  
PLUS**  
GH¢ 35 PER MONTH

**NONSTOP ACTION**  
IS DEFINITELY A PLUS  
**B3 gye wo de3!**

Enjoy continuous action with a lineup of blockbusters for GH¢35 on GOtv Plus. Weil de3 3y3 wo pocket level.

GOtv app

12months extra one percentage. For more details & full terms & conditions of use, visit [www.gotvplus.com](http://www.gotvplus.com) or inquire at your nearest GOtv center.

**GOtv**

digitalGhana

**Live it. Love it.**

**GOtv  
MAX**  
GH¢ 60 PER MONTH

**SPORTS AND ENTERTAINMENT  
TO THE MAX**  
**B3 gye wo de3!**

Discover new worlds of enjoyment for GH¢60 on GOtv Max! Weil de3 3y3 wo pocket level.

GOtv app

12months extra one percentage. For more details & full terms & conditions of use, visit [www.gotvmax.com](http://www.gotvmax.com) or inquire at your nearest GOtv center.

**GOtv**

digitalGhana

**Live it. Love it.**



Credentials



**USAID**  
FROM THE AMERICAN PEOPLE

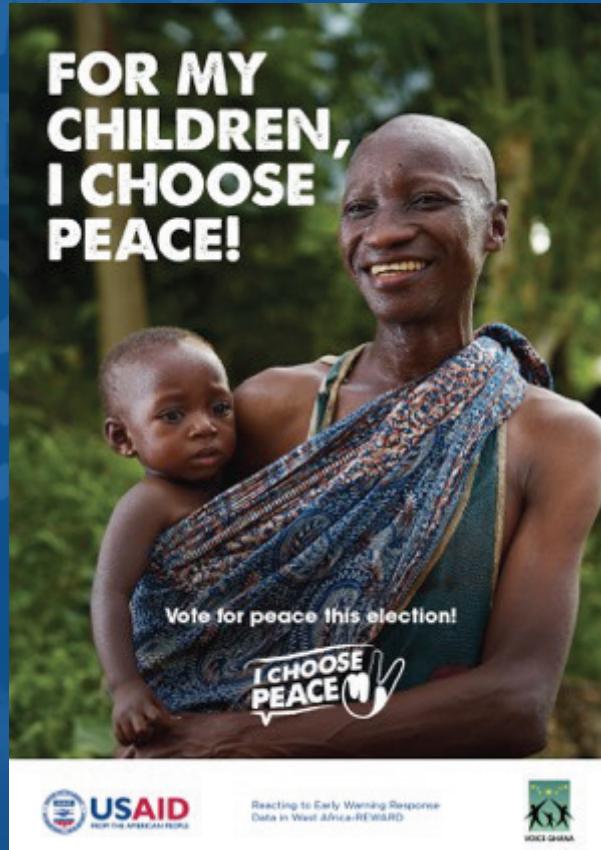
# FOR MY CHILDREN, I CHOOSE PEACE

USAID

I choose Peace

**Task:** To develop a campaign to encourage the populace to choose peace during the 2012 elections.

**Execution:** We came up with creatives showing the average Ghanaian advocating for peace.

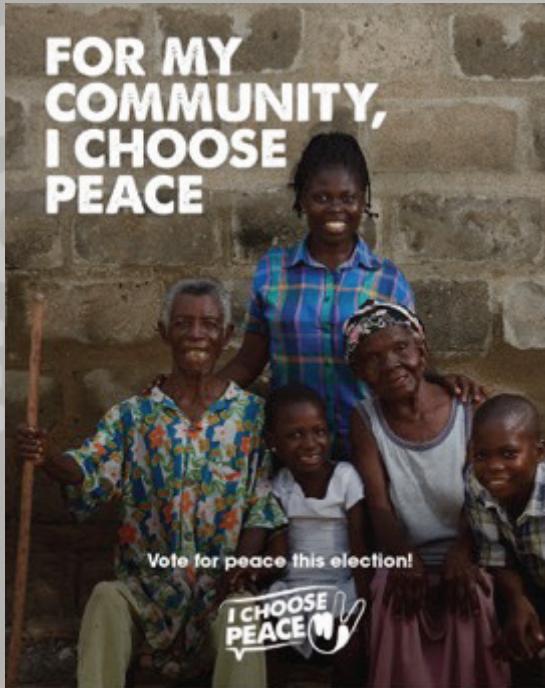


Credentials

# FOR MY



Reacting to Early Warning Response  
Data in West Africa-REWARD



Reacting to Early Warning Response  
Data in West Africa-REWARD



Reacting to Early Warning Response  
Data in West Africa-REWARD



Credentials



## Mother's Day

**Task:** To communicate the brand's messages on various public holidays and show itself as a patriotic one.

**Execution:** We came up with interesting creatives to wish customers well using the NSIA mascot.







Credentials

## Agent Banking

**Task:** Develop creatives to inform, educate and inspire the public about the CalBank Agent Banking platform.

**Execution:** In 3 phases, we highlighted the ease of the service by showing everyday shop owners enjoying the ease and convenience of the service in their “offices”. And by this, encourage sign-ins onto the service.

**Meet your new Banker,  
Auntie Frema... Your registered CalBank Agent.**

You can find her in your neighbouring stores, pharmacy, supermarket etc.  
Visit any CalBank Agent Banking outlet to open a CalBank Snap Account, deposit or withdraw cash, transfer funds, pay bills etc. right in your area.  
CalBank Agent Banking, your neighbourhood bank!

Forward Together  
Contact us on 3999 500 500 or visit [www.calbank.net](http://www.calbank.net)

CalBank Agent Banking

**Meet your new Banker,  
Sammy Young... Your registered CalBank Agent.**

You can find her in your neighbouring stores, pharmacy, supermarket etc.  
Visit any CalBank Agent Banking outlet to open a CalBank Snap Account, deposit or withdraw cash, transfer funds, pay bills etc. right in your area.  
CalBank Agent Banking, your neighbourhood bank!

Forward Together  
Contact us on 3999 500 500 or visit [www.calbank.net](http://www.calbank.net)

CalBank Agent Banking



## Meet your new Banker, Mrs. Coffie... Your registered CalBank Agent.

You can find her in your neighbouring stores, pharmacy, supermarket etc.

Visit any CalBank Agent Banking outlet to open a CalBank Snap Account, deposit or withdraw cash, transfer funds, pay bills etc. right in your area.

CalBank Agent Banking, your neighbourhood bank!

Forward Together

Contact us on 0800 500 500 or visit [www.calbank.net](http://www.calbank.net)



## Meet your new Banker, Maame Esi... Your registered CalBank Agent.

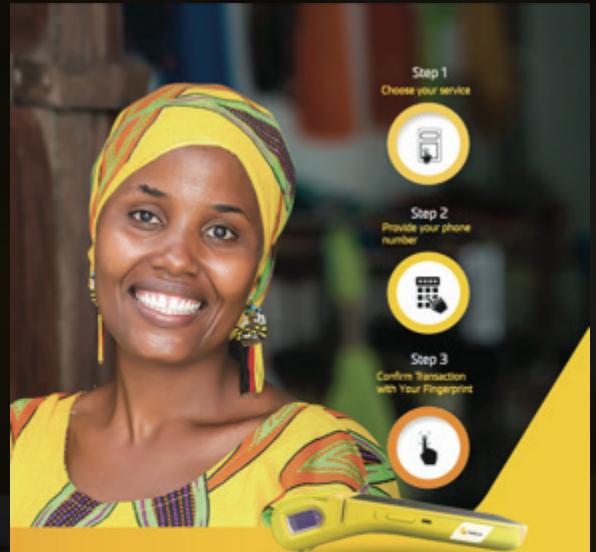
You can find her in your neighbouring stores, pharmacy, supermarket etc.

Visit any CalBank Agent Banking outlet to open a CalBank Snap Account, deposit or withdraw cash, transfer funds, pay bills etc. right in your area.

CalBank Agent Banking, your neighbourhood bank!

Forward Together

Contact us on 0800 500 500 or visit [www.calbank.net](http://www.calbank.net)



## Perform Transactions In 3 easy steps at the CalBank Agent Banking location.

It's as simple as 1,2,3.

Simply locate your nearest CalBank Agent Banking outlet in your neighbourhood and open a CalBank Snap Account, deposit or withdraw cash, transfer funds, pay bills etc. right at your doorstep.

CalBank Agent Banking, your neighbourhood bank!

Forward Together

Contact us on 0800 500 500 or visit [www.calbank.net](http://www.calbank.net)



Credentials



## Keep your utilities running.

Pay your water and electricity bills  
at the nearest CalBank Agent.

Locate your nearest CalBank Agent Banking outlet in your neighbourhood and open a CalBank Snap Account, deposit or withdraw cash, transfer funds, pay bills etc. right at your doorstep.

CalBank Agent Banking, your neighbourhood bank!

Forward Together

Contact us on 0800 500 500 or visit [www.calbank.net](http://www.calbank.net)



## Keep the entertainment going.

Pay your DSTV/GoTV at the nearest CalBank Agent.

Locate your nearest CalBank Agent Banking outlet in your neighbourhood and open a CalBank Snap Account, deposit or withdraw cash, transfer funds, pay bills etc. right at your doorstep.

CalBank Agent Banking, your neighbourhood bank!

Forward Together

Contact us on 0800 500 500 or visit [www.calbank.net](http://www.calbank.net)



## Stay connected to your friends and family.

Top-up your airtime at the nearest CalBank Agent.

Locate your nearest CalBank Agent Banking outlet in your neighbourhood and open a CalBank Snap Account, deposit or withdraw cash, transfer funds, pay bills etc. right at your doorstep.

CalBank Agent Banking, your neighbourhood bank!

Forward Together

Contact us on 0800 500 500 or visit [www.calbank.net](http://www.calbank.net)



Standard Bank Group

Credentials



# SEND MONEY

PAYGLOBAL

It pays to PayGlobal

**Task:** To create awareness on the various international money transfer options of Pay Global and how they can be used.

**Execution:** We came up with creatives emphasizing the ease of the service by employing laid back scenarios of payment and transfer.



## IT PAYS TO PAYGLOBAL.

Download the PayGlobal App and enjoy effortless money transfer both home and abroad.

Use your Visa/Mastercard on your PayGlobal App, transfer money across all

mobile networks, pay bills, and do so much more with the PayGlobal App!

Download the PayGlobal App on Playstore or App Store to sign up to PayGlobal today.



**PayGlobal**  
more convenience

SEND MONEY  
HOME  
WHILE  
YOU HAVE  
LUNCH



## IT PAYS TO PAYGLOBAL.

Download the PayGlobal App and enjoy effortless money transfer both home and abroad.

Use your Visa/Mastercard on your PayGlobal App, transfer money across all

mobile networks, pay bills, and do so much more with the PayGlobal App!

Download the PayGlobal App on Playstore or App Store to sign up to PayGlobal today.



**PayGlobal**  
more convenience

# WHICH COUNTRY ARE YOU IN?

WHEN YOU USE PAYGLOBAL,  
IT DOESN'T MATTER.

## IT PAYS TO PAYGLOBAL.

Download the PayGlobal App and enjoy effortless money transfer both home and abroad. Send and receive international remittance conveniently on your phone, transfer money across all mobile networks, pay bills and do so much more with the PayGlobal App!

Download the Pay Global App on Google Play or use the Short Code #712# to sign on to Pay-Global today.



Standard Bank Group

PAY YOUR  
BILLS  
WHILE  
YOU  
SHOP



## IT PAYS TO PAYGLOBAL.

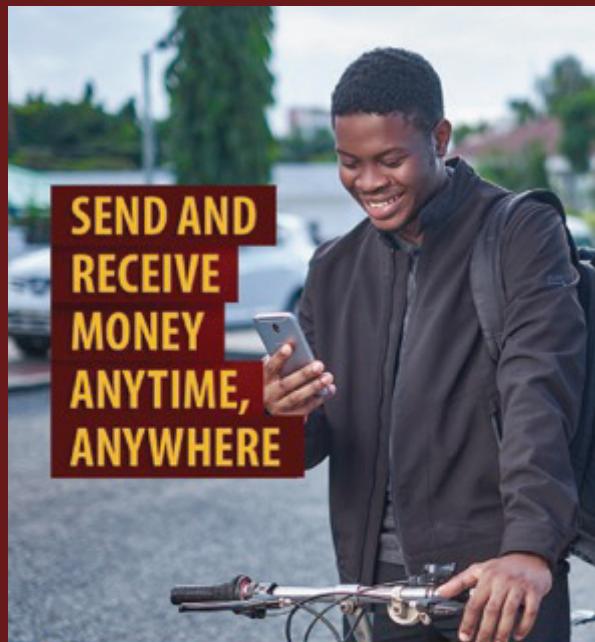
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Credentials

# Our Works

# Brand Identity Development



Credentials

LOGO/ BRANDING

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Credentials

## LOGO

### Rebranding

**Task:** To create a new corporate identity for the brand

**Execution:** We created a completely new identity for the brand (name, logo design and brand manual) informed by a meticulously conducted market research.







Direct Capital

Credentials

**LOGO/ BRANDING**

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Credentials

## LOGO

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### Rebranding

**Task:** To create a new corporate identity for the brand

**Execution:** We created a completely new identity for the brand (name, logo design and brand manual) informed by a meticulously conducted market research.



Old logo



New logo





Live More



Live  
More



Bupa Group

Credentials

**LOGO/ BRANDING**

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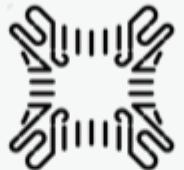
Credentials

LOGO

## Rebranding

**Task:** To create a new corporate identity for the brand

**Execution:** We developed a new, refreshing identity for the brand.



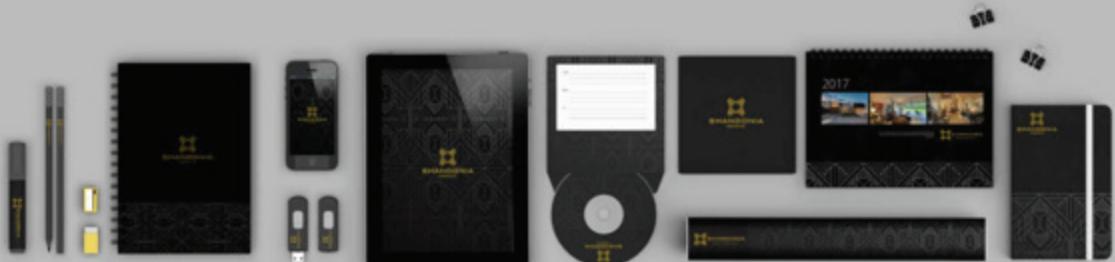
**SHANDONIA**  
PROPERTIES

OPENING DOOR TO THE FUTURE



BRAND STUDIO GIGANTES

Credentials



Bureau 3000 Design

Credentials

## Apparel



# Our Works

# Activations



Credentials

Jameson

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Buckinghamshire  
County Council

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Credentials

## ACTIVATION

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### JAMESON

**Task:** To create a flagship event owned by the Jameson brand in Ghana.

**Execution:** We came up with, organized and digitally marketed themed parties at different party destinations in the country.



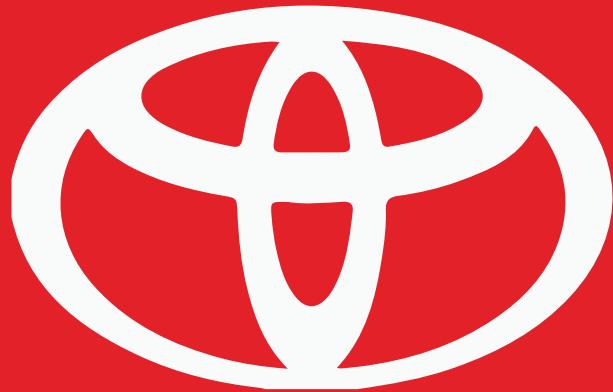
## 90's themed Party



This material relates to the promotion of alcohol,  
and should not be viewed by anyone below  
the legal age of alcohol purchase in the country  
of viewing.

Please drink responsibly.





Credentials

## Toyota Christmas Promo

**Task:** To create awareness and encourage patronage of Toyota Ghana's massive Christmas sales.

**Execution:** We drew attention to the promo by positioning it as the 'Deal of the Season' and highlighting the incredible prices of the cars.





We say **Thank You!**



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Credentials