

DIGITAL & CREATIVE PARTNER SHORTLIST PRESENTATION

Mandilas x Radoss Partnership Strategy Deck

A structured response to Mandilas Group's search for a Digital & Creative partner.



Mandilas Panel Presentation

Prepared by Radoss Agency for Mandilas Group.

Session Details

- Thursday, February 19, 2026
- 12:15 PM physical meeting
- 60 minutes incl. Q&A

LIGHT THEME EDITION

Agenda & Session Flow

Set navigation and timing expectation.

45-Minute Core Presentation

- Q1. Agency Portfolio Overview
- Q2. Strategic Framework
- Q3. Notable Campaigns & Impact
- Working with Radoss. (strategic recommendation)
- Q&A + availability confirmation

SECTION BREAKER

SECTION 01 | Agency Portfolio Overview

Background, Team, Capabilities, Brands Served

Who We Are | The Nexus of Business, Marketing & Technology

Define positioning and DNA.

Integrated Growth Positioning

Radoss connects strategic intent, execution discipline, and technology enablement to unlock measurable growth.

Brand Perspective from Portfolio

- The Nexus of Business, Marketing & Technology
- Interconnected solutions, not siloed services
- Lagos headquartered with global delivery mindset



Leadership & Key Team

Present complete team details and delivery coverage.



Uchenna Innocent, MCIM

Chief Digital Architect & Founder

Digital transformation, growth strategy, technology enablement



Timi Uk

Chief Operating Officer & Co-Founder

Performance operations, campaign governance, delivery quality



Ebere Agbaje

Business Operations Lead

Operations planning, research intelligence, growth analytics

Core Team

- Uchenna Innocent, MCIM - Chief Digital Architect & Founder
- Timi Uk - Chief Operating Officer & Co-Founder
- Ebere Agbaje - Business Operations Lead

Speaker Notes: Highlight role clarity and leadership-to-delivery continuity.

Execution Coverage

- Strategy and transformation design
- Performance and brand operations
- Research, planning, and performance governance

Core Service Offerings & In-House Capabilities

Map capability pillars to outcomes.

Digital & Performance Marketing

- SEO and content strategy
- PPC and paid media
- Social and lifecycle automation
- Analytics and attribution

Brand & Traditional Marketing

- Brand strategy and identity
- ATL and BTL activations
- Integrated TTL campaign planning

Business & Digital Transformation

- Sales-marketing alignment
- MarTech/process optimization
- Technology integration
- Change management support

Brands the Agency Currently Serves / Has Served

Provide brand proof and relevance.

Publicly Referenced Brands

- Zenith Bank
- Tolaram Group (Indomie)
- Miva University
- Eatalia
- Healthtracka
- Bracken
- HippoAds
- Sterling Bank

Evidence Basis

Compiled from radoss.agency/work, radossdigital.com, and portfolio deck.

Speaker Notes: Stay within publicly verifiable names and logos only.

Brand Reference Matrix



Portfolio Perspective | Consistency Across Years

Leverage old portfolio as continuity proof.

What Stayed Consistent

- Integrated strategy and execution posture
- Case-led storytelling and measurable outcomes
- Cross-industry experience over 10+ years

Why It Matters for Mandilas

Consistent operating philosophy reduces onboarding friction and speeds up activation.

SECTION BREAKER

SECTION 02 | Strategic Framework

From Business Objectives to Insight-Led Strategy

Strategic Philosophy | Connecting Objectives to Outcomes

Explain strategic translation model.

How We Translate Objectives

- Start with commercial goals and constraints
- Convert to market and customer hypotheses
- Operationalize through accountable execution
- Use measurement loops for optimization

Decision Principle

Evidence first, assumptions second, execution discipline always.

M-C-I-A Overview | Strategic Flywheel

Introduce map-connect-implement-analyse cycle.

Map | Connect | Implement | Analyse

A non-linear strategic flywheel that compounds decision quality each cycle.

Expected Benefits

- Better prioritization
- Reduced execution waste
- Faster adaptation under market change

M | Map the Market

Detail market diagnosis and priority setting.

Key Questions

- What are market realities and constraints?
- Where are high-value opportunities?
- What should be prioritized now versus later?

Outputs + Decision Gates

- Market map and strategic thesis
- Risk register with mitigation owners
- KPI architecture before execution

C | Connect with the Consumer

Detail consumer relevance design.

Customer Insight Questions

- What jobs and anxieties drive decision?
- Where is journey friction highest?
- What value exchange builds trust?

Outputs

- Audience blueprints
- Journey intervention matrix
- Message architecture by intent stage

I | Implement with Impact

Detail execution methodology and rollout governance.

Execution System

- Roadmap, ownership, and release rhythm
- Cross-functional dependency governance
- Instrumentation and attribution readiness

From Brief to Rollout

- Creative and channel orchestration
- Quality controls
- Weekly operating cadence

A | Analyse, Adapt & Amplify

Detail performance optimization loop.

Optimization Model

- Lagging and leading scorecards
- Causal analysis and budget reallocation
- Playbook codification for scale

Compounding Effect

Insights from Analyse feed the next Map phase to improve future cycle ROI.

Data, Consumer Insights & Market Intelligence in Practice

Show data system that powers strategy decisions.

Data Inputs

- Search and social intent signals
- Funnel conversion behavior
- Campaign test performance
- Competitive and market context

Decision Uses

- Prioritization
- Creative iteration
- Channel mix optimization
- Board-level reporting

SECTION BREAKER

SECTION 03 | Notable Campaigns & Impact

Strategic Challenge • Creative Approach • Channels • Outcomes

Case 1 | Zenith Bank - Acquisition Efficiency

Present challenge, execution, and measurable result.

Challenge

Acquire minimum 2,000 customer accounts via Beta Life Promo.

Approach

- Social campaign buzz + direct-response focus
- Audience targeting and promo mechanics



Outcome

- Target benchmark: 2,000+ new accounts
- Reported average acquisition cost: 750 naira/account

Case 2 | Eatalia - Digital Process Optimization

Show transformation + digital execution impact.

Challenge

Website functionality, order infrastructure, and operational inefficiencies.

Approach

- Built website and online ordering portal
- Implemented POS/inventory/stock systems



Outcome

- Reduced manual errors
- Improved operational tracking
- Increased digital footfall

Case 3 | Miva University - Integrated ATL/OOH Support

Show integrated channel planning and efficiency.

Challenge

Early enrollment push requiring offline OOH support for digital campaign.

Approach

- BRT branding route selection
- Audience-proximity channel design



Outcome

- Increased visibility in target corridors
- Enrollment goals achieved
- Lower OOH component cost

Case 4 | Tolaram Group (Indomie) - Campaign Continuity

Show execution reliability and continuity enablement.

Challenge

Payment bottlenecks on Meta threatened campaign continuity.

Approach

- Direct ad-account funding support
- Operational continuity management



Outcome

- Payment delays removed
- Always-on campaign delivery maintained

Cross-Case Impact Synthesis

Connect campaign outcomes to business impact dimensions.

Impact Pattern

- Improved acquisition economics
- Reduced operational friction
- Higher delivery continuity
- Stronger visibility and engagement trajectories

Business Lens

Brand growth, engagement, and revenue efficiency improve when strategy, execution, and systems are integrated.

SECTION BREAKER

SECTION 04 | Working with Radoss.

Industry Research + Consumer Insight + M-C-I-A Action Plan

Mandilas Context | Opportunity Map

Frame Mandilas operating context from available public signals.

Mandilas Public Context

- Heritage business founded in 1950 with multi-sector positioning [1]
- Public channels indicate Carrier franchise + Toyota dealership + aftersales/fleet/leasing [2][5]
- Official site currently under reconstruction, creating digital front-door opportunity [4]

Strategic Implication

Mandilas can win by modernizing demand generation and lifecycle service experience across mobility and engineering touchpoints.



Citations are embedded as [n] and fully listed in the final references slide.

Consumer Behaviour & Industry Signals (Nigeria / SSA)

Provide trusted-source insight to guide recommendations.

Key Signals

- Nigeria: 150M mobile connections, 107M internet users, 38.7M social identities in early 2025 [6]
- Population ~235M; urban population ~63.0% (2024), accelerating city-based service demand [7]
- Inflation ~33.2% (2024) indicates stronger price-value sensitivity [7]
- SSA connectivity still has a large usage gap while 4G/5G adoption rises through 2030 [8]

Mandilas-Relevant Implications

- Mobile-first discovery and service journeys are non-negotiable
- Trust, convenience, and response speed are decisive
- Retention programs must balance value and affordability

Citations are embedded as [n] and fully listed in the final references slide.

Working with Radoss | M-C-I-A Applied to Mandilas

Translate insights into top-line strategic recommendation.

M - Map (0-30 days)

- Category and demand map per business line
- Competitor and channel gap scan
- KPI baseline and risk register

C - Connect (30-60 days)

- Segmented journeys: retail, fleet, B2B projects
- WhatsApp-first service and lead workflows
- Message architecture by value drivers

Citations are embedded as [n] and fully listed in the final references slide.

Quick Wins (First 90 Days) + Partnership Operating Model

Offer practical early wins and governance structure.

Quick Wins

- Unified lead capture and routing for Toyota/Carrier/service inquiries
- WhatsApp service reminders and quote follow-up sequences
- Conversion-focused landing pages for high-intent service categories
- Executive dashboard linking spend to inquiries, bookings, and closed revenue

Availability Confirmation

Radoss confirms availability for the physical panel meeting on Thursday, February 19, 2026 at 12:15 PM.

Operating Cadence

- Weekly execution reviews
- Bi-weekly optimization checkpoints
- Monthly strategic steering with Mandilas leadership

References & Citations

Provide transparent source references used in recommendation section.

1. [1] <https://www.linkedin.com/company/mandilas-group>
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