

CAPABILITY STATEMENT





Origin8 Limited, the pride of Ghana today, as the ONLY true Integrated Marketing Communications Company, started as a small agency with a strong faith in a local team. Within a spate of 5 years, it has already become Ghana's Most Awarded Creative Agency with unmatched creative works.

The excitement that Origin8 brought into the business community in Ghana gained her some partnership with very big worldwide agencies. These partnership also opened up the Ghanaian market to the influx of more foreign agencies as well as the offshoot of smaller local agencies.

These agencies have over these years offered specialised services as they fear expansion with its associated cost, however, Origin8 once again took the lead. In short, we are generalists with specialized units.

Today, it is the only TRUE Integrated marketing Communications Company in Ghana.

We believe that Quality Client Service, Timely Delivery, Quality Outcomes and Cost-Effective Creative Concepts all matter in delivering results for our clients.

Membership

Origin8 LTD holds the following combination of industry designations: CIMG, IPR, AAG.



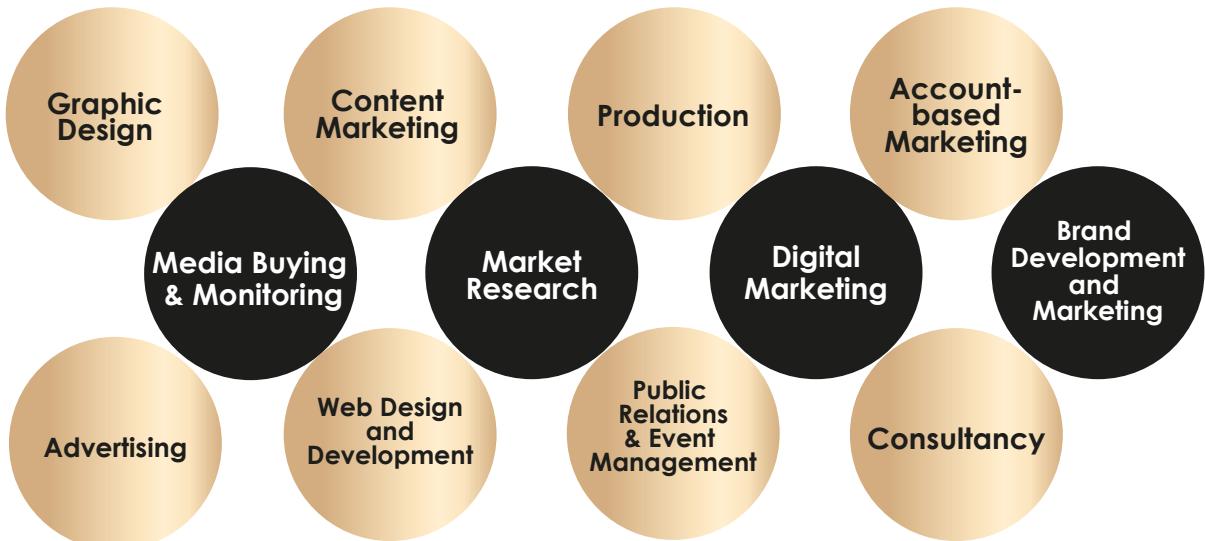
ADVERTISERS ASSOCIATION OF GHANA

International Partnerships

- M&C Saatchi Worldwide Services, UK
- Tarika Technologies, India
- Info Systems Limited, New Dehli, India
- Goyal Brothers, New Dehli, India.
- W5 Partners, South Africa



Services



Graphic Design

It's a very important part of telling your brand story.
Some of the services we provide under Graphic Design
are:

Logo and Branding

Print Design

2D/3D Animation

Product and Merchandise Design - Every product that has a company's logo is a branded item. For this reason, this merchandise is also known as a promotional product or gift which helps to create brand awareness.

Illustration & Art

Motion Graphics - It's greatest value is its ability to quickly tell your brands story in a way that creates camaraderie with the viewer.

Content Marketing

Great copy inspires creativity. Understanding your target audience is a great way to develop relevant content to achieve desired results.

Idea Generation - Refining a range of ideas and identifying the exact elements that generates the greatest impact.

Concept Development - This involves the process of researching, writing, gathering information, infographics, audio & video materials to communicate to customers.

Relevance and authenticity are key prospects to taking action in content creation to get the right kind of attention.

Copywriting - The copy consumers find in your marketing materials influence their perspective or the impression they have about your brand. It is therefore desirable to generate professional, factual and compelling content.

Production

- Prints - Corporate Collaterals: shirts, cups, magazines, flyers, brochures, annual reports, etc.
- Video - Animation, Story boarding, video production and editing
- Photography
- Signage Production



Account-Based Marketing

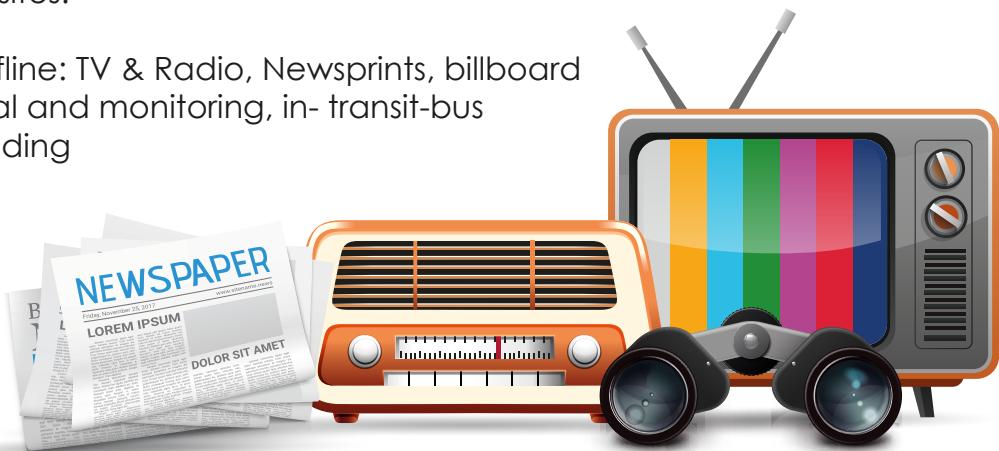
This is a business marketing strategy which focuses its resources on various target accounts within a market. It is very important to approach this with personalised campaigns designed to engage individual accounts.

With the account based marketing approach, our Marketing team works closely with sales to:

- 1.** Identify key prospect accounts or current key customer accounts.
- 2.** Identify the key decision makers, Influencers and stakeholders within those accounts.
- 3.** Tailor customised marketing programs, content and messages to these contacts.

Media Buying & Monitoring

- Online: display advertising on corporate websites.
- Offline: TV & Radio, Newsprints, billboard rental and monitoring, in-transit-bus branding



Market Research

Qualitative Research:

Face-to-face interviews, Focus Group Discussions, KPIs, KYMC, Experimental/Test Research, and Customer Analytic Surveys.



Digital Marketing

There is growing competition in every industry hence leading businesses look for innovative means of marketing to help them stand out. Marketing requires a lot of research into consumer expectations. Consumers of today are discerning in their brand choices. Consequently, brands need to adopt unique approaches to market their products and services for adequate digital exposure.

We offer integrated digital marketing services that promise business growth, impressive digital identity and wider exposure.

Our digital marketing services are:

- 1. Search Engine Optimization.**
- 2. Digital Advertising**
- 3. Social Media Marketing**
- 4. Email/Drip Marketing**
- 5. Mobile App Marketing**
- 6. Content Marketing**

Brand Development & Marketing

Brand Development & Marketing involves the strategic process of creating and distinguishing a company's image, product and services from its competitors. Development includes positioning your brand with its business objectives, selling your brand to your target market and updating or strengthening as and when necessary. It is important for companies to maintain consistency in terms of value, trust and quality since it connects well with customers.

We provide four developmental faces of brand development:

- 1. Brand Strategy**
- 2. Brand Identity**
- 3. Graphic Designing**
- 4. Brand Management**

Advertising

Online Publications: • display advertising, radio & TV, social media management, blogging.

Offline Publications: •

– Out of Home Advertising (OOH), magazines, newsprints, TV & radio advertising.



Web Design and Development

- Website designing and Development
- Search Engine Optimization
- Mobile Marketing



Public Relations & Event Management

PR •

Risk Management, Issue Management, Employee Relations, Community Relations, Crisis Management, Government/Stakeholder Relations and CSR Consultation

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Event •

Business/Corporate Events, Customer Appreciation Events.
Experiential Marketing •



Consultancy

- Advisory Services
- Marketing/PR/Event/ Advertising Training



Past Performance

- Marketing and promotional strategy for the Accra bus rapid transit system, GAPTE.
- Design and Implementation of Marketing and Promotional Strategy for the Multi-Purpose Park at Tema, KPMG/ITES Secretariat of the Ministry of Communications.
- A Documentary on the National Nutrition and Malaria Control Project.
- Consultancy Services for the Development of Pilot Type B Brand Development Communication.
- Market Research and New Product Development, Avnash Industries Ltd.
- Brand Communication/ Designing and Production of Below the Line Materials, Casa Trasacco.

Our Awards

International Awards

- 2015 Century International Quality (London) – Diamond
- 2014 Century International Quality (Geneva) – Diamond
- 2007 Business Initiative Directions (Paris) World Quality Commitment Award – Platinum.
- 2006 Business Initiative Directions (Paris) World Quality Commitment Award Platinum Category
- 2004 Business Initiative Directions (New York) World Quality Commitment Award – Gold Category



Local Industry Awards

- Origin8 is Ghana's most awarded Marketing Communications Agency. Since the inception of the awards in 2002 to date, Origin8 has won a total of 73 Awards (4 Platinum, 3 Diamond, 27 Gold, 35 Silver and 3 Bronze).
- Graphic Communications Group (Ghana's Biggest Newspaper Group) has also awarded us four consecutive times the "Best Agency Award for Innovation/Creativity"
- We were also the first and still the only Ghanaian Agency nominated by Leorie Awards in South Africa.

Our Clients

Origin8 Ltd has worked and still works with clients from various industrial sectors; local and international clients, government and private owned entities.

Few of our clients include:

• Government Agencies:

Ministry of Health/World Bank, Ministry of Road & Transport (Bus Rapid Transport), National Communications Authority, Ghana National Petroleum Corporation, Ministry of Trade and Industry, Millennium Challenge Authority, Cocoa Marketing Company (CMC)

• Non-governmental Institutions:

British Council, UNICEF, Green Innovation centre of GIZ, Affordable Nutritious Food for Women of GIZ, KPMG, TUC, Casa Trasacco, Data Link University College, Avnash Industries, Silver Star Automobile, Central University, United Bank for Africa (UBA), Sirius Capital, Total Ghana, Stellar Group, Fircroft, Midaf Ghana/Arla Foods, UAE, Ghacem, Polytank, Rocksters.v

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