

OUR VISION



The Goal

Build a sustainable company, be more intentional and known for developing great brand experiences.

Be the preferred BTL partner for business and revenue growth.



ABOUT HALLMARK

Hallmark Marketing is a BTL agency with extensive experience in retail management; trade marketing, Distribution, Warehousing and Logistics. We have a HR scope that caters for 1000+ permanent employees in both national and regional markets.

[MORE ABOUT US](#)

OUR APPROACH

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OUR SERVICES

TRADE
MARKETING

BRAND
ACTIVATION

COMMUNITY
MARKETING

RETAIL
MANAGEMENT

OUR ORGANS

Our Ability Is To Turn Your Imagination Into Reality

We blend data & experiential campaigns to ignite social change.

35%
TRADE
MARKETING

25%
EVENTS &
UNIQUE BRAND
ACTIVATIONS

15%
MARKETING
STRATEGY

15%
DISTRIBUTION

5%
COMMUNITY
MARKETING

5%
DATA
ANALYSIS

[VIEW OUR CASE STUDIES](#)



FEATURED WORK



OUR CLIENTS SAY

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Great Brand Experiences

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Hallmark Rwanda

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09.00 AM - 17.00 PM

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ABOUT US

ABOUT HALLMARK

We Turn Experiences Into Solutions

Hallmark Marketing is a Below The Line Company established in 2011, whose sole aim is to Create Great Brand Experiences for our clients in and beyond Kenya.

We are a team of passionate individuals who infuse their uniqueness into every brand execution for brand success.

Since every campaign is different, we build each idea around smart targets balanced on uniquely ingenious ideas and a strong return on investment.

Selfless collaboration and continuous growth have yielded some great experiential executions and award-winning ideas.

OUR HISTORY

Hallmark Advertising & Marketing was born as an OOH company to help brands gain visibility and share in the market space through creation of Visual TOMA. After 2 years, it was clear that to change consumer behavior, we needed to change how they felt about the brands not just see them. HAM Experiential Marketing thus began with a focus on ensuring an *'out of this world'* interaction with the brands we worked with to imprint lasting memorabilia in their consumers' hearts and minds. This was to drive not just TOMA but the add on of selection into the cart and homes of buyers.

Phase 3 came as a no-brainer because we now had access to homes across the country but required continuity of these brands within this space. For this to happen Trade Marketing had to take the forefront and has since become the largest arm of the business. We believe in profitable business and delivering the same to our clients is key. We work both with the Modern Trade and General Trade channels to enhance availability and penetration of our principals' brands.

We dance to the beat of time and to keep up within our industry, Technology is a must! We are not only quick to adapt but also to learn and harness the gains that digital RTM can achieve. Being Data Centric has morphed who we are now and how we do business with a fully fledged data science department.

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WHERE WE ARE

