



Brand **it**

Events & Marketing

Bringing Ideas to Life

Company Profile

Executive Summary

Brandit Events and Marketing is a Kenyan-based topnotch firm offering integrated marketing and event services. Our major focus areas include: event management, experiential marketing, digital marketing, graphics design, branding and printing.

At Brandit Events and Marketing, we believe that experiences are what truly bring brands to life. That's why we specialize in creating unforgettable, interactive and engaging experiences that connect brands with clients in meaningful ways. Whether it's a logo design, a product launch, or a unique guerilla marketing campaign, we bring brands to the forefront and help them make a lasting impression on their target audience. Our goal is to create events and campaigns that effectively engage audiences, create loyalty, and generate ROI.

We are proud to be at the center stage of innovation in the Kenyan event and marketing industry. We continue to stay up-to-date with the latest trends, explore new technologies and platforms, and create solutions tailored to our customer's needs.

Join us on a journey to bring your brand to life through unforgettable experiences. Give us a chance and experience the magic!

Our Mission, Vision & Core Values

Core Values

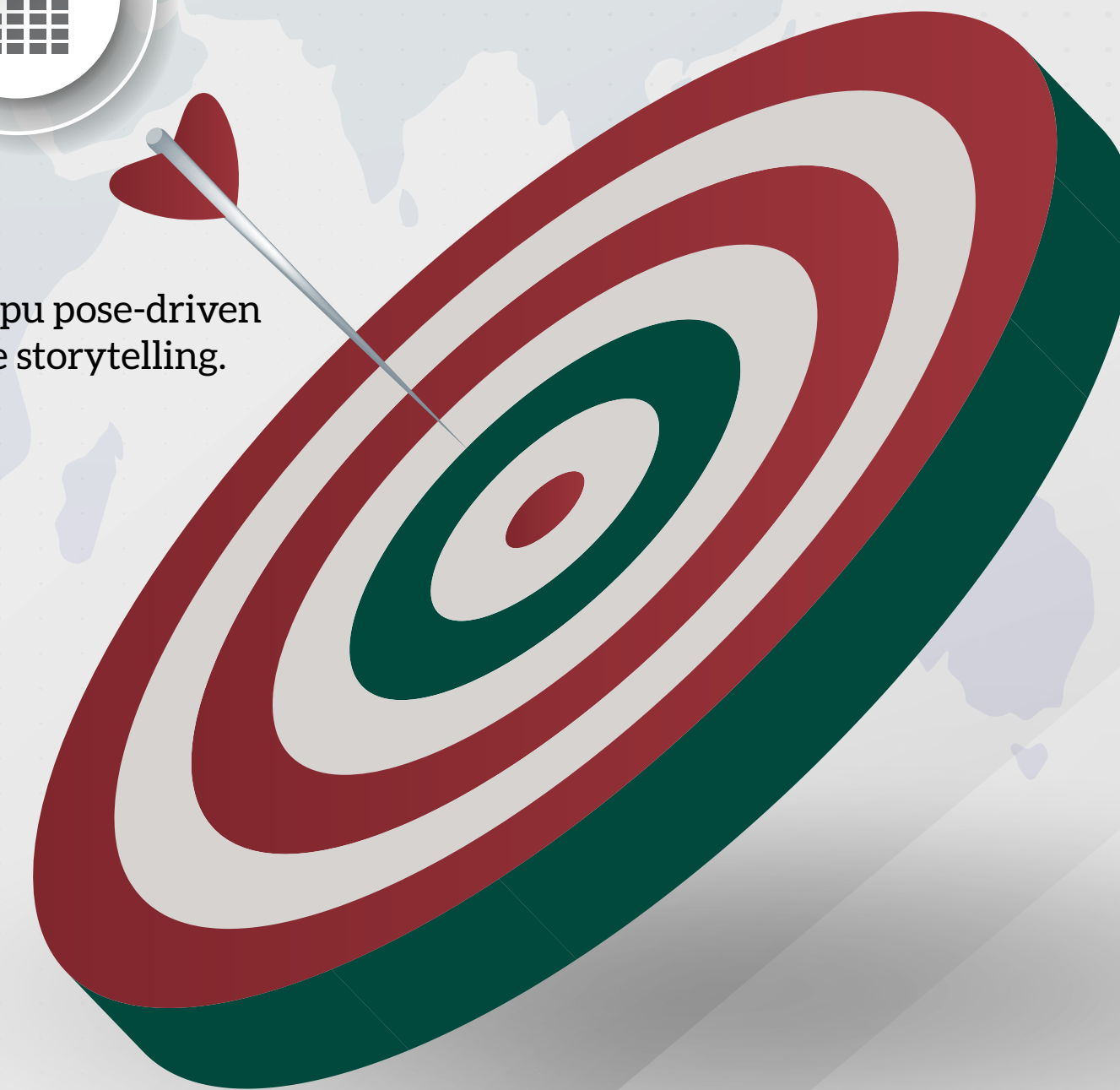
1. **Excellence** – Strive for quality results in all aspects of the business.
2. **Customer Satisfaction** – Provide a high level of service to meet and exceed customer expectations.
3. **Creativity** – Develop innovative ideas and solutions to create unique experiences.
4. **Collaboration** – Foster a culture of cooperation and teamwork.
5. **Integrity** – Always act with honesty and respect.

Vision

To be at the forefront of innovation in experiential marketing and events, setting the bar for WOW service delivery

Mission

To build brands through purpose-driven engagement and creative storytelling.



Our Services

Graphics Design

Logo Design
Brand Identity Design
Product Packaging Design
Event Materials Design
Marketing Collateral Design
Website Design & Development
Infographic Design
Social Media Graphics
Presentation Design
Ads Design
Corporate / Product Photography
Corporate and Promotional Videos

Event Marketing & Management

Event Planning & Design
Event Marketing & Communications
Event Entertainment
Event Photography
Video Coverage & Editing

Branding / Printing

Logo / Business Card / Brochure / Sticker
/ Booklet Printing

Large Format Printing
Custom Merchandise Printing
Product Branding & Packaging
Office / Shop Branding
Event Branding
Vehicle Branding
Wall Branding

Experiential Marketing

Product Launches & Promotions
Supermarket / Retail/ Pop-Up Sampling
Roadshows/Market/Street Activations
On/Off Premise Activations
Promotional Staffing / Brand Ambassa-
dor Management / Influencer Marketing
Social Media Management



GRAPHIC DESIGN

Design is at the heart of every marketing campaign. We have a highly skilled, passion-driven creative team that strives to develop innovative designs to capture the essence of our client's business. Whether it's creating a new brand identity, developing eye-catching marketing materials, or crafting compelling digital designs, we bring creativity, technical expertise, and attention to detail in every project. Let us help you tell your story and stand out in today's competitive marketplace. Our focus areas on creative design include:

- Logo Design
- Brand Identity Design
- Product Packaging Design
- Event Materials Design
- Marketing Collateral Design
- Website Design & Development
- Infographic Design
- Social Media Graphics
- Presentation Design
- Ads Design
- Corporate / Product Photography
- Corporate and Promotional Videos



BRANDING & PRINTING



Printing and branding services play a critical role in the success of a brand by creating a strong, consistent image and helping companies to reach their target audience effectively. Brandit Events and Marketing strives to ensure that companies build and maintain consistent branding and messaging across all channels, thus building trust and recognition with customers and stakeholders.

Our branding team works with companies to understand their unique value proposition and create a compelling brand that differentiates them in the marketplace. From brand strategy and positioning to visual identity and messaging, we help businesses build a consistent, recognizable, and memorable brand that connects their target audience and drives growth.

Our focus areas on branding and printing include:

- Logo / Business Card / Brochure / Sticker / Booklet Printing
- Large Format Printing
- Custom Merchandise Printing
- Product Branding & Packaging

- Office / Shop Branding
- Event Branding
- Vehicle Branding
- Wall Branding

EVENT MARKETING & MANAGEMENT



Events are a powerful tool for businesses to connect their brands with the target audience and make a lasting impression. From concept development to execution, our team of experts provides end-to-end support to ensure every detail is taken care of efficiently and effectively. We learn about your brand, focus on your uniqueness, and plan events to support your goals. Our focus areas on event marketing and management include:

- Event Planning & Design
- Event Marketing & Communication
- Event Entertainment
- Event Photography
- Video Coverage & Editing


EXPERIENTIAL MARKETING

Experiential marketing is all about driving campaigns that appeal to senses of taste, smell, eyesight, hearing, and touch. Experiences are the key to building lasting connections between brands and consumers, maintaining a competitive advantage and increasing sales. At Brandit Events and Marketing, we specialize in creating impactful and engaging experiential marketing campaigns that bring brands to life. The goal is to create an unforgettable experience that leaves a lasting impression, and drives customer satisfaction and loyalty. Our focus areas on experiential marketing include:

- Product Launches & Promotions
- Supermarket / Retail/ Pop-Up Sampling
- Roadshows/Market/Street Activations
- On/Off Premise Activations
- Promotional Staffing / Brand Ambassador Management / Influencer Marketing
- Social Media Management



Our Methodology



We strive to customize our projects to meet the specific business objectives of every client. We treat every project as unique and deserving its own creative touch. Typically, our service delivery methodology follows the following steps:

i) Discovery and Planning

Understand the client's goals and needs, products/ services, target audience, and budget, and developing a customized plan to achieve the desired targets.

ii) Concept Development

Develop a concept for the project. This may include brainstorming ideas, creating sketches, and testing concepts with the client and / or stakeholders.

iii) Design and Pre-Production

Create detailed designs, mockups, and prototypes to bring the concept to life.

iv) Execution

Team executes the project, ensuring that all elements are implemented flawlessly and effectively in line with the client's goals.

v) Post-Project Analysis

Evaluate the project's performance and gather data and feedback from client to inform future projects and improve the overall quality of service offering.

Our Team



**Faith Norah Lukosi –
Chief Executive Officer**

With over four years' hands-on experience in the events and marketing industry, Ms. Lukosi has a vast range of skills in managing and coordinating sales-targeted marketing and communications campaigns.



**Dennis Mambili –
Creative Director**

With over 15 years' experience in multimedia production, content creation, and delivery of sales-targeted events and campaigns, Mr. Mambili has built an enviable reputation in development and execution of marketing interventions.



**Chrispus Muthiani –
Chief Marketing Officer**

He is an aggressive sales marketing expert with over four years' experience in driving profitability through strategic growth, leading teams, and quality control. He is fiercely competitive in executing integrated marketing strategies and is able to handle complex situations from a tactical perspective.



**Sylvia Marita Sinja -
Chief Operations and
Human Resource Officer**

She is in charge of our human resource and daily operations. She has strong organizational skills, problem-solving abilities and attention to detail. She is good in coordinating projects and teams, handling content creation, and networking.



**Donald Juma Okumu –
Operations Assistant**

He assists with coordinating the day-to-day operations of the company, including content creation, production and field work.

SOME OF OUR HAPPY CLIENTS

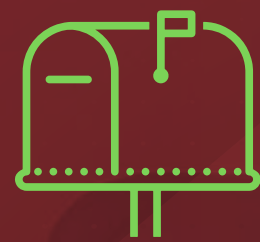
Johnson & Johnson



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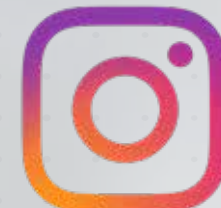
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