



PHOENIX ACTIVATE KENYA
Digital and Entertainment Marketing Solutions






Marketing Solutions
THAT ENHANCE
Your Business

COMPANY PROFILE

- ✓ Content and entertainment marketing
- ✓ Digital marketing .
- ✓ Website design/SEO optimization
- ✓ Brand development /Event management

ACTIVATE YOUR BRAND
INCREASE YOUR VISIBILITY

 @phoenixactivatekenya
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Contact info:
+254-724942560
3RD FLOOR
HUGHES BUILDING
MUIINDI MBINGU ST
NAIROBI
KENYA



IGNITE YOUR BRAND

Increase your Revenue



PHOENIX ACTIVATE KENYA
Digital and Entertainment Marketing Solutions



PHOENIX ACTIVATE KENYA

Digital and Entertainment Marketing Solutions

WHO ARE WE

ABOUT US

Phoenix Activate Kenya is a full-service marketing agency that offers a range of services to help businesses achieve their marketing goals. We specialize in event management, film production, content creation, and social media management. Our team of experienced professionals is dedicated to providing our clients with a customized approach that is tailored to their specific needs. We use a data-driven approach to understand your target audience and develop effective strategies that will help you connect with them in a meaningful way.

Our journey began in 2007 when we founded Phoenix Recordz, a record label that helped Kenyan entertainers unlock their full potential. Over time, we realized that effective marketing and promotion were key to the success of our artists, and we began offering marketing and promotional services to businesses as well. As our stable of artists grew, we expanded into event management, providing full-service event planning and execution. We then ventured into film production under Phoenix Philmz, producing films, short stories, and series. With the growth of social media, we naturally evolved into content creation and social media management, helping businesses connect with their target audience through compelling content. With the growth of our company and the expansion of our services, we rebranded as Phoenix Activate Kenya, bringing all our services under one umbrella. Today, we continue to add value to Kenyan businesses by understanding Kenyan consumers and effectively communicating with them.

EMPOWERING
BRANDS



PHOENIX ACTIVATE KENYA

Digital and Entertainment Marketing Solutions

Control Tabs

General

Financials

Income

Market Density

Assets

Bookings & Bills

WHO ARE WE

OUR VISION

Our vision is to captivate the world with experiences that resonate with audiences on a deep, emotional level helping our corporate clients achieve their goals through connection and engagement with their customers.

we see Kenya as key player in the global market and stive to be firmly rooted in the future of Marketing and technology, for a productive financial ecosystem bridging talent and business.

OUR MISSION

Our mission is to bridge the gap between talent and finance providing a tailor made service to companies through the biggest marketing funnel, Entertainment.

we aim to pursue excellence in the delivery of quality marketing solutions utilising resources available in Kenya to satisfy a Universal market.



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WHO ARE WE

CORE VALUES..

Phoenix Activate Kenya is a company that follows a set of core values represented by the acronym A.C.T.I.V.A.T.E. These values are at the heart of everything we do, and guide our actions and decisions as a company. These values represent our commitment to delivering excellent services to our clients, developing our team members, and contributing positively to society. We prioritize these values in everything we do, from our work with clients to our internal operations and team development. By following these core values, we strive to create a positive impact and achieve success for ourselves and our clients.

INSIGHTFUL
MARKETING

A - Accountability: We take responsibility for our actions and results, and hold ourselves and each other accountable for delivering high-quality work and meeting our commitments.

C - Creativity: We value innovation, originality, and the power of creative thinking to solve problems, generate new ideas, and drive growth.

T - Teamwork: We believe in the power of collaboration and working together as a team to achieve shared goals and deliver exceptional results.

I - Integrity: We operate with honesty, transparency, and a commitment to ethical behavior in all our interactions with clients, partners, and employees.

V - Value: We strive to provide exceptional value to our clients and customers by delivering high-quality services, products, and experiences that exceed their expectations.

A - Agility: We embrace change, adapt quickly to new circumstances, and remain agile in the face of evolving market conditions and emerging trends.

T - Trust: We build trust with our clients, partners, and employees by demonstrating reliability, consistency, and a commitment to delivering on our promises.

E - Empowerment: We empower our employees to take ownership of their work, make decisions, and drive results, and we encourage them to grow and develop both personally and professionally.



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BRANDS WE WORKED WITH.



Google
Maps



As a company, we are immensely grateful for the opportunity to serve our clients. We recognize that it is their trust in our abilities that has allowed us to grow and flourish in the industry. Our commitment to providing exceptional service is unwavering, and we constantly strive to exceed expectations. With a team of highly skilled professionals and a structured approach to service delivery, we are confident in our ability to deliver quality results to each and every client. We look forward to the opportunity to work with you and demonstrate the value that we can add to your business.



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OUR APPROACH

A simple approach that works.

We take the time to understand your business and your aspirations, your market and your product or service. We help define what makes your brand great. Our approach is simple. we create inspirational brand stories that connect businesses with their audiences.



PLAN

Regardless of the size of project, from a simple logo concept to the 360 campaign we always have a plan to follow. Well planned concepts always deliver the desired outcome. As they say, if you fail to plan, you are plan to fail.



CREATE

With the big ideas firmly in hand, the creative team and copywriters start to work out the concepts. Research and background information are handed over from the account manager and photography acquired as needed.



DELIVER

After creating visually exciting and compelling designs, we present them in the way the intended audience will receive them to give you an appreciation of how impactful your new designs are and will be.



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OUR SERVICES

MEDIA PRODUCTION

✔ Our team expertly merges photography, videography, and sound design utilizing cutting-edge technology and artistic creativity to produce a diverse range of programming that inspires, persuades, and converts. From captivating social media videos to grand-scale television productions, we ensure that every project is executed with the utmost care and attention to detail.

Our comprehensive approach to creating visual and auditory content can significantly enhance our client's brand or product. Through our unique blend of technical proficiency and artistic flair, we can showcase the client's brand in the most compelling light possible. Our team's expertise in storytelling, composition, and sound design can evoke emotions that connect with audiences on a deeper level, ultimately leading to increased engagement and conversion rates. By collaborating closely with our clients, we ensure that the final product aligns with their vision and brand values, effectively conveying their message and strengthening their brand identity.



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OUR SERVICES

BRAND MANAGEMENT

- ✓ Brand development plays a crucial role in helping our clients differentiate themselves from their competitors and establish a strong market presence. By working closely with our clients, we help them develop a comprehensive brand strategy that aligns with their business goals and target audience. This includes identifying their unique value proposition, defining their brand-messaging, and creating a visual identity that accurately represents their brand.

Our team of experts utilizes a combination of research, creativity, and technical expertise to develop a brand that resonates with the target audience and effectively communicates the company's values and mission. Through our services, we help our clients build brand recognition and loyalty, ultimately leading to increased revenue and business growth. With a well-developed brand strategy in place, our clients can stand out in a crowded market and establish themselves as leaders in their industry.



OUR SERVICES

DIGITAL MARKETING

- ✓ **SOCIAL MEDIA MARKETING.** We offer comprehensive social media management services designed to help businesses establish a strong online presence, engage with their target audience, and increase sales. Our team of experts manages our clients' social media accounts, creating custom content calendars that are designed to influence, promote, and sell. From eye-catching graphics to compelling captions, we ensure that every piece of content is crafted to capture the attention of the target audience and drive engagement.

In addition to content creation, we handle community engagement, ad campaigns, and data analysis across all the top social media platforms. By leveraging the latest analytics tools and techniques, we analyze user behavior and preferences to maximize audience reach and engagement. Our team works closely with our clients to develop and execute social media campaigns that are tailored to their specific business objectives, resulting in increased brand awareness, website traffic, and sales. Whether it's through Instagram, Facebook, Twitter, or LinkedIn, we help our clients effectively connect with their target audience and achieve their social media goals.



OUR SERVICES

DIGITAL MARKETING

- ✓ **INFLUENCER MARKETING.** As a result of our extensive work in the entertainment industry, we have accumulated a vast database of influencers who can help our clients increase their brand awareness and drive sales. We offer influencer marketing services designed to connect our clients with the right influencers who align with their brand values and target audience.

Our team uses a data-driven approach to identify and engage with the most relevant influencers for our clients' brands. We assess the influencers' reach, engagement rates, and audience demographics to ensure that they are a good fit for our clients' needs.

Once we have identified the most suitable influencers, we work with them to create custom content that effectively showcases our clients' brand and products. Our team ensures that every piece of content is aligned with the clients' brand messaging and objectives, resulting in increased engagement and conversion rates. We handle all aspects of the influencer campaign, from contract negotiation to performance tracking, to ensure that our clients receive the best possible results.



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OUR SERVICES

WEBSITE & APP DEVELOPMENT/SEO ENHANCEMENT..

✓ We offer website and app development services that are tailored to our clients' unique business needs. Our team of experts work closely with our clients to design and develop websites and apps that are user-friendly, visually appealing, and optimized for search engines.

We use the latest technologies and tools to develop websites and apps that are fast, secure, and responsive across all devices. We ensure that the websites and apps we create are optimized for user experience, enabling users to easily navigate and find the information they need. Our team also provides ongoing maintenance and support to ensure that our clients' websites and apps remain up-to-date and secure.

With our SEO assessment and enhancement services, we help our clients improve their online presence, reach a wider audience, and increase their revenue. We take pride in delivering high-quality, customized solutions that meet our clients' business objectives and exceed their expectations. Whether it's a simple website or a complex app, we have the expertise to deliver exceptional results.



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OUR SERVICES

EVENT MANAGEMENT

✓ As a full-service creative agency, we offer event management services that complement our other offerings. Our event management team brings years of experience in planning and executing successful events, ranging from product launches to brand activations.

We approach event management with a strategic mindset, focusing on creating memorable experiences that align with our clients' brand values and objectives. Our team handles everything from event conceptualization to execution, including venue selection, vendor management, and event logistics. We ensure that every detail is accounted for, from lighting and sound design to guest management and post-event reporting.

Our event management services are designed to work seamlessly with our other offerings, such as influencer marketing and social media management. By integrating our services, we create a cohesive brand experience for our clients that drives engagement and delivers results. Whether it's a small-scale event or a large-scale production, our team has the expertise and creativity to bring our clients' visions to life.

Media Production



It has been our privilege and honour to have had the opportunity to create a wide range of content both digital and traditional. Our production team are dedicated, hardworking and committed to producing the best content available in the industry.

Riverwood Academy Awards

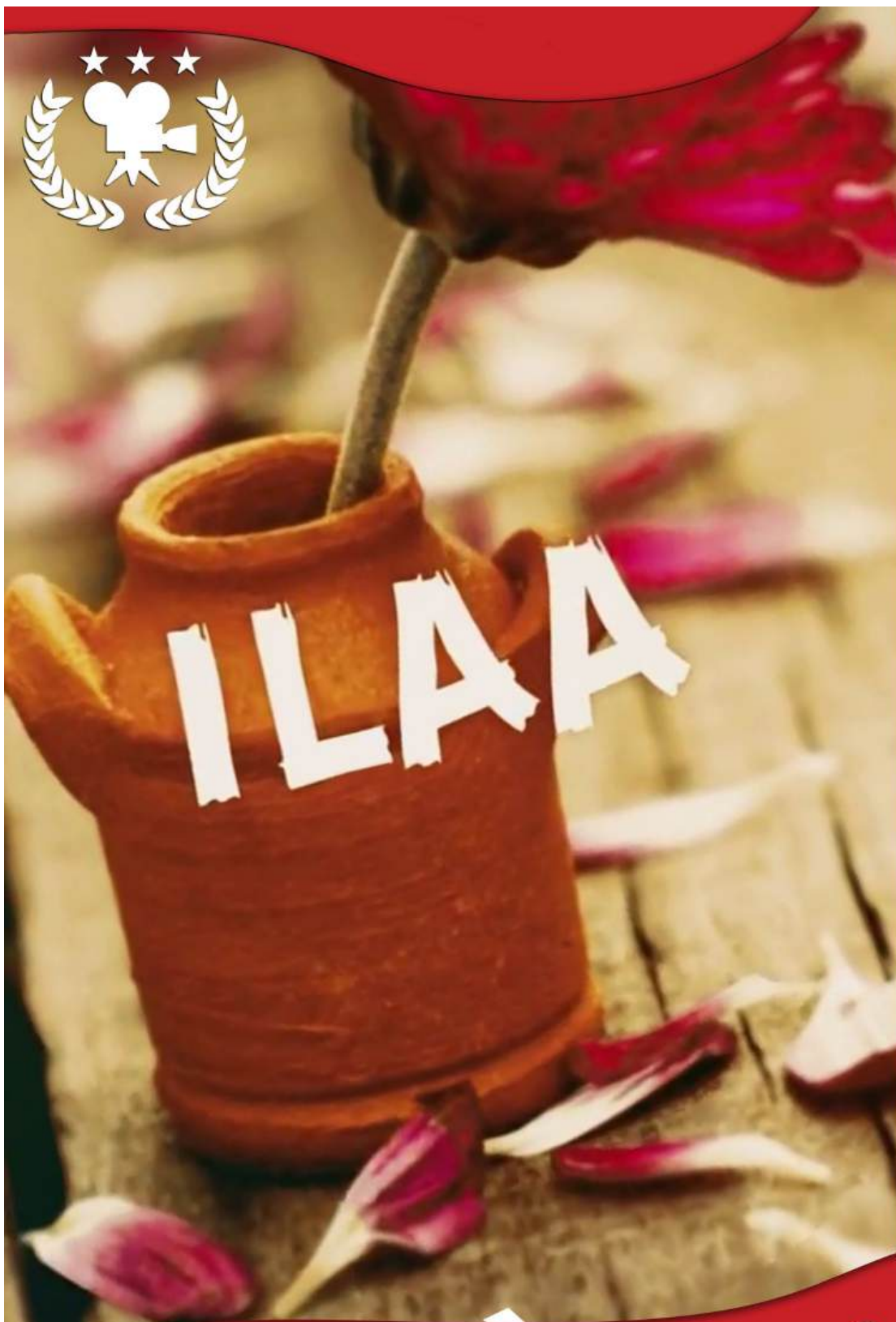


RIVERWOOD ACADEMY AWARDS

BEST CINEMATOGRAPHY

BEST ORIGINAL SCORE

BEST EDITING



Short Form Content

"A Moving Tale of Love, Loss, and Second Chances".
The talent and dedication of our cast and crew,
brought this powerful story to life with
passion and commitment.

IE NASTY

Starring

N Nelly
M Muttai

Long Form Content

A Compelling Story of Corporate Corruption and Courage.
A testament to the talent and hard work of our dedicated
cast and crew,





Trap & Glam



Podcasts and Vlogs

Trap and Glam Podcast had two Stars of the Hit Television Series Nairobi Diaries, Have in depth Discussion about Love, Life and Laughter.





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INSTRUCTION MANUAL



E COMMERCE COMPANY BRANTON COMMISSIONED US TO DESIGN AND PRODUCE AN VISUAL INSTRUCTION MANUAL THAT THEIR CUSTOMERS COULD ACCESS ONLINE.

Instructional Content
Sometimes we learn better through visuals.





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WORKOUT SERIES



BELLYBUSTERS

HEALTH & FITNESS
FIT DON'T QUIT

COMMISSIONED BY KENYAN FITNESS COMPANY
BELLYBUSTERS, WE WORKED TOGETHER TO
PRODUCE THIS SERIES WHICH FEATURED ON
CITIZEN TV KENYA



Instructional Content
Personalized coaching and innovative training

TRENDING VIDEOS



SOCIAL MEDIA CONTENT

WITH AN EXPERIENCED DIGITAL CONTENT TEAM WE HAVE BEEN ABLE TO CREATE CONTENT THAT TRENDS.



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Sheeps skate Vs Neil Patrick Harris

Keep watching a dollar's on the line 💰

▶ 927.8K

HOT SAUCE KILLS?

How hot sauce can Kill you 🤢

▶ 1.3M

When you can't shut up

▶ 1.5M

What did you just say?

CRINGE PT2 🤔

▶ 1.1M

TNA



THE NATIONAL ALLIANCE

BRAND MANAGEMENT.

OUR TEAM WAS ENTRUSTED BY THE POLITICAL PARTY TNA, DURING THEIR PURSUIT OF GOVERNMENT LEADERSHIP. WITH UHURU KENYATTA AS THE PRESIDENTIAL CANDIDATE AND WILLIAM RUTO AS HIS RUNNING MATE FOR VICE PRESIDENT, TO ENHANCE THE PARTY'S BRAND IMAGE AND EFFECTIVELY COMMUNICATE THEIR MESSAGE TO THE KENYAN YOUTH.

THROUGH EXTENSIVE CONSULTATIONS WITH THE PARTY, OUR TEAM DEVELOPED THE "DNA NI TNA" CAMPAIGN, UNDERTAKING THE RESPONSIBILITY OF EXECUTING THE PROJECT SEAMLESSLY.

THIS ENCOMPASSED THE CREATION OF A CAPTIVATING CAMPAIGN ANTHEM AND THE COORDINATION OF POPULAR INFLUENCERS AND ARTISTS INCLUDING WELL KNOWN EMCEES ABBAS, BAMBOO, AND CHIWAWA, ENSURING THEIR DYNAMIC PERFORMANCES AT VARIOUS CAMPAIGN EVENTS. PROMOTION ON RADIO AND TV INTERVIEWS, AS WELL AS ON SOCIAL MEDIA WAS ALSO INCLUDED . THE CAMPAIGN WAS SUCCESSFULLY EXECUTED TO OUR CLIENTS SATISFACTION.

DNA NI TNA CAMPAIGN





connected

SUMMIT 2018

BRAND MANAGEMENT.

WE COLLABORATED WITH CONNECT AFRICA TO ORGANIZE THEIR 2018 SUMMIT AT BOMAS OF KENYA. THE SUMMIT CENTERED AROUND THE THEME

"CONNECTING AFRICA THROUGH TECHNOLOGY"

AND AIMED TO SHOWCASE AFRICA'S PROGRESS IN THE DIGITAL REALM. OUR TEAM WAS ENTRUSTED WITH THE RESPONSIBILITY OF ENHANCING THE SUMMIT'S BRAND IMAGE AND EFFECTIVELY COMMUNICATING ITS MESSAGE TO A DIVERSE AUDIENCE.

THROUGH EXTENSIVE CONSULTATIONS, WE DEVELOPED A COMPREHENSIVE CAMPAIGN STRATEGY FOR THE 2018 SUMMIT. OUR EFFORTS INCLUDED CREATING CAPTIVATING VISUALS, DESIGNING AN ENGAGING WELCOME SHOW, AND COORDINATING LOGISTICAL ARRANGEMENTS TO ENSURE A SEAMLESS EVENT EXPERIENCE. THE SUMMIT SUCCESSFULLY HIGHLIGHTED THE TRANSFORMATIVE POWER OF TECHNOLOGY IN AFRICA AND RECEIVED POSITIVE FEEDBACK FROM ATTENDEES.



THE SHOW

TO CREATE AN IMMERSIVE EXPERIENCE WE ENSURED THAT GUESTS WERE WELCOMED WITH A GRAND ENTRANCE. ROLLER BLADERS ESCORTED OUR GUESTS OF HONOR TO THE MAIN HALL PROVIDING A MOTORCADE OF SKATERS. THE HALL WAS ADORNED WITH VIBRANT AFRICAN FLAGS AND CAREFULLY SELECTED PROPS TO ADD AN AUTHENTIC TOUCH.

THE SHOW COMMENCED WITH A CAPTIVATING NARRATIVE BY AN ELDERLY STORYTELLER, RECOUNTING THE WONDERS OF HIS LIFE SHAPED BY VARIOUS TECHNOLOGICAL ADVANCEMENTS. FROM THE ADVENT OF TELEVISION TO THE INTRODUCTION OF MOTOR VEHICLES AND THE TRANSFORMATIVE POWER OF THE INTERNET, THE NARRATION PAINTED A VIVID PICTURE OF AFRICA'S JOURNEY THROUGH INNOVATION.

THE NARRATIVE GRACEFULLY TRANSITIONED INTO AN ENCHANTING PERFORMANCE BY TRADITIONAL DANCERS AND SINGERS, SHOWCASING THE RICH CULTURAL HERITAGE OF THE CONTINENT. AS THE SHOW CONCLUDED, GUESTS WERE LED ON AN IMMERSIVE TOUR BY USHERS DONNING TRADITIONAL ATTIRE, ACCOMPANIED BY WOMEN BODYGUARDS DRESSED IN WAKANDA-INSPIRED ARMOR.





BIG BALLIN

EVENT MANAGEMENT

WE PARTNERED WITH A NUMBER OF COMPANIES WHO SPONSORED THIS EVENT DUBBED BIG BALLIN.

THE EVENT MERGED SPORTS AND ENTERTAINMENT PRODUCING AN EXCITING AND UNIQUE EXPERIENCE FOR THOSE WHO ATTENDED.

WITH SOUPED UP SPORTS CARS, CELEBRITY DJs, PERFORMING ARTISTS AND OVER 50 BASKETBALL TEAMS, THE EVENT GREW TO BEING HELD EVERY MONTH FOR A YEAR.



SOCIAL MEDIA AND INFLUENCER MARKETING

Following the Covid Lockdown Mandates, many Kenyan businesses in the service industry suffered heavily forcing a large number to close down completely.

Rustic Pipe bistro contracted us to design, manage and activate a promotional campaign to bring back their regular clients as well as attract new business.

With a number of influencers we successfully launched the #mablingyo campaign, a project that not only achieved its objective but also created an ongoing professional relationship..



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Digital and Strategic Marketing Solutions



sugar
November 26, 2020 · 🌐

Thanks for 9k 😊 can we do 10k 😊?
I have an announcement later today, stay tuned...
keep commenting on the youtube channel, why
you want the free dinner for 2 from
@rusticpipeke ❤️❤️❤️
please subscribe to my channel here 🙌
<https://m.youtube.com/watch?v=PaVmvD7iXlc>

#Mablingyo
#makeup
#fashion
#dancehall
#... See more



SOCIAL MEDIA AND INFLUENCER MARKETING

In partnership with Spark Africa, Nairobi Rapsody and Amor Entertainment. We Designed, Marketed and Activated two Events with the aim of promoting Ebony Lounge to a wider target audience expanding the clubs client base and improving turnout.

We provided the Venue with Influencers who attracted interest through social media and traditional media promotion.

In the end both events filled to capacity and Ebony Lounge went on to host amazing events including international artists, MOS DEF and TALIB KWELI.



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EBONY SPARK AFRICA Rapsody

PHOENIX RECORDZ PRESENTS:

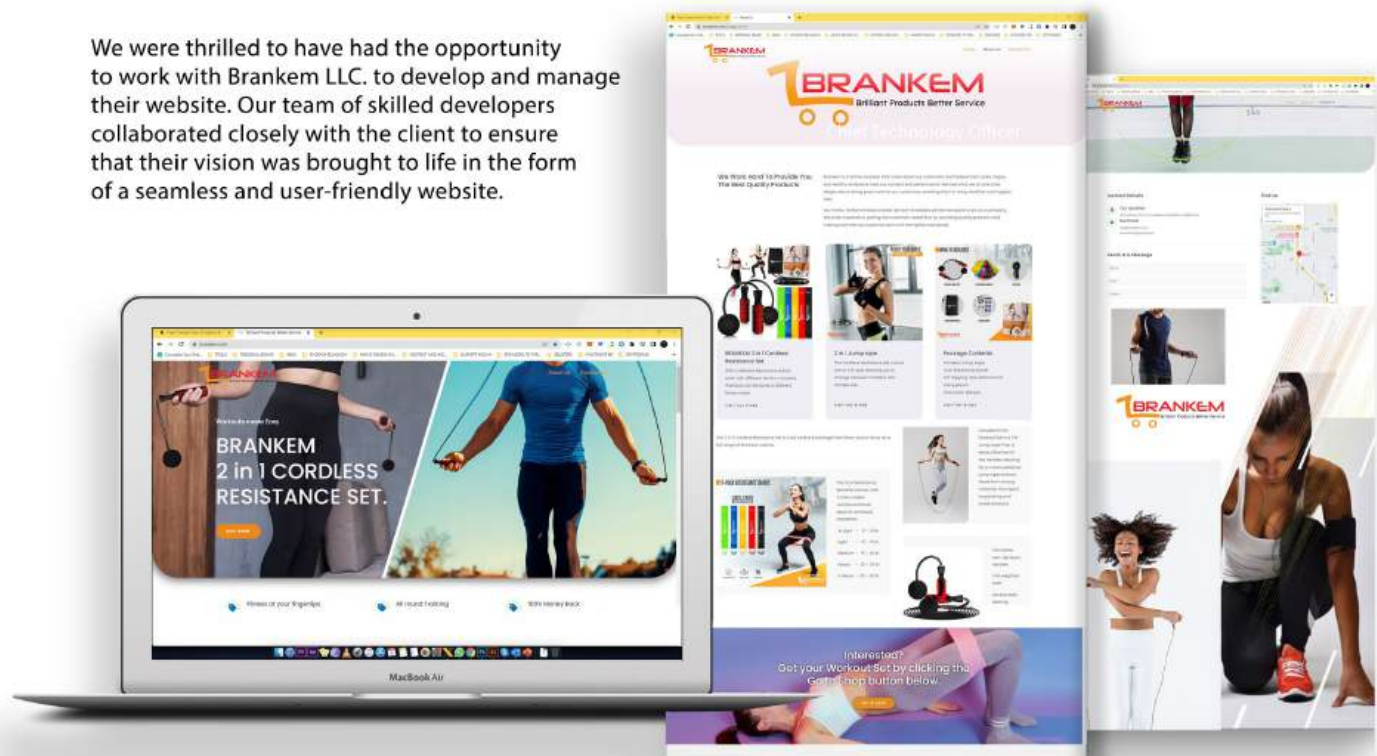
KHALIGRAPH
CHIWAWA
LON JON
DJ 1TYM DJ VERSES
LAVOSTI
SMALIZ LETHAL
SUGAR NJE-RI
SAVAGE WARRIORS
O DOUBLE . ABBAS
UKOO FLANI
AND MANY MORE.....

PERFORMING LIVE @ RAPSODY.
COME EXPERIENCE THE GREATEST HIP HOP NITE
AND HELP RAISE FUNDS FOR A GOOD CAUSE



WEBSITE DEVELOPMENT

We were thrilled to have had the opportunity to work with Brankem LLC. to develop and manage their website. Our team of skilled developers collaborated closely with the client to ensure that their vision was brought to life in the form of a seamless and user-friendly website.

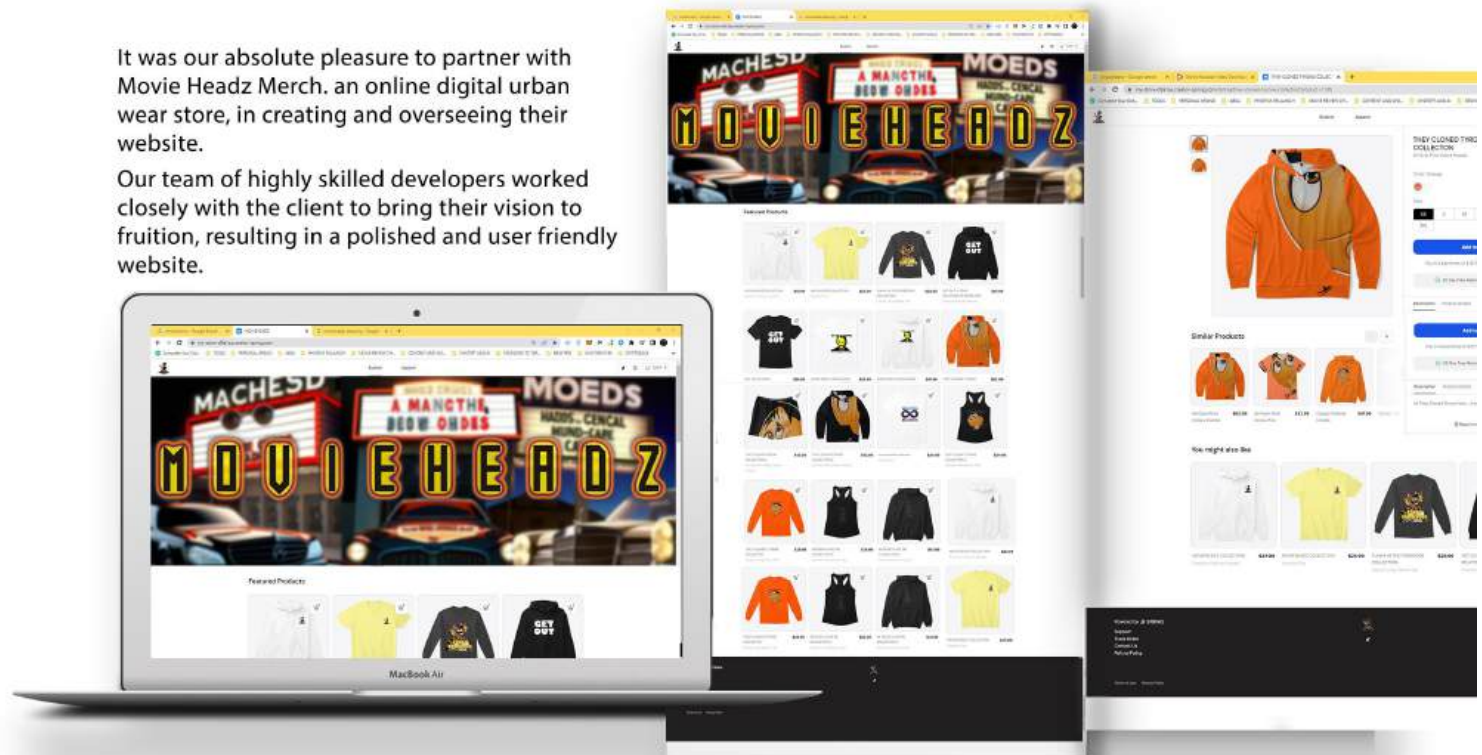


Through the use of innovative design and cutting-edge technology, we were able to create a platform that not only met the client's needs but exceeded their expectations. It was a pleasure to work on this project and we are proud of the end result.

EBSITE DEVELOPMENT

It was our absolute pleasure to partner with Movie Headz Merch. an online digital urban wear store, in creating and overseeing their website.

Our team of highly skilled developers worked closely with the client to bring their vision to fruition, resulting in a polished and user friendly website.



We are proud to have played a role in achieving our client's objectives and delivering a top-notch online experience for their customers.



PHOENIX ACTIVATE KENYA
Digital and Entrepreneur Marketing Solutions

Corporate Social Responsibility

At the core of our values, we believe in the power of compassion and making a meaningful impact. We have had the privilege of working on heartwarming CSR initiatives that touched the lives of many. Together, we have supported orphans in their educational journey, ensuring they have the opportunity to thrive. We've joined hands with influencers and kind-hearted individuals to bring smiles to the faces of children at SOS Children's Village and Paradise Community centre Childrens home, providing them with essential supplies and precious moments of love and care. And in our unwavering commitment to peace, we actively participated in the Chagua Amani Campaign, spreading harmony and unity throughout the Tana Delta and beyond. With deep gratitude, we cherish the opportunity to create positive change and uplift -communities together.





IGNITE YOUR BRAND

Increase your Revenue



PHOENIX ACTIVATE KENYA
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Managing Director.

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