



ZONA VENTURES

INNOVATE | CONNECT

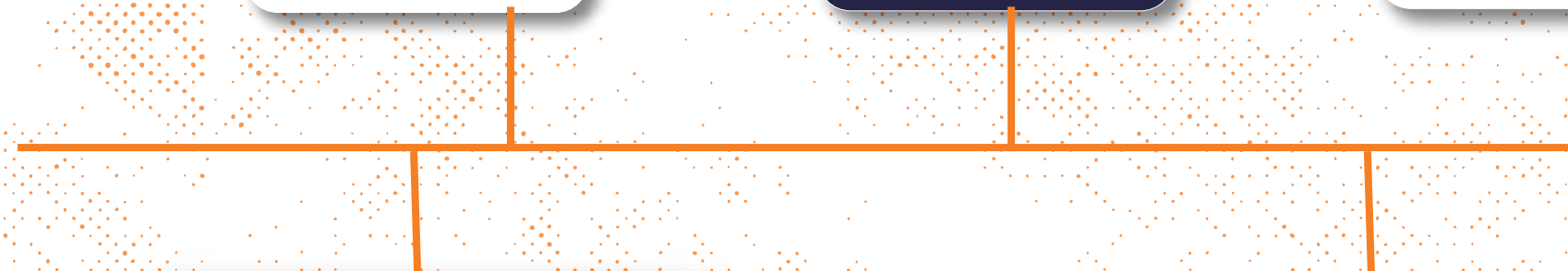
Company Profile



Our Bridges

Zona's leading agency networks across all communications, experience, commerce and technology disciplines

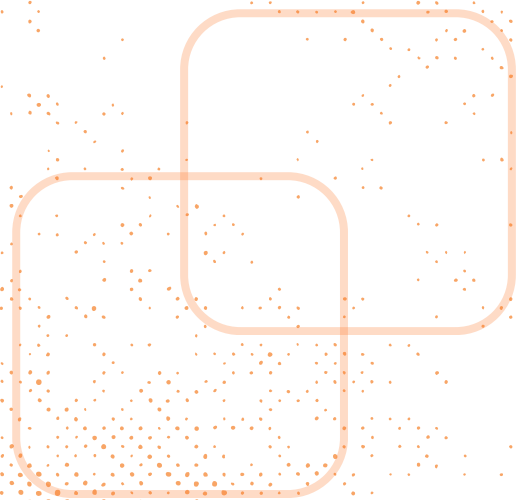
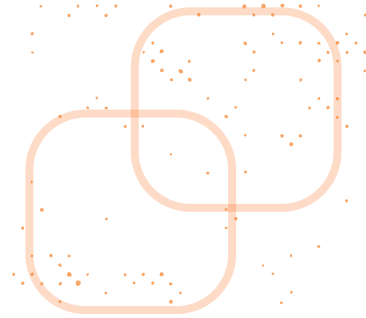
ZONA



Who We Are

We are the Creative Transformation Agency

We leverage the power of creativity to craft innovative solutions that drive positive change for our clients and resonate deeply with our audiences, enriching both their experiences and outcomes.



"Marketing is about creating relationships and telling compelling stories that make customers remember and trust you. It's through creativity and understanding your audience that true success is achieved."

Nasralah Mohamed

Chief Executive Officer

Our Purpose

Building a better future for our **People**

We invest in our team's future, create inclusive working environments, and build cultures based on the values of openness, optimism and a commitment to extraordinary work.



Building a better future for our **Clients**

We bring together talented people, unrivalled capabilities and outstanding creativity to deliver transformational results for our clients.



Building a better future for our **Planet**

We seek to make an impact on our clients bottom line but also drive change that transcends the confines of brand guidelines and touch the lives of the end consumer in a memorable way



Building a better future for our clients

Reinventing creativity on an even broader horizon, bringing together unrivalled talent, resources and skills to provide an platform of communications, experience, commerce and technology for clients.

OUR OFFER TO CLIENTS 

C**ommunications**

We create and place **i**deas that move people, inform culture and drive change.



Advertising

- Creative Development: We craft compelling and engaging advertising campaigns.
- Media Planning and Buying: Strategic planning & Acquisition of advertising space across digital, print, TV, and OOH.

Public Relations & Public Affairs

- Reputation Management- We build and maintain your positive public image.
- Crisis Management- Providing support and strategies to manage and mitigate crises.
- Corporate Communications- Developing communication strategies to enhance your reputation.

Digital Marketing

- SEO & SEM- Engine and domain optimization & Paid search campaigns
- Content Marketing- Creating & distributing, relevant content to capture & engage target audiences.
- Social Media Marketing
- Affiliate Marketing- tailored programs that are aligned and relevant.

Business Co-Builder

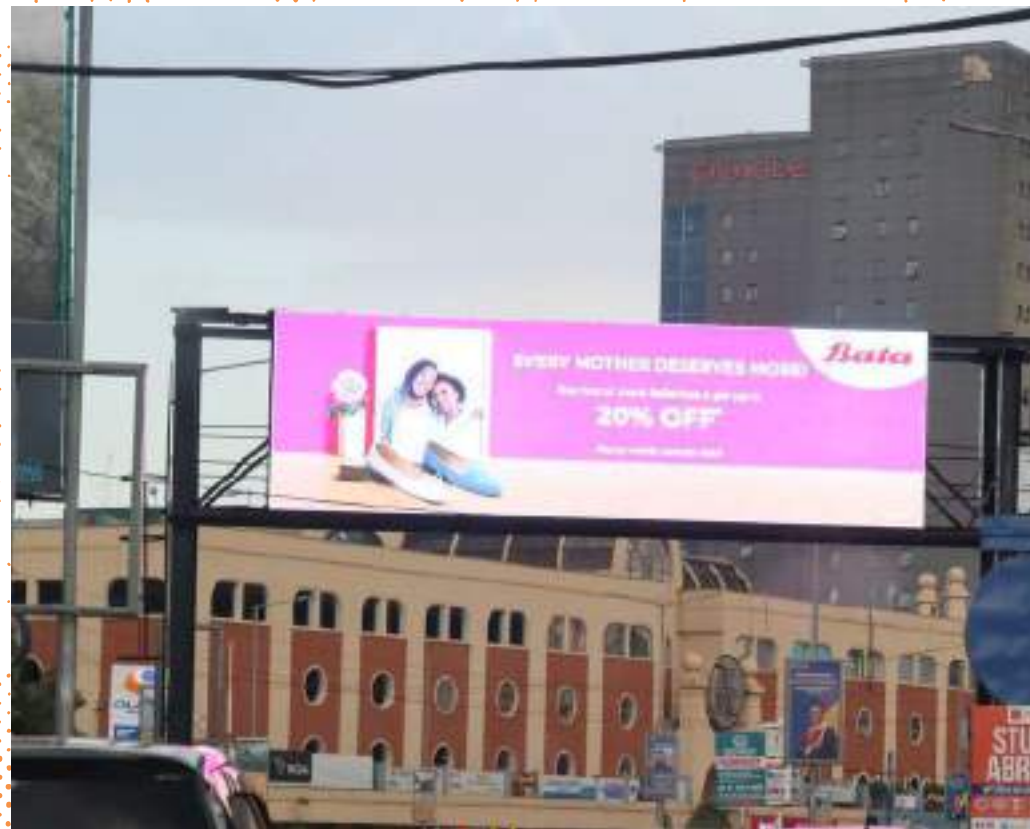
- Strategic Consulting- Strategic advice and consultancy to help achieve your business goals.
- Business Transformation- We assist your business processes to stay competitive.



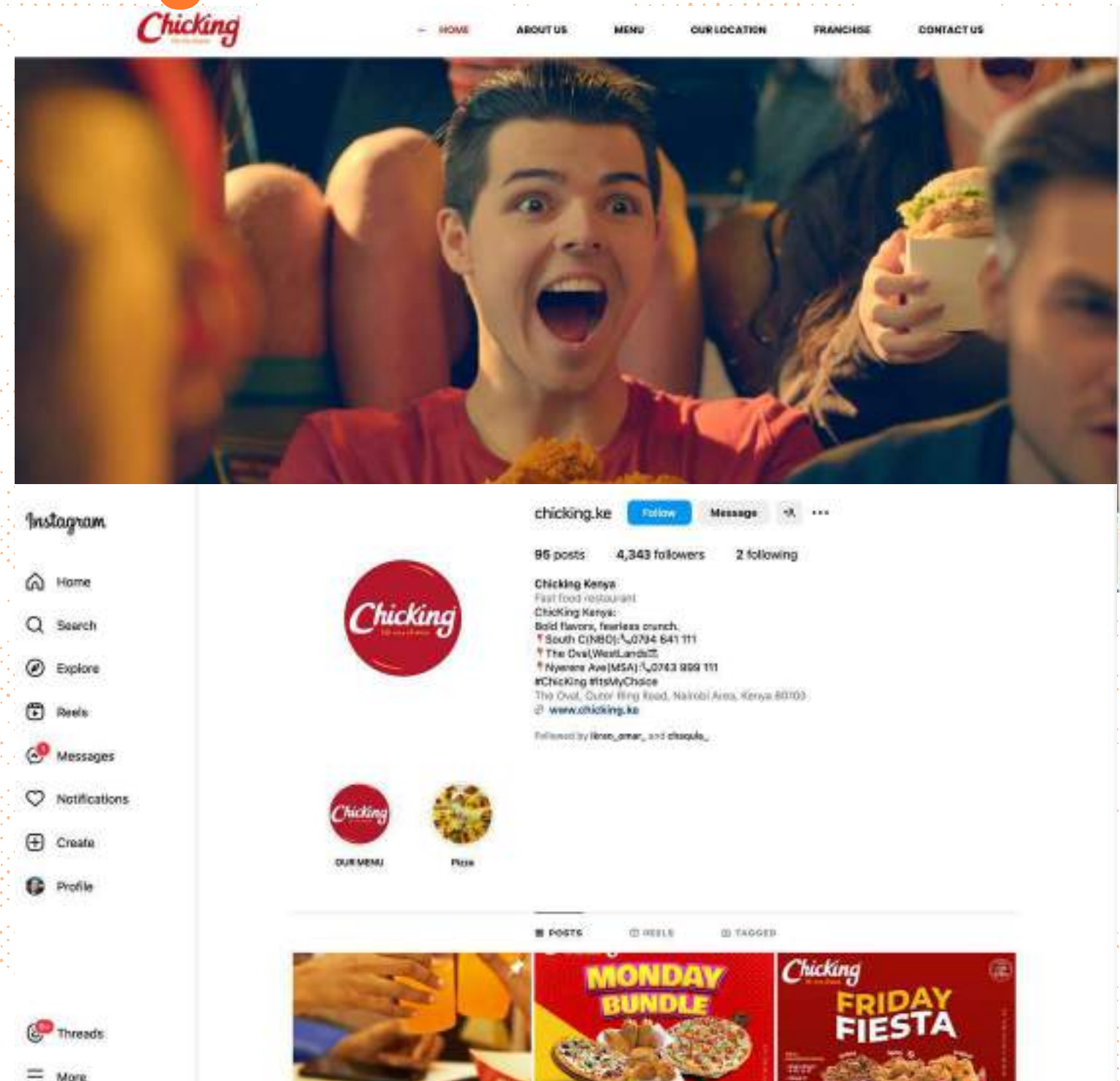
OOH Advertisement



Digital OOH



Digital & Social Media Marketing



ZONA.i

We leverage our global technology partnerships, unique scaled platforms & capabilities to build technology and data solutions fit for our clients' need.

Data & Analytics

- Market Research- Comprehensive research to inform strategy and decision-making.
- Consumer Insights- We analyze consumer behavior to provide actionable insights.
- Performance Measurement- We track & analyze campaign performance to inform marketing efforts.

Technology & Innovation

- Martech Solutions- We leverage our global technology partnerships, unique scaled platforms and capabilities to build technology and data solutions fit for our clients' needs.

Our **key** strategic Verticals



TAPTAP

Continent's largest
location powered
platform



GAMELOFT

The worlds #1
mobile game
publisher



BIDSTACK

Global in-game
ads inside console
games



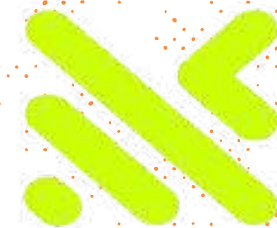
INDAHASH

Performance-driven
affiliate program
solutions



CHANNEL FACTORY

Across YouTube,
TikTok and Meta



INSTREEM

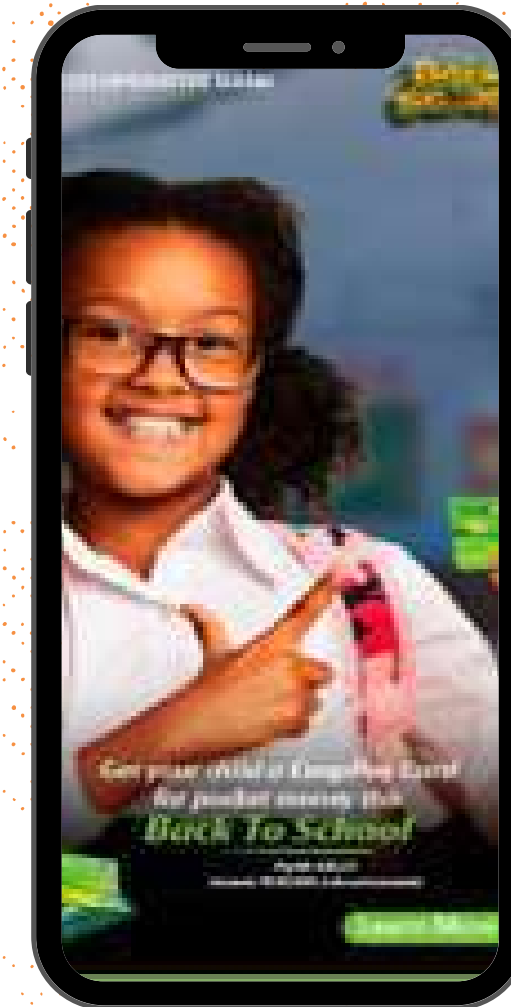
World Class
Interactive
Media



ADTONOS

Global audio platform
for games and smart
speakers

Some of our Brands



Xperiential

We design and produce experiences that bring brands to life.

1

Strategy Development

- Customer Experience Strategy- X Vision & Personalization
- Journey Mapping- Touch Point analysis and omnichannel strategies

2

Research and Insights

- Understanding Customer Needs- Market Research & Customer Journey Mapping
- Data Analytics- Behavioural & Sentiment analytics

3

Creative Development

Content and Design -

- Engaging Content and UX Design
- Brand Story telling

4

Technology and Innovation

- Emerging Technologies-
- Ai & ML
- Augmented Reality & Virtual Reality

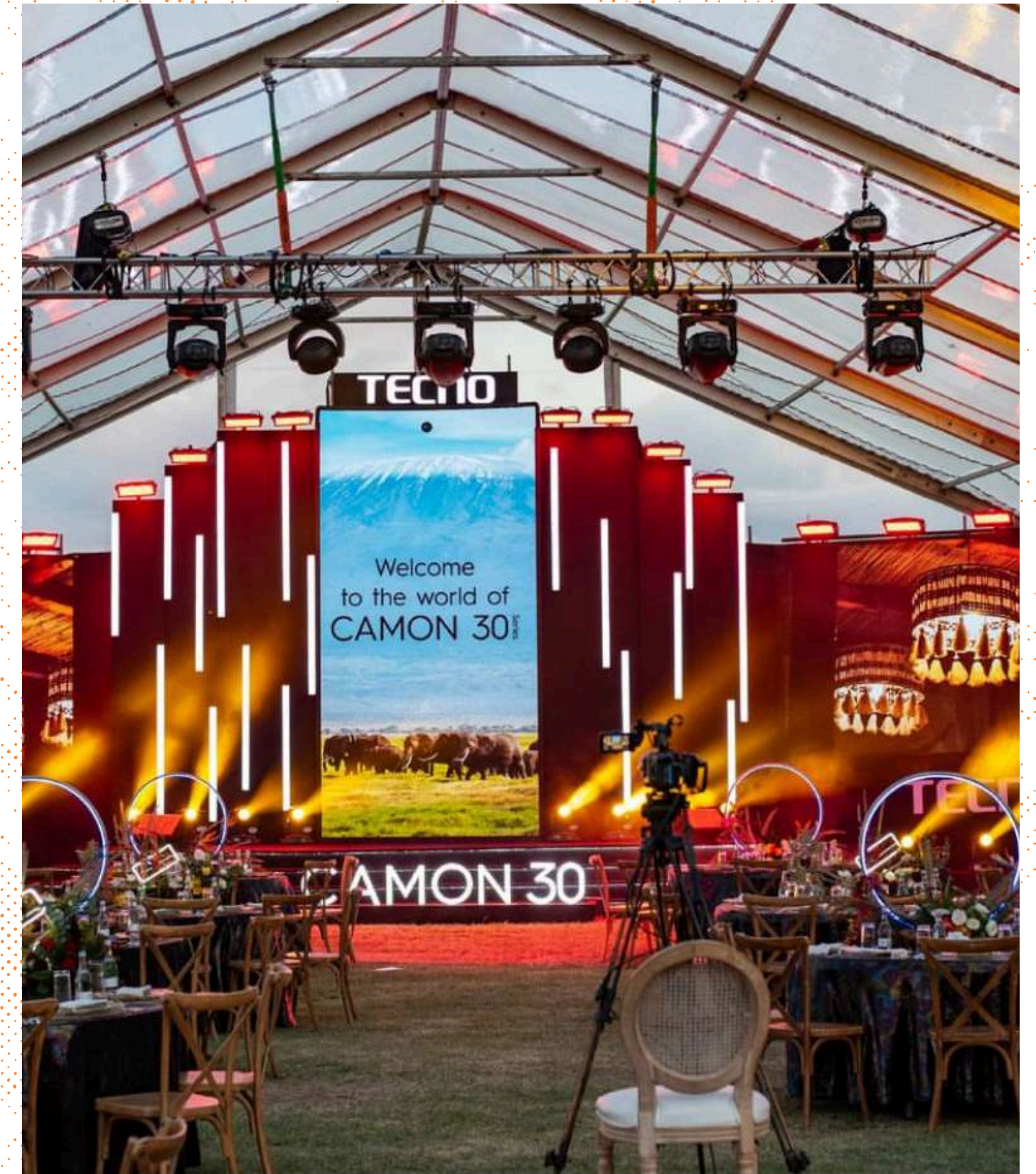




Tecno Spark 20 launch



Tecno Camon 30 launch



Forge Studio –

Zona's specialist production wing, offering services across multiple media types, including print, digital, and TV. **FS** integrates creative, production, and technology capabilities to deliver high-quality, consistent, and cost-effective outputs for you.

Core Services:

Print Production

- Promotional Material
- Packaging
- Large Format Print

Digital Production

- Digital Content
- Video & Animation

Broadcast Production

- TV & Radio Commercial
- Post-Production

Retail & Environmental Design

- In-store Branding
- In-store Displays i.e. POSM
- Exhibition Stands



In-store Branding



POSM Branding



Portfolio





**Work
with us.**

● **Website**

www.zonaventures.co.ke

● **Email**

info@zonaventures.co.ke

● **Contact Number**

+254 (0) 727 250 350