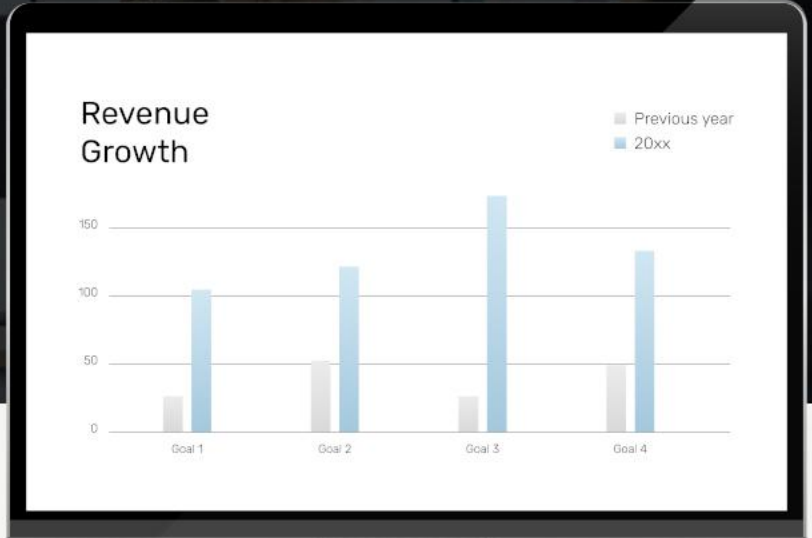


INTEGRATED VISUAL & DIGITAL MARKETING STRATEGY

A CROSS-INDUSTRY BRAND GROWTH FRAMEWORK





INTRODUCTION & CONTEXT (Why This Matters Now)

The Market Reality

Across Kenya and the region, businesses are increasingly competing **visually before they compete on price or product**. First impressions are now formed online—on websites, Google search results and social media platforms, long before a customer walks through a door.

Field feedback from recent on-ground market visits confirms a clear gap:

- Many businesses are **interested but lack structured digital branding**
- Decision-makers want **professional presentation before internal approvals**
- There is strong demand for **locally executed, high-quality visual marketing**

This presents a timely opportunity for businesses across **hospitality, retail, manufacturing, healthcare, automotive and service sectors**.



OUR SOLUTION (What We Do)

A 360° Visual & Digital Marketing Campaign

We provide a **complete brand visibility solution** by integrating:

-  **Professional Graphic Design**
Brand assets, digital posters, brochures and campaign visuals
-  **Professional Photography**
Corporate spaces, products, services, staff and customer experiences
-  **Cinematic Videography (Shoot & Edit)**
Brand stories, service demonstrations, walkthroughs and short-form content
-  **Website & Social Media Management (30 Days)**
Active content management, updates, optimization and performance tracking
-  **SEO – Search Engine Optimization**
Improving online discoverability on Google and digital platforms

This framework is **not limited to hotels**. It applies equally to:

- Hotels & serviced apartments
- Garages & auto service centers
- Supermarkets & retail chains
- Hospitals & pharmacies
- Manufacturing & corporate offices



HOW IT WORKS (Visual Storytelling Approach) **Business Experience, Documented Professionally**

We translate everyday business operations into **powerful marketing narratives**.

Examples across industries:

Hospital / Hotel

- Guest arrival, reception, rooms, dining, amenities

Garage / Auto Service Center

- Vehicle check-in, diagnostics, repairs, customer handover

Retail / Supermarket

- Store layout, product displays, customer shopping experience, order Vs delivery

Manufacturing / Corporate

- Facility walkthroughs, staff at work, production processes

Each campaign follows a clear journey:

- Customer entry / first interaction
- Service or product experience
- Environment, professionalism and trust
- Final delivery and satisfaction

This builds **credibility, confidence and brand authority**.



FIELD INSIGHTS & PROVEN DEMAND (Why This Works)

Key Learnings from Market Visits

Recent field visits to businesses across Mombasa Road, industrial areas and corporate HQs revealed:

- Multiple companies expressed **direct interest** and requested detailed proposals
- Several organizations requested **website review** before approvals
- Strong preference for **local marketing partners** despite having external agencies
- Clear acknowledgment that **visual branding directly affects trust and decision-making**

This validates that:

- The demand exists
- The gap is visual, digital and strategic
- Businesses want clear, professional documentation they can share internally

Our approach answers this need directly.



IMPLEMENTATION & HANDOVER

30-Day Campaign Structure

- Full management of social media platforms & website for **30 days**
- Content creation, publishing, optimization and monitoring
- Brand assets developed and documented
- Performance-ready digital presence

Handover

At the end of 30 days:

- All assets are handed over
- Platforms transitioned to internal teams
- Clear continuity guidelines provided

Let's Build Visibility That Converts

This is not just marketing. It is **strategic brand positioning** for businesses ready to be seen, trusted and chosen.



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PORTFOLIO (Selected Projects)



<https://www.youtube.com/watch?v=Os3qzUGCKcG>



<https://youtube.com/watch?v=wW5b7Cwyt3o>



<https://youtu.be/xWq5aTn8CjA>



<https://youtube.com/watch?v=PY6E UZrNsKg>



<https://youtube.com/watch?v=PPUjl-3uB5E>



<https://youtube.com/watch?v=IFuPygndq-s>