

**ASCENDING LTD.**

# Ascending Agency.

Agency Profile

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# introduction.

Welcome to Ascending Agency, where creativity meets strategy and sparks ignite! As the architects of unforgettable brand experiences, we're not just another marketing agency – we're your partners in propelling your brand to the forefront of innovation and success.

From crafting captivating adverts to orchestrating immersive brand experiences, and from meticulous media planning to dynamic brand activations, we've got every tool in the box to elevate your brand's presence and impact.



# ABOVE-THE-LINE CAMPAIGNS

Ascending Agency delivers impactful Above-the-Line (ATL) campaigns across TV, radio, outdoor, print, and digital channels. With market insights and creative storytelling, we ensure seamless execution, measurable results, and lasting brand growth.

**See our detailed ATL services in the next few slides**

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RADIO CITIZEN



# MEDIA BUYING AND PLACEMENT

We maximize exposure and optimize budget.

- **Media Rate Negotiation:** Secure favorable rates across prime placements.
- **Scheduling:** Plan placements for peak reach (e.g., weekend slots).
- **Monitoring and Optimization:** Adjust based on metrics (GRPs, CPM).

We also monitor the whole campaign and give reports to client.



# TELEVISION CAMPAIGNS

We leverage TV for high visibility and emotional impact.

- **Ad Production:** We Handle scripting, casting, and filming.
- **Channel & Timing:** We choose optimal channels and prime-time slots.
- **Placement Strategies:** We use strategic placements (e.g., national vs. regional broadcasts).

We also monitor the whole campaign and give reports to client.



RADIO CITIZEN



# RADIO CAMPAIGNS

We help you reach a broad audience through engaging audio ads.

- **Scriptwriting & Voice Casting:** Tailored to the brand's tone.
- **Jingle Creation:** Memorable sound design for emotional connection.
- **Geographic Targeting:** Use regional stations for relevance.
- **Frequency Planning:** Target peak listening times for retention.

We also monitor the whole campaign and give reports to client.

# CAMPAIGN STRATEGY AND PLANNING

- **Market Research and Analysis**
- **Audience Segmentation**
- **Messaging Framework**
- **Media Mix Planning**





# CREATIVE CONCEPT DEVELOPMENT

We Build concepts that connects with the audience.

- Creative Briefing & Ideation
- Design and Content Creation
- Storyboarding



# Billboards

Ascending Agency is the one stop shop for billboard placement across Kenya.

With a few details we will quickly present you with the best available billboard locations in the areas you are considering.

We have specialized in finding strategically placed billboard locations since 2014.

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# digital Screens

We can help you get captivating digital screen adverts that command attention and drive results.

From LED billboards to digital displays in malls, airports, and other high-traffic areas, we'll ensure your adverts seamlessly integrate with the chosen digital platforms.





# Transit Ads

We specialize in helping brands like yours reach their target audience through eye-catching matatu transit advertising.

Whether you're targeting commuters in Nairobi, Mombasa, or any other city, we'll help you select routes and matatus that align with your target demographic.

**Reach  
Target**  
CUSTOMERS

# EXPERIENTIAL MARKETING

We specialize in crafting brand experiences that raise awareness of your brand, enhancing engagement and recognition. Here is what we can do for you.

- Roadshows
- Pop-Up events
- Mall Activations
- Experiential Booths at Events
- Festivals and Concert Sponsorships
- Street Team Activations
- Campus Activations
- Sporting Event Activations
- Influencer-Led Experiences



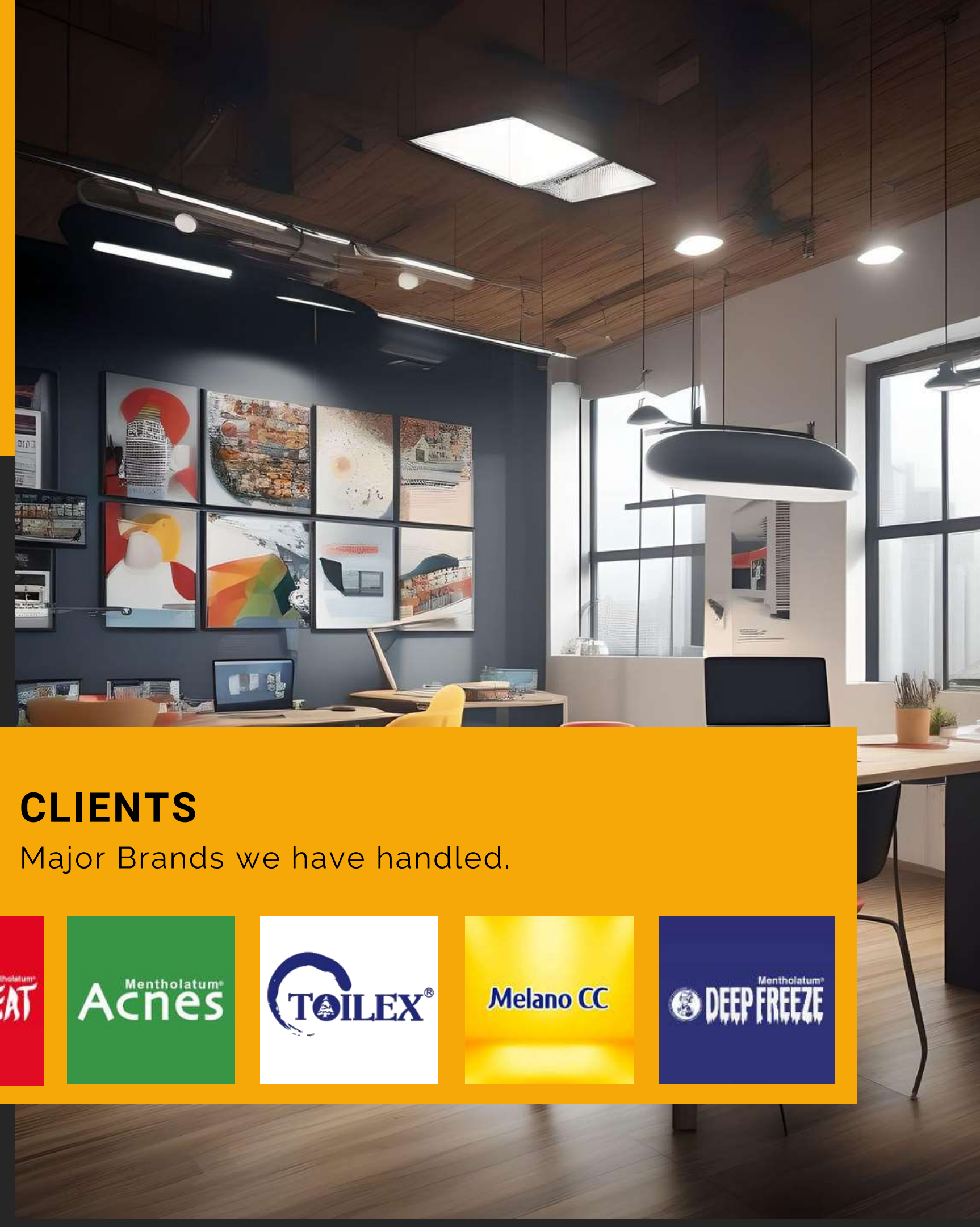
# EXPERIENCIAL MARKETING

Ascending Agency has extensive experience in implementing experiential marketing campaigns across various sectors, including healthcare, skincare, and sports. Below are some notable examples of our work:



## CLIENTS

Major Brands we have handled.



# EXPERIENTIAL MARKETING

Deep Heat and Deep Freeze Brands



# EXPERIENTIAL MARKETING

## Deep Heat and Deep Freeze Brands





# EXPERIENTIAL MARKETING

## Deep Freeze



# EXPERIENTIAL MARKETING

## Deep Heat & Deep Freeze



# JOHNNY WALKER CAMPAIGN

**Objective:** To elevate brand awareness and drive engagement among urban professionals and social enthusiasts.

**Execution:** Ascending Agency implemented experiential campaigns for Johnny Walker across premium lounges, bars, and exclusive events in major cities. The campaigns included interactive tasting sessions, branded setups, and a "Whiskey Journey" experience that educated participants on the different Johnny Walker blends. These activations were executed at high-profile events such as the Nairobi Fashion Week and Kenya Polo Tournament, capturing the attention of Johnny Walker's target audience.

**Results:** The campaigns achieved strong brand visibility and consumer engagement, with an increase in social media mentions and a noticeable boost in product interest among young professionals and social trendsetters.



# EXPERIENTIAL MARKETING

## JOHNNY WALKER



# EXPERIENTIAL MARKETING

## JOHNNY WALKER



# EXPERIENTIAL MARKETING

## JOHNNY WALKER



# Mellano CC Experiential Campaigns

**Objective:** To promote Mellano CC as a leading skincare product through direct customer engagement and skin analysis sessions.

**Execution:** Ascending Agency has continuously carried out skin analysis experiential campaigns for Mellano CC in major supermarkets like Naivas and Quickmart across 10 counties. The activations included skin analysis consultations, product trials, and personalized skincare recommendations by beauty experts.

**Results:** The campaigns have significantly enhanced brand visibility, led to a high conversion rate, and solidified Mellano CC's presence in the skincare market.



# EXPERIENTIAL MARKETING

## Acnes & Melanno CC Brand ambassadors Training





# EXPERIENTIAL MARKETING

Melanno CC



# EXPERIENTIAL MARKETING

Melanno CC



# EXPERIENTIAL MARKETING

Melanno CC



# EXPERIENTIAL MARKETING

Acnes, Melanno CC, Deep Heat and Deep freeze





# **SOCIAL MEDIA CAMPAIGNS**

We create engaging social media strategies tailored to build brand awareness, encourage audience interaction, and drive conversions across all major platforms.

**See our detailed social media services in the next few slides**

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# SOCIAL MEDIA STRATEGY DEVELOPMENT

We help you establish a comprehensive social media plan that aligns with brand goals.

## 1. Audit Current Presence:

- Evaluate account performance, engagement, and content.
- SWOT Analysis to identify strengths and opportunities.

## 2. Competitor Analysis:

- Assess competitors' strategies to find gaps and set goals.

## 3. Goal Setting & KPIs:

- Define objectives (e.g., brand awareness, traffic).
- Track KPIs (e.g., engagement rate, follower growth).

## 4. Platform Selection:

- Choose platforms based on target audience (e.g., Facebook, Instagram).



# CONTENT CREATION AND CURATION

We Develop engaging, high-quality content.

- **Content Strategy:** Plan themes, topics, and formats based on audience.
- **Creative Asset Production:** We design graphics, videos, and animations. We also craft posts and captions for engagement.
- **Content Calendar:** Schedule posts to maintain consistency.
- **Content Curation:** Share relevant third-party content.



# SOCIAL MEDIA MANAGEMENT

We ensure your brands Maintain a consistent and active presence.

- **Account Optimization:** Update profiles with branding and SEO-friendly details.
- **Scheduling & Publishing:** Use tools to ensure timely and consistent posting.
- **Platform-Specific Tactics:** Leverage unique platform features (e.g., Stories, LinkedIn Articles).





# AUDIENCE ANALYSIS AND TARGETING

We define the target audience for tailored messaging.

- **Demographic Profiling:** Identify age, gender, location, etc.
- **Psychographic Analysis:** Understand interests, values, and lifestyles.
- **Behavioral Insights:** Study interaction patterns, preferred content, and peak times.
- **Buyer Persona Development:** Create profiles to guide content and advertising.



# SOCIAL MEDIA ADVERTISING AND PROMOTION

We help brands amplify reach through targeted ads.

- **Ad Strategy Development:** Set objectives and choose ad formats (e.g., awareness, conversions).
- **Audience Targeting:** Reach specific demographics and behaviors.
- **Ad Creative Development:** Design visuals and copy for conversions.
- **Budget Management & A/B Testing:** Optimize budget and test ads for effectiveness.



# INFLUENCER MARKETING

We help brands leverage influencers to boost brand visibility.

- **Influencer Identification:** Find influencers who align with brand values.
- **Partnership Negotiation:** Manage outreach and set deliverable expectations.
- **Campaign Coordination:** Ensure consistency and monitor engagement metrics.



# ANALYTICS AND REPORTING

We measure performance and optimize strategy.

- **Metrics Tracking:** Monitor KPIs (e.g., engagement, CTR).
- **Customized Reports:** Provide summaries with insights and recommendations.
- **ROI Measurement:** Compare campaign costs with results.



# DIGITAL MARKETING & WEB DEVELOPMENT

Explore our extensive suite of digital marketing solutions tailored for your business needs, encompassing:

- Search Engine Optimization (SEO)
- Online Ads e.g. Google Ads, social media Ads
- Email Marketing
- Website Design/Development

Our dedication lies in delivering optimal outcomes tailored precisely to your needs. Collaboratively, we'll craft a bespoke digital marketing strategy aimed at propelling you towards your objectives.

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# PR SERVICES

We specialize in offering top-notch PR services for brands just like yours. Here is what we offer.

- **Strategic Media Relations:** We'll craft compelling press releases and secure valuable coverage in all media outlets.
- **Influencer Partnerships:** We'll connect you with influencers and thought leaders in your industry to amplify your brand's reach and credibility.
- **Crisis Management:** Should the unexpected arise, our team is equipped to handle crisis communication and protect your brand's reputation.





# EVENTS MANAGEMENT

Our Events Management service is tailored to transform your concepts into indelible memories, ensuring your brand shines brightly and your message echoes resoundingly.

Whether it's a corporate conference, product unveiling, elegant gala, or any special occasion, count on us as your reliable ally throughout the journey.

**We Make  
your events  
memorable**

# PRINTING & BRANDING

We specialize in crafting eye-catching promotional items like flyers, T-shirts, caps, pens, cups, Banners and displays, Indoor and outdoor signages. We offer expert advice on everything from colors and fonts to design and illustrations. We prioritize quality, using top-notch materials colors, and textures to ensure your prints stand out.





# BRAND IDENTITY & PACKAGING

we provide all the necessary tools to initiate, cultivate, and promote your brand extensively. Through strategic planning, innovative design, and compelling storytelling, Ascending Agency will elevate your brand presence to new heights!



Marketing Agency

# ASCENDING AGENCY

CASE STUDY

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ABOVE THE LINE

# ACNES BRAND

## Creative Brand and Product Strategy

- **Objective:** Increase sales of Acnes products among the youth market.
- **Strategy:** Position Acnes as a trendy and effective solution for acne problems, leveraging influencers and relatable content.

## Integrated Marketing Campaigns

- **Multi-Channel Approach:**
  - **Influencer Partnerships:** Collaborated with popular youth influencers to promote Acnes products through authentic content.
  - **Media Strategy:** media planning and buying of TV, Radio and Billboard. Created impactful ads
  - **Social Media Blitz:** Launched engaging challenges and giveaways on Instagram and TikTok.
  - **Experiential Marketing:** Hosted skincare workshops at universities and high schools.

## Key Successes

- **Sales Growth:** Achieved a 30% increase in sales within the youth demographic.
- **Social Media Engagement:** Increased social media following by 50% and achieved high engagement rates on posts and challenges.



# DEEP HEAT PERIOD PATCH

## Creative Brand and Product Strategy

- Objective: Promote Deep Heat Period Patch as a revolutionary product for menstrual pain relief.
- Strategy: Focus on the convenience and effectiveness of the product through empathetic and relatable messaging.

## Integrated Marketing Campaigns

- Multi-Channel Approach:
  - **Media Strategy:** media planning and buying of TV, Radio and Billboard. Created impactful Ads.
  - **Social Media Campaigns:** Ran targeted campaigns featuring testimonials from women who experienced relief using the period patch.
  - **Influencer Collaborations:** Partnered with health and wellness influencers to spread awareness.
  - **Experiential Marketing:** Distributed free samples at women's health events and fitness centers.

## Key Successes

- **Product Adoption:** Saw a rapid increase in product adoption, with a 35% rise in sales within six months.
- **Positive Feedback:** Received overwhelmingly positive feedback from users, enhancing brand credibility.



## ATL and BTL Campaigns



# MELLANO CC BRAND

## Creative Brand and Product Strategy

- **Objective:** Establish Mellano CC as a leading brand in skincare solutions.
- **Strategy:** Highlight the unique benefits of Mellano CC products through educational content and expert endorsements.

## Integrated Marketing Campaigns

- Multi-Channel Approach:
  - **Content Marketing:** Produced a series of videos and blog posts featuring dermatologists discussing the benefits of Mellano CC.
  - **Media Strategy:** media planning and buying of TV, Radio and Billboard
  - **Digital Advertising:** Ran targeted ads on social media and beauty websites.
  - **Public Relations:** Secured features in top beauty magazines and online publications.

## Key Successes

- **Brand Awareness:** Increased brand awareness by 40% within the first year.
- **Customer Trust:** Built a loyal customer base with a 25% increase in repeat purchases.



## Above the line and below the line campaigns



# DEEP FREEZE BRAND

## Creative Brand and Product Strategy

- **Objective:** Reinforce Deep Freeze as a trusted solution for cold therapy pain relief.
- **Strategy:** Highlight the product's benefits for both sports injuries and everyday aches through compelling visuals and testimonials.

## Integrated Marketing Campaigns

- **Multi-Channel Approach:**
  - **Media Strategy:** media planning and buying of TV, Radio and Billboard(OOH). Created impactful Ads.
  - **Digital Campaigns:** Launched targeted digital campaigns on fitness and health platforms.
  - **Event Sponsorships:** Sponsored sports events and provided on-site demonstrations of Deep Freeze products.
  - **Content Marketing:** Created informative content on the benefits of cold therapy for pain management.

## Key Successes

- **Increased Visibility:** Boosted brand visibility with a 25% increase in online searches and social media mentions.
- **Market Growth:** Achieved a 20% increase in market share within the first year of the campaign.



## Above the line and below the line campaigns



# TOILEX BRAND CAMPAIGN

## Campaign Objective

To increase brand visibility and consumer engagement for Toilex tissue through a targeted outdoor advertising and sampling campaign within Nairobi CBD and Kiambu County.

## Outdoor Strategy

### Billboards on Public Toilets

#### Location:

- **Nairobi CBD:** Strategically placed billboards on high-traffic public toilets.
- **Kiambu County:** Billboards in key areas frequented by residents and visitors.

#### Approach:

- **Creative Design:** Developed eye-catching and informative billboard designs that highlighted the key benefits of Toilex tissue, such as softness, strength, and value for money.
- **Strategic Placement:** Ensured maximum visibility by placing billboards at eye level in high-traffic areas, making the Toilex brand top-of-mind for consumers.



# TOILEX BRAND CAMPAIGN

## Approach:

- **Strategic Placement:** Ensured maximum visibility by placing billboards at eye level in high-traffic areas, making the Toilex brand top-of-mind for consumers.

## Execution:

- **Nairobi CBD:** Installed billboards on public toilets located at busy bus stops, market areas, and shopping centers.
- **Kiambu County:** Placed billboards on public toilets in local markets, near schools, and in community centers.

## Key Successes:

- **Increased Brand Visibility:** Achieved a 40% increase in brand visibility within the targeted areas.
- **Consumer Recall:** Enhanced consumer recall of the Toilex brand, leading to increased product inquiries and purchases.





# TOILEX BRAND CAMPAIGN

## Sampling Campaign

Objective: To drive trial and adoption of Toilex tissue by directly engaging with consumers through sampling activities.

## Approach:

- **Sample Distribution:** Distributed free samples of Toilex tissue to consumers in high-traffic areas within Nairobi CBD and Kiambu County.
- **Engagement Activities:** Conducted interactive activities to engage consumers, including product demonstrations and feedback collection.

## Execution:

- **Sampling Locations:**
  - Nairobi CBD: Markets, bus stops, shopping centers, and public events.
  - Kiambu County: Local markets, schools, community centers, and residential areas.
- **Brand Ambassadors:** Trained brand ambassadors to educate consumers about the benefits of Toilex tissue and encourage them to try the product.



# TOILEX BRAND CAMPAIGN

## Key Successes:

- **Consumer Engagement:** Directly engaged with thousands of consumers, leading to a high rate of product trials.
- **Positive Feedback:** Collected valuable consumer feedback, with over 85% of participants expressing satisfaction with the product.
- **Sales Increase:** Achieved a 25% increase in sales in the targeted areas following the sampling campaign.

## Overall Campaign Impact

### Key Gains

- **Brand Awareness:** The combination of outdoor advertising and sampling significantly boosted brand awareness for Toilex in Nairobi CBD and Kiambu County.
- **Market Penetration:** Successfully penetrated new market segments, resulting in increased market share for Toilex.
- **Consumer Loyalty:** Built strong consumer loyalty through direct engagement and positive product experiences.





# CONTACT US

Ascending Agency has a proven track record of delivering successful integrated marketing campaigns across various brands. Our strategic approach, creative execution, and focus on measurable results have consistently driven growth and enhanced brand equity for our clients. Contact us today



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Creative Agency

**THANK YOU**