



...Touchpoint Experience Enablers

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CONTENT

- X OUR PROFILE**
- X OUR MISSION/VISION**
- X OUR BUSINESS PHILOSOPHY**
- X OUR SERVICES**
- X OUR CLIENTS & BRANDS**
- X OUR A PILLARS OF ENGAGEMENT**
- X OUR TOOLS-STRATEGY DIMENSION**
- X OUR TOOLS - TACTICAL DIMENSION**
- X OUR FIELD OPERATIONS**
- X OUR PROMISE**
- X OUR WORKS**

OUR PROFILE

We are an integrated marketing communications agency in affiliation with Samplex [PTY] Limited South Africa, providing Branded Integrated Experience (BIE) across board.

It is our belief that marketing must engage the target audience for it to maximize Return on investment (ROI).

We have developed tools and processes that help us to deliver value to our Clients.

Globally, customer and consumer engagement is the key driver of measurable value in the fiercely competitive marketplace.

We are convinced that the industry needs to have local companies with a global mind set. This is our domain expertise - as touch points experience and engagement enablers. We are passionate about putting your brands/products/services ahead of competition.

Our approach focuses on new cost-effective ways of customer and consumer engagement- combining innovation and simplicity in meeting the client's marketing objectives.

Our team is ably staffed by highly experienced professionals who provide consultative and customer focused solutions that set the standard in timely and effective marketing objectives realization for our clients.

OUR MISSION/VISION



To create and implement cutting edge marketing solutions at touch points that profitably contribute to the realization of our clients' business objectives.



To be the leading enabler of innovative marketing experiences in emerging African economies

OUR BUSINESS PHILOSOPHY



Our business philosophy is anchored on the Following theme: "Understand the consumer's Lifestyle /mind set (Insight) and use innovative touch points (strategy) to reach and convert them [Results]."

Within this context therefore we utilize such tactics as surprise, humour, ingenuity and consequently target audience involvement in reaching the consumers.

There is no doubt that in today's marketplace there is intense fight for the customer's attention and by extension market share, hence there is need to utilize all creative marketing channels and not just a few to reach the target audience.

Every brand custodian needs to harness a full repertoire of marketing communication tools to multiply the power of his/her message and inspire action in the targeted customers. This is what we call "converging on the customer" to positively influence their behavior towards a brand, product or service and ultimately improve your bottom-line.

We are committed to building a reputation for continual innovation in below-the-line marketing communication space.

OUR SERVICES



- ✘ Event Management
- ✘ Consumer / Shopper Activation
- ✘ Trade / POS Activation
- ✘ Media Amplification / Publicity
- ✘ BTL Premiums Production
- ✘ Mobile / Interactive / Social Media
- ✘ Relationship Marketing
- ✘ Sponsorship Management

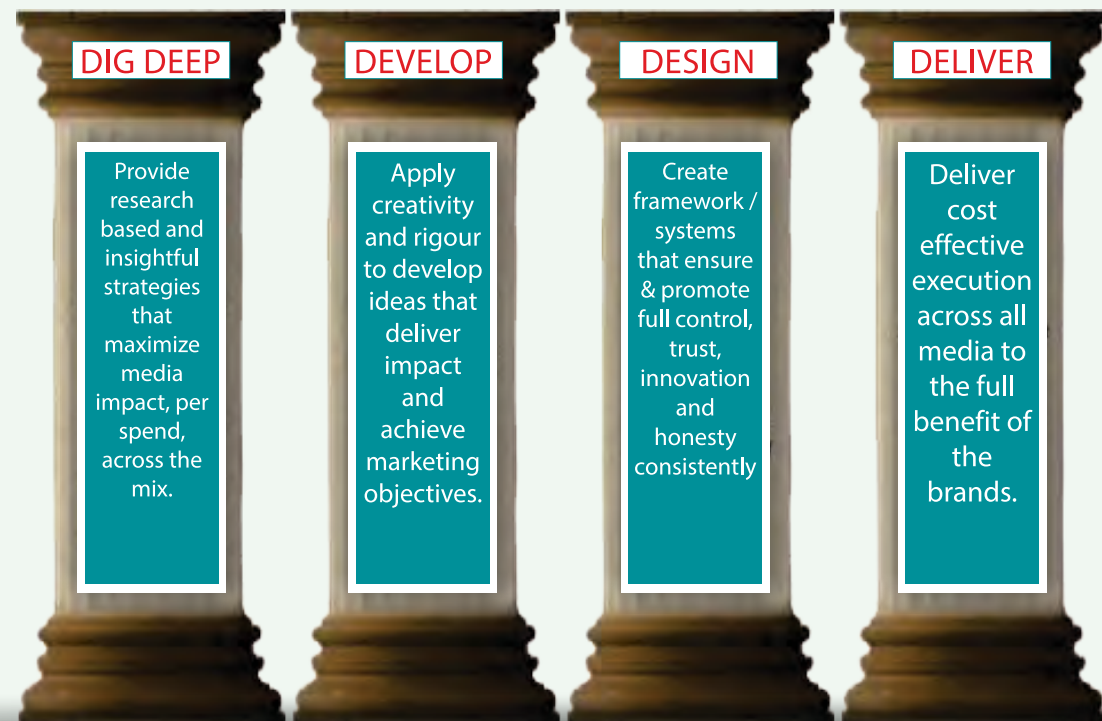
We bring brands to life by employing whatever it takes to recruit, engage, connect, involve and convert the core audience.

Different Tasks ✘ Different Solutions ✘ One Company

OUR CLIENTS & BRANDS



OUR 4 PILLARS OF ENGAGEMENT



OUR TOOLS STRATEGY DIMENSION



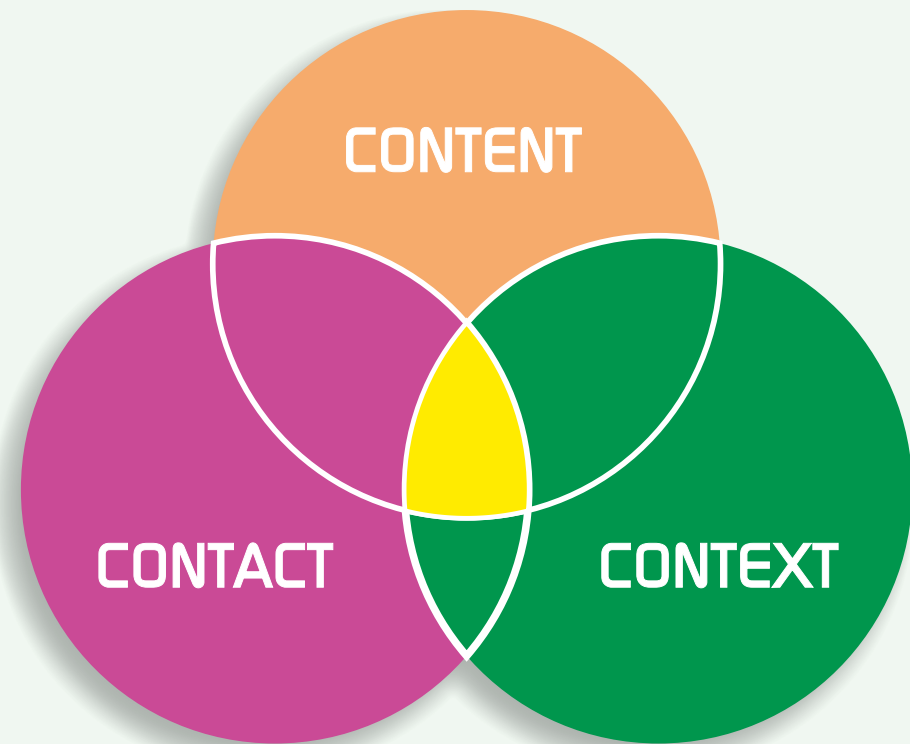
For every brief, there is a strategy window

...using traditional and non-traditional channels and based on powerful insights in the right way

OUR TOOLS TACTICAL DIMENSION

Even the right strategy built on a powerful insight does not guaranty success:

The right Implementation (Content) Weapon
+
The right Implementation (Context) Relevance
+
The right Implementation (Contact) Audience
=
Guaranteed Success!



OUR FIELD OPERATIONS

(WITHIN & OUTSIDE LAGOS)

Recce & Intelligence – Sniffing & Revert

- ✘ Location mood / venue / security / hotel assessment
- ✘ Client structure alert
- ✘ Brand agenda vs cultural beliefs
- ✘ Key Opinion Leaders (KOL) & Local Govt Liaison
- ✘ Observations (competition) Reporting
- ✘ Ground information back to office

Landing & Adjustment – Squad Penetrates

- ✘ Take over location (venues, hotels etc.)
- ✘ Align with Client structure on ground
- ✘ Befriend Key Opinion Leaders (KOL) & Local Authorities
- ✘ Confirm Compliance to Health, Safety and Environment Hazards
- ✘ Equipment Testing
- ✘ Team Rehearsal

OUR FIELD OPERATIONS

(WITHIN & OUTSIDE LAGOS)

Escalation & Reporting – Unleashing

- ✘ Audience Invitation / Recruitment
- ✘ Quality Engagement of Audience
- ✘ Conversion to Brand Admirers
- ✘ Obtain Retention trap

Control & Reporting – All Eyes open

- ✘ Brand Property Monitoring
- ✘ Team Deliverables Tracking
- ✘ Environmental Tracking
- ✘ Activation KPI Tracking
- ✘ Daily Reporting via the Portal

Departure – Leave the combat ground

- ✘ Indelible marks in the minds of the audience
- ✘ Testimonies (Post)
- ✘ Bye-Bye on good note

OUR PROMISE

Daily / Weekly

- Feed back from field activities
- Competitive activities
- Brand performance
- Issues / challenges / actions

Mid Campaign Report

- Brand performance / Competitive activities
- Results
- Issues / challenges / actions
- Recommendations

Post Campaign Report

- Results
- Issues
- Actions
- Recommendations

- ✗ Hardcopy
- ✗ Softcopy
- ✗ Pictures
- ✗ Audio/Visuals
- ✗ E-mail
- ✗ SMS
- ✗ Calls

OUR WORKS

CLIENT:	Wiko Mobile
EVENT:	Media Product Launch
VENUE:	Eko Hotels & Suites, Lagos-Nigeria

THE BRIEF:

To conceive and deliver a world class and engaging Media launch for Europe's Fastest Growing Phone Brand – Wiko Mobile into Nigeria's highly competitive mobile devices market segment.

EXECUTION DIMENSION:

Focus was on the Media Partners in an experiential engagement . The major highlights of the engagement were brand presentation, high energy and vibrant entertainment, product demo & product endorsement to drive home the brand objectives to the core audience.

RESULT:

The event objective of engaging and connecting the brand to the audience was achieved. All KPI's were delivered on time and as agreed.

OUR WORKS



OUR WORKS



OUR WORKS

CLIENT:	Wiko Mobile
EVENT:	Channel Partners Product Launch
VENUE:	Eko Hotels & Suites, Lagos-Nigeria

THE BRIEF:

To conduct a special Launch event of Wiko Mobile phones for Channel Partners in Nigeria .

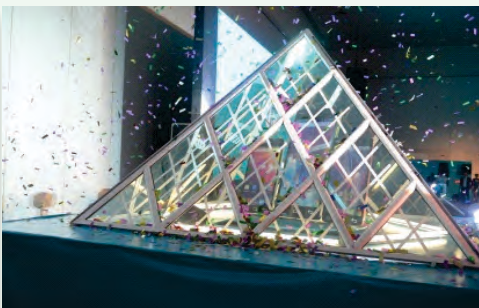
EXECUTION DIMENSION:

Focus was on the Channel Partners in Nigeria in an experiential engagement that fully gave expression to the brand positioning of being different, youthful and energetic . The major highlights of the engagement were brand talk, high powered entertainment, product demo & product endorsement to drive home the brand objectives to the core audience.

RESULT:

The event objective to connect and build reach for the brand to the audience was achieved. All KPI's were delivered on time and as agreed.

OUR WORKS



OUR WORKS

CLIENT: Norton Symantec

EVENT: Norton Africa Resellers Program

VENUE: Protea Hotel, Lagos-Nigeria

THE BRIEF:

To reintroduce Norton Symantec into its market category via updating / training of a cross-section of Norton end-user interface Resellers in Nigeria on the new and improved features of Norton. Also, to further strengthen the emotional tie between them & Norton Symantec as a brand.

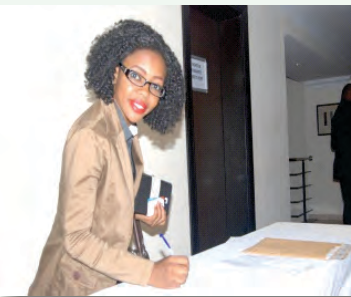
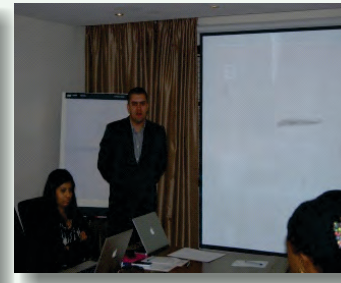
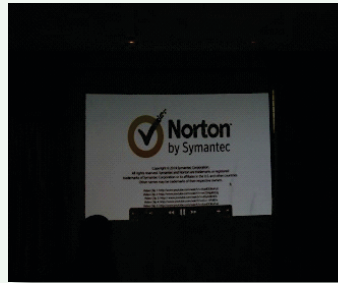
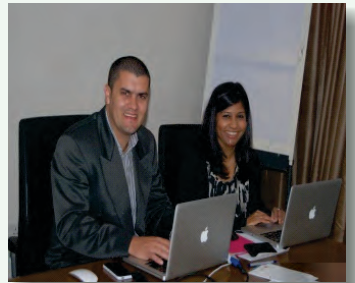
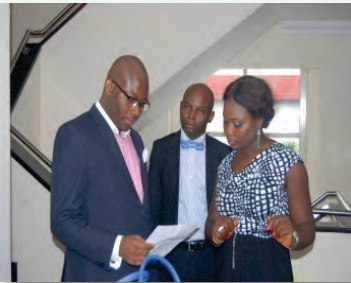
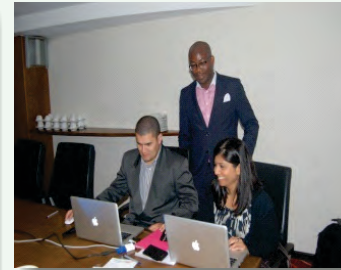
TACTICAL DIMENSION:

Focused on the Resellers in Nigeria in an experiential engagement. The major highlights of the engagement were brand lectures, brand talk, entertainment, product demo & product endorsement to drive home the brand objectives to the core audience.

RESULT:

The objective of the event to reawaken and reconnect the brand to the audience was achieved. All KPI's were delivered on time and as agreed.

OUR WORKS



OUR WORKS

CLIENT: Norton Symantec

EVENT: Norton Africa Resellers Program

VENUE: Golden Tulip Hotel, Accra-Ghana

THE BRIEF:

To reintroduce Norton Symantec into its market category via updating / training of a cross-section of Norton end-user interface Resellers in Ghana on the new and improved features of Norton. Also, to further strengthen the emotional tie between them & Norton Symantec as a brand.

TACTICAL DIMENSION:

Focused on the Resellers in Ghana in an experiential engagement. The major highlights of the engagement were brand lectures, brand talk, entertainment, product demo & product endorsement to drive home the brand objectives to the core audience.

RESULT:

The objective of the event to reawaken and reconnect the brand to the audience was achieved. All KPI's were delivered on time and as agreed.

OUR WORKS



OUR WORKS

CLIENT: Norton Symantec
ACTIVATION: Norton Symantec POS Materials Deployment
SCOPE: Lagos Metropolis

THE BRIEF:

To deploy POS Materials in Resellers' outlets across Lagos so as to create brand visibility, in-store penetration and presence while leveraging on the platform to increase the bond between the brand and them

TACTICAL DIMENSION:

Focused on the Resellers in Lagos, Nigeria via POS Materials activation. The major highlight of the engagement was deployment of brand's communication materials along the corridor of point of sale to drive home the brand objective to the core audience.

RESULT:

The POS Materials were properly and effectively deployed to the Resellers outlets across Lagos on-time and in-full.

OUR WORKS



OUR WORKS



OUR WORKS

CLIENT: May & Baker Nigeria Plc

ACTIVATION: M&B Paracetamol Market Women Initiative Campaign

SCOPE: Lagos and Ota

THE BRIEF:

To implement the market women initiative campaign through engaging, interactive and educative drama and dance in order to increase brand visibility and connection within the major drug markets and May and Baker Office environs in Ikeja/Ota.

STRATEGIC DIMENSION:

The focal point was on the market women within those locations selected across Lagos and Ota. Brand edutainment was created to drive home the brand objectives among the audiences. Highlight of the activities carried out to connect the audience emotionally to the brand were POS materials deployment, product sampling, sales, brand edutainment, question & answer session tied around the brand, dancing competition and talent display.

RESULT:

The Business objective to communicate the brand efficacy, and also using the platform to create brand visibility and presence for the brand was achieved. All KPI's were delivered as agreed and on time.

OUR WORKS



OUR WORKS



OUR WORKS



OUR WORKS

CLIENT: Laterna Venture Limited

ACTIVATION: Neighbourhood Activation

SCOPE: Lagos Metropolis

THE BRIEF:

To create strong top of the mind awareness and brand visibility among the core audience in an engaging and interactive manner via distribution of 10,000 copies of handbills in some selected densely populated places of worship within Lagos metropolis.

TACTICAL DIMENSION:

Emphasis was on the members of those selected places of worship within Lagos metropolis. Highpoint of the engagement was the use of branded skaters to distribute the brand communication materials and also communicate the brand efficacy to the core audience.

RESULT:

10,000 handbills were distributed effectively across those selected places of worship as agreed and on time.

OUR WORKS



OUR WORKS

CLIENT: VITABOTICS NIGERIA LIMITED

ACTIVATION: BRT BRANDING Campaign

SCOPE: Lagos Metropolis

THE BRIEF:

To create brand visibility and massive awareness via BRT branding on both the internal and external of BRT Buses.

TACTICAL DIMENSION:

Focus on the commuters and passers-by of the BRT / LAG buses that ply on the major roads across Lagos metropolis.

RESULT:

10 BRT buses that move in different major roads across Lagos metropolis were internally and externally branded and used to achieved the brand objectives of creating massive awareness and visibility.

OUR WORKS



OUR WORKS

CLIENT: Ena Foods Industries Limited

ACTIVATION: Ena Milk Market Entry Campaign

SCOPE: Lagos Metropolis

THE BRIEF:

To create brand visibility, massive awareness and presence via high-tech mechanism at high-touch points across Lagos while leveraging on the platform to motivate usage.

TACTICAL DIMENSION:

The campaign targeted the general public via the High-tech Mobile outdoor– ADVERTISING VAN, and good looking Brand ambassadors that had one on one interaction with the audience and also distributed brand communications materials, to achieved the campaign objectives.

RESULT:

All the touch points as agreed were activated and the key performance indicators were effectively delivered on time.

OUR WORKS



OUR WORKS

CLIENT: Absen Photo Electric Company Ltd, Shenzhen, China

EVENT : Absen Brand Launch

VENUE: Sheraton Hotel, Ikeja, Lagos - Nigeria

AUDIENCE: B2B Partners

EVENT OBJECTIVE:

To launch Absen Brand (Digital display products) into the Nigeria market.

TACTICAL DIMENSION:

Focused on the B2B Partners in Nigeria in an experiential engagement . The major highlights of the engagement were brand edutainment, product demo & product endorsement to drive home the brand objectives to the core audience.

RESULT:

The event objective to communicate the brand USP, and also leverage on the platform to create brand visibility and presence for the brand was achieved. All KPI's were delivered as agreed and on time.

OUR WORKS



OUR WORKS

CLIENT: European Soaps & Detergents Limited

ACTIVATION: Fresh Life Herbal Soaps Sampling

SCOPE: Lagos Metropolis

THE BRIEF:

To create brand visibility, massive awareness across Lagos while leveraging on the platform to motivate usage through dry sampling.

TACTICAL DIMENSION:

The campaign targeted the general public by generating instant attention and connection with the innovative Nexcel Advests and Brand ambassadors riding on the popular Okada bikes. We sampled the products and carried out one-on-one interaction with the audience to achieve the campaign objectives.

RESULT:

All the touch points as agreed were activated and the key performance indicators were effectively delivered on time.

OUR WORKS



OUR WORKS





M A R K E T I N G

...Touchpoint Experience Enablers



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