



OUTBACK MEDIA LIMITED

COMPANY PROFILE



TABLE OF CONTENTS

INTRODUCTION	3
ABOUT US	3
COMPANY STRUCTURE	4
MISSION	5
VISION	5
WHAT WE DO	6
MULTIMEDIA	8
ICT	28
SALES & MARKETING	36
CLIENTS	42
COMPANY ADRESS & CONTACTS	43



INTRODUCTION

ABOUT US

We are a team of highly inventive and intensely inspired persons with catching passion and endless creative energy.

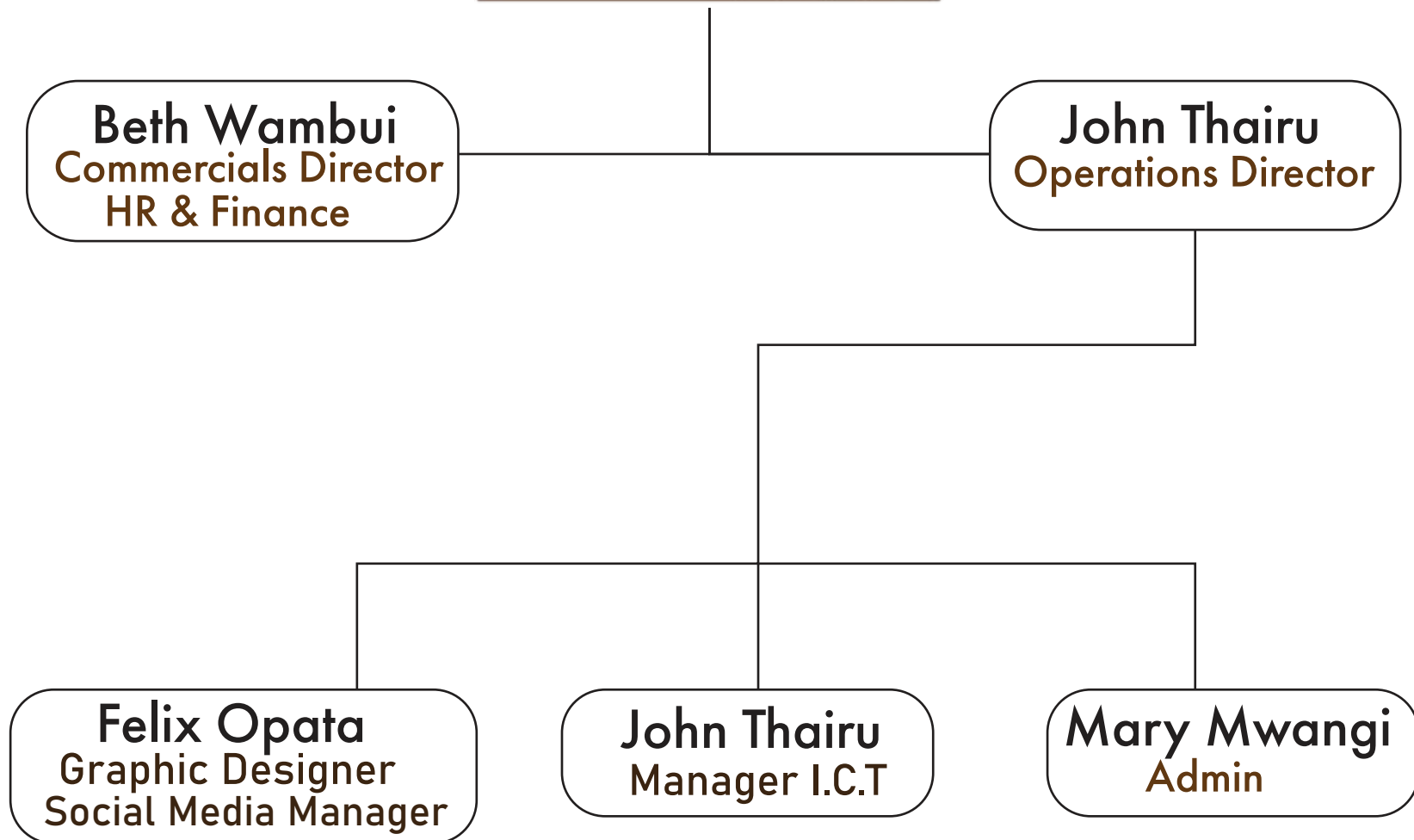
Our premeditated pedigree comes with over 7 years of digital sales & marketing, plus customer promotion experience.

We also do Safaricom Home Fibre Sales.

Led by Ex-Brand Manager and ICT expert, we combine talent and technology to build connected brands and turn customers to evangelists.

.

COMPANY STRUCTURE





OUTBACK MEDIA LTD



MISSION

Provide the best client results possible and convey the WOW factor through our services



VISION

We are committed to helping our clients create meaningful relationships with their audience and build better brands through connected digital experiences.



VALUES

Think outside the box, challenge constructively and act before others do.

[illegible]

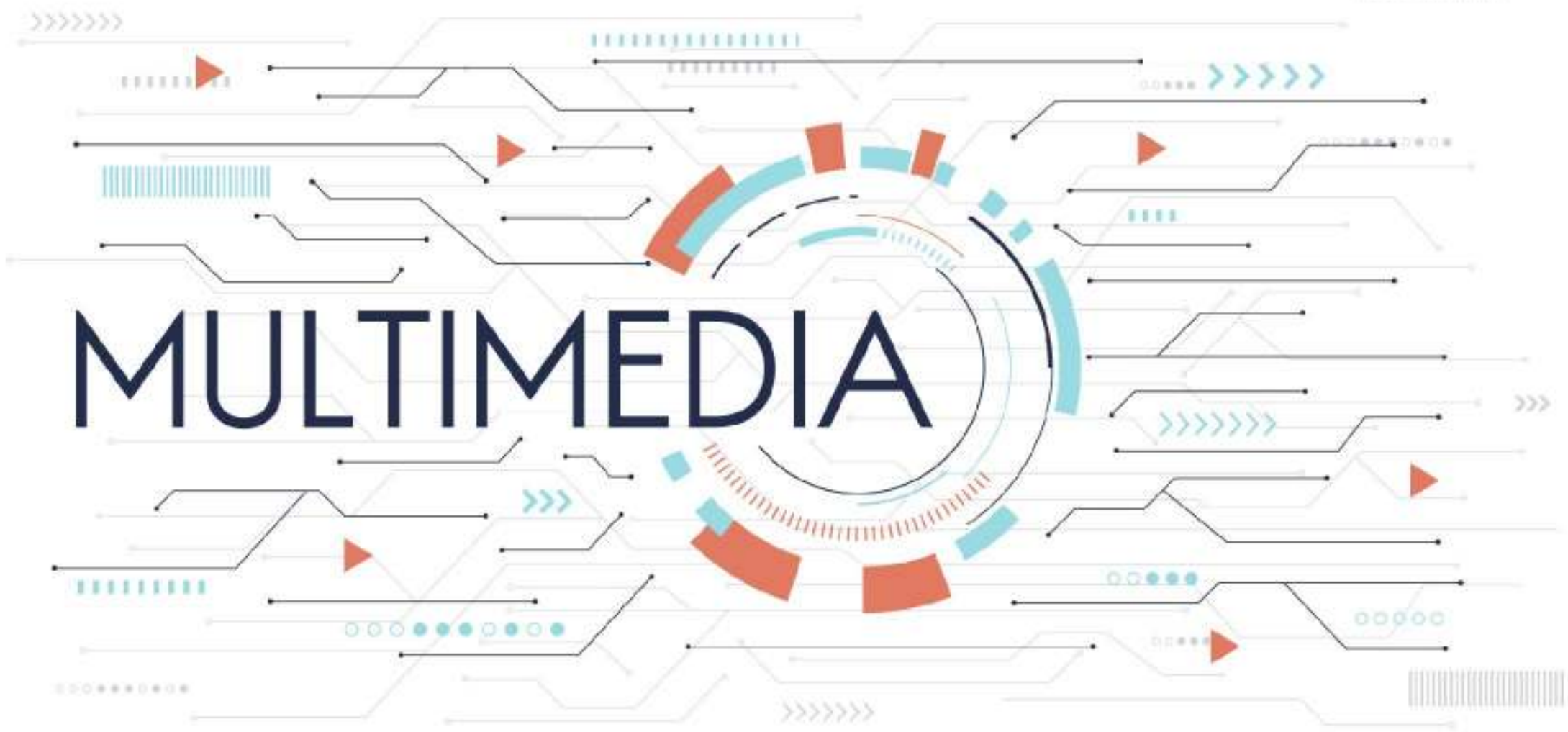


1 **MULTI
MEDIA**

2 **I.C.T**

3 **SALES
&
MARKETING**

We have a wide array of services to offer our clients. But we can generally boil all of our services down into one of these 3 general categories.



MULTIMEDIA

A professional photography studio setup. The room features a large white backdrop on the back wall. In the foreground, there are several studio lights on stands, including two large softboxes on the left and two smaller ones on the right. A black chair with a tufted back is positioned on the right side. A vanity mirror with lights around it is visible on the far right. The floor is light-colored, and the ceiling has a grid pattern with a square light fixture. The word "PHOTOGRAPHY" is overlaid in the center in a bold, brown font.

PHOTOGRAPHY



We shoot:

- Products
- Events
- Fashion
- Model Sessions
- Indoor/Outdoor
- Studio
- Photo-journalism
- Landscape
- Wildlife

We shoot photos that are a thousand words as we grasp the important details with an arty approach at each shoot.

Studio located at



Warwick Centre
(Next to US Embassy)
1st Floor, Block C

AUDIO VISUAL PRODUCTIONS





Audio Visual Production

- Video editing
- VFX Video
- Computer Generated Imagery (C.G.I)
- Animation

Why is Photography & Audio Visuals (Video Shoots) Important for your business?

- **Professional Looks**
 - Proficient videos and pictures increases your business power
- **Visually Thrilling**
 - Visually striking videos & pictures to connect to your audience
- **Crossplatform**
 - Elastic content that can be used across any type of marketing

THE BEST IN TOWN

ADVERTISE & PUBLISH



WARWICK, NAIROBI. BLOCK C

CERTIFIED



Advertising & Publishing

- Design Creative
- Magazine Publishing
- Newsletter Publishing
- TV Publishing
- Photography Services
- Organized Exhibition,
- Brand Identity Publishing
- Business Card Printing
- Brochure Printing
- Restaurant Menus Printing
- Digital Advertising
- Road Advertising

Why should you initiate a comprehensive advertising campaign?

- **Familiarity Attention**
 - Get your customers and potential customers familiar with your brand everywhere
- **Promote Authority**
 - Highly professional work that drives people attention and builds brand authority
- **Strategic Advertising**
 - Build campaigns to achieve certain goal within aspecific period of time

WEB DESIGN DEVELOPMENT

WEB ANALYTICS

TESTING FEATURES

USER SETTINGS

WEB DEVELOP

CONTENT
MANAGEMENT



Website Design & Development

Empower your brand and improve your user's experience with a highly interactive and innovative website built to offer the finest user experience.

- Content Creation
- SEO optimized
- Technical support
- Website design
- Domain registration
- Websites development
- Advanced hosting

Why should every company have a unique website design?

- **Brand Identity**
 - Build your website to develop around your brand
- **Centralized Efforts**
 - Streamline all your marketing efforts to your website for higher conversion rate
- **Highly Interactive**
 - Deliver interactive messages to your customers on your own website



WEBSITE



RANKING



BACK LINKS

SEO

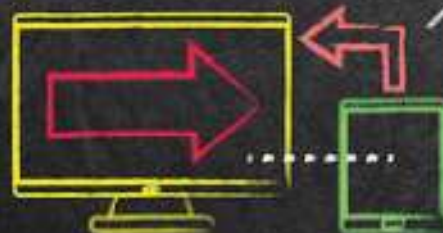
SEARCH ENGINE
OPTIMIZATION



KEYWORDS



DATA
ANALYSIS



TRAFFIC



CONTENT



SITE
ARCHITECTURE



Search Engine Optimization (S.E.O)

Prove your brand name and stand out from the competition on the search engine's first page for the most important search queries

- Technical SEO
- Local SEO
- Blog's SEO
- E-Commerce SEO
- In-depth Analysis

Why should you implement SEO Strategy

Higher rankings

higher rankings on search engines means higher visibility that drives brand familiarity

Increased Traffic

Leverage billions of search queries conducted daily on search engines

Better User Experience

the latest standards for search engines promotes the need to provide the best UX

Cost Effective

High relevant traffic from search engines brings a very high ROI



EVENTS

From concepts to creating and executing memorable events for our private & corporate clients.

We have mastered the art of curating customized events to each client's need irrespective of the size or budget

- Corporate Events
- Brand Activations
- Private Events
- Birthdays
- Graduation Ceremonies
- Baby Showers
- Marketing Experimentals
- Product Launches





Branding



A brand name & logo is what all any company revolves on. Identify and empower your business marketing and advertising with an innovative brand identity

- Brand Name
- Logo Design
- Business Cards
- Branding Strategies & Campaign
- Graphic Designs
- Innovative Slogans

Why should you always associate your business with a brand?

- **Legal Copyrights**
Protect your innovations with an associated brand
- **Message Association**
Send a message with your brand logo
- **Business Authority**
Customers always do have loyalty towards brands with good service

**OUTBACK MEDIA
LTD**

SIGNAGE



Signage

- We fabricate
- 3D Signs,
 - LED Signs
 - Street Signs
 - Traffic Signs
 - Road Signs,
 - Office Signs
 - Door Signs,
 - Restroom Signs
 - Billboards
 - Both outdoor and indoor signs.

Apart from Signage services, we also specializes in production and preparation of Promotional items, Engraving services, Large format printing and Embroidery services.

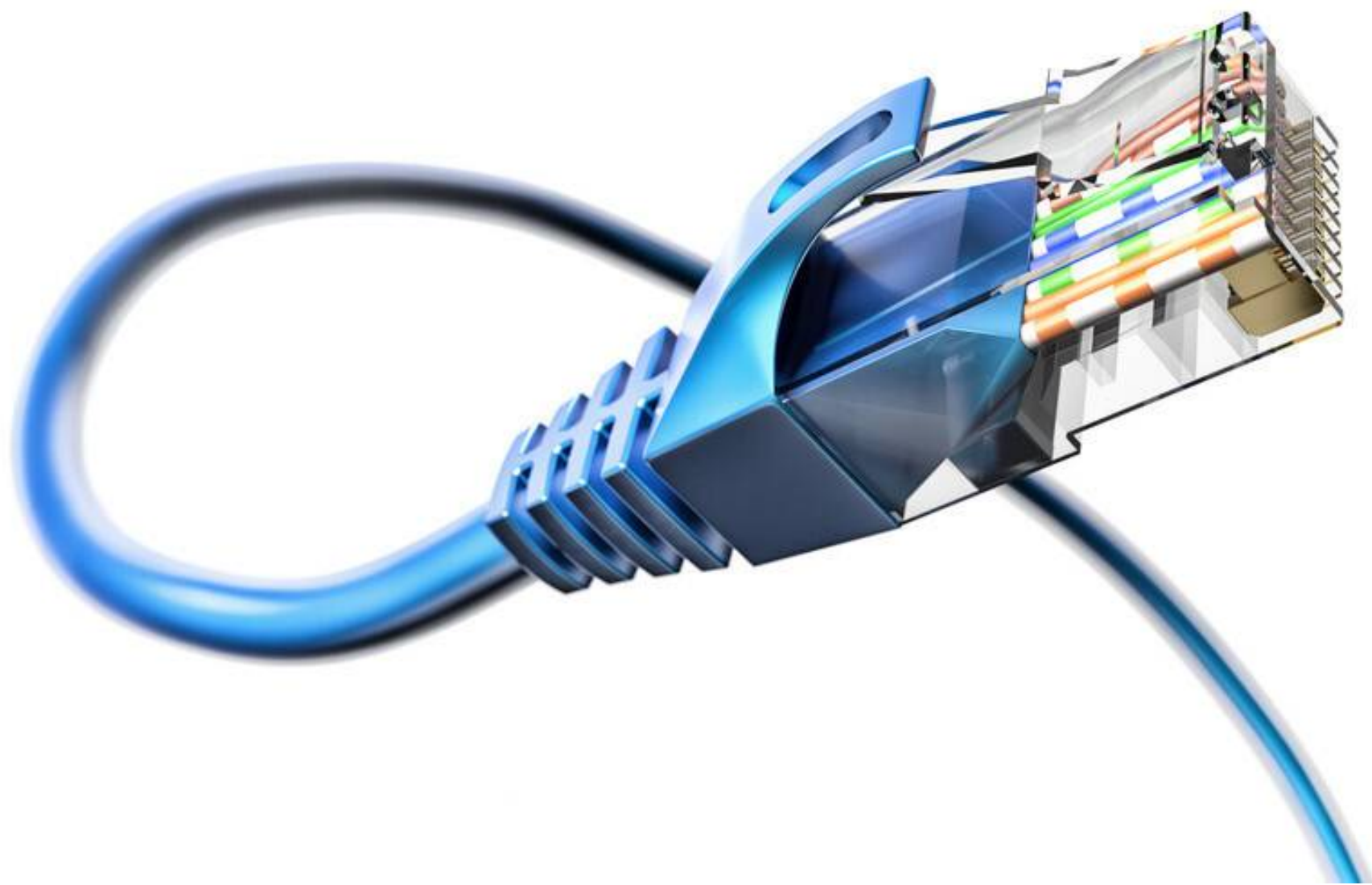


JOURNALISM

We have a team of freelance journalists who gather stories on commission and whenever we have a documentary production.

We do:

- Public service Awareness Messages
- Documentaries
- Magazines
- Stringing
- Fixing
- Photo-journalism
- Voice overs
- Narration
- Translation





I.C.T

We have experience in the following I.C.T services

- Structural Cabling
- Fibre Networks
- Radio Telecommunications
- 3G 4G 5G Cellular Network Improvement
- Computer Sales, Service & Repair
- Server Room Assembling & Maintenance
- Internet of things
- Artificial Intelligence
- CCTV Installation
- Access Control



PROGRAMMING

PHP

Ruby

CSS3

HTML5

http:

JAVA

C+

Python

SWIFT

Arduino



Computer Systems & Programming

Programming involves tasks such as: analysis, generating algorithms, profiling algorithms' accuracy and resource consumption, and the implementation of algorithms in a chosen programming language (coding).

In a state of ever-growing and rapidly evolving market for information technology and system integration, recognizing the need of a company that can offer high quality and take the lead on the market, a group of highly qualified coders are available on retainer contract or on commission.

Software Development

We develop custom web or mobile based software ERP & CRM applications for various industries:

- Manufacturing
- Healthcare
- Hospitality
- Education
- Energy
- Finance
- Security
- Administration
- Welfare Groups







Business Office Machines

We provide office automation services to large, small and medium scale companies. The company has been able to supply a large number of bluechip clients with automation solutions that suit their requirements.

Products

We provide the following products on Direct sale, Hire Purchase and Leasing:

- Digital Photocopiers,
- Multifunction products
- Fax machines
- Printers
- Scanners
- Copy Printers
- Binding
- Laminating machines,
- Shredders
- Stationery
- Consumables
- Repair & Maintenance Services





SALES & MARKETING

Marketing Strategy

The most effective marketing campaigns are always built on a robust & data driven strategy. With our carefully planned approach we provide effective, sustainable & markoriented marketing strategies.

- Environment recognition
- Market Analysis
- Predict risks & opportunities
- Competitive Analysis
- Intergrate Marketing tools
- Measure results accurately
- Empower strenghts & Eliminate weakness

Why should you define a marketing strategy

- Cost Control
- Top Competition
- High Effectiveness
- Data Driven

Never wast expenses on already doomed to fail channels

Explore opportunities & excel where competitors fail

Make all decisions based on aggregated accurate data

Leverage the power of data driven strategies made for success



Door-To-Door Sales

This is a sale where the product is taken to the client. We have an able team of Direct Sales Agents who will take your product and engage the target clients and convert their needs to sales.

One of our clients is Safaricom; we sell Safaricom Home Fibre in Nairobi. In our region of Kasarani, we have raised the penetration rate to 54% from 14% in less than a year.

Bring us your product, and let us take it to your client.



NESCAFÉ





EXPERIENTIAL MARKETING

Experiential marketing, sometimes called "engagement marketing", "event marketing", "on-ground marketing", "live marketing", "participation marketing", "Loyalty Marketing", or "special events" is a marketing strategy that directly engages consumers and invites and encourages them to participate in the evolution of a brand or a brand experience.

Rather than looking at consumers as passive receivers of messages, engagement marketers believe that consumers should be actively involved in the production and co-creation of marketing programs, developing a relationship with the brand





Team Building & Wellness

We are also a consultancy firm offering a number of services that include team building, event emceeing, character and wellness training and performance management

Getting a group of people together does not make a "TEAM." A team develops products and services that are the result of the team's collective effort and involves synergy.

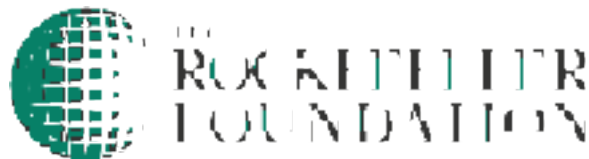
We help your staff/team and individuals make the move from a set of capable individuals to people who team up and get results as a corporate unified force. Our team building programs range from fun team retreats, corporate team building trainings to high intensive team interventions.

The activities designed and facilitated are exciting and offer interactive experience which is ideal for building the core skills that create high performance teams.

Our team building activities are modelled upon a foundation of excellence, teamwork, creativity and professionalism. All these are immensely important in building high performance teams.

CLIENTS

Our customers trust us with their trademarks & status because we always go all out to convey dependable high standard services on every occasion we work with them



Grace Luka House
Suite No: 8
Ruiru, Kihunguro
Thika Rd Exit II

0111 222 260
info.outback.co.ke
www.outback.co.ke

