



thls

A D V E R T I S I N G

A G E N C Y C R E D E N T I A L S

We are TLSAdvertising.

We like to think of ourselves as the best brandsmiths in town.

We are a full-service marketing communications agency based in Nairobi Kenya.

We approach each project with the curiosity of a child, just with a bit more experience, method and precision.

Be curious, talk simple, play fair, share everything.



Driven by curiosity.

Seriously, that's why we like our job so much.

We have been digging up new insights into the consumers' world since 2014.

What matters to them, we've learned to speak their language, what makes them reach out for one brand, and avoid the other.

We are always trying to discover something different. A bit more with every project.



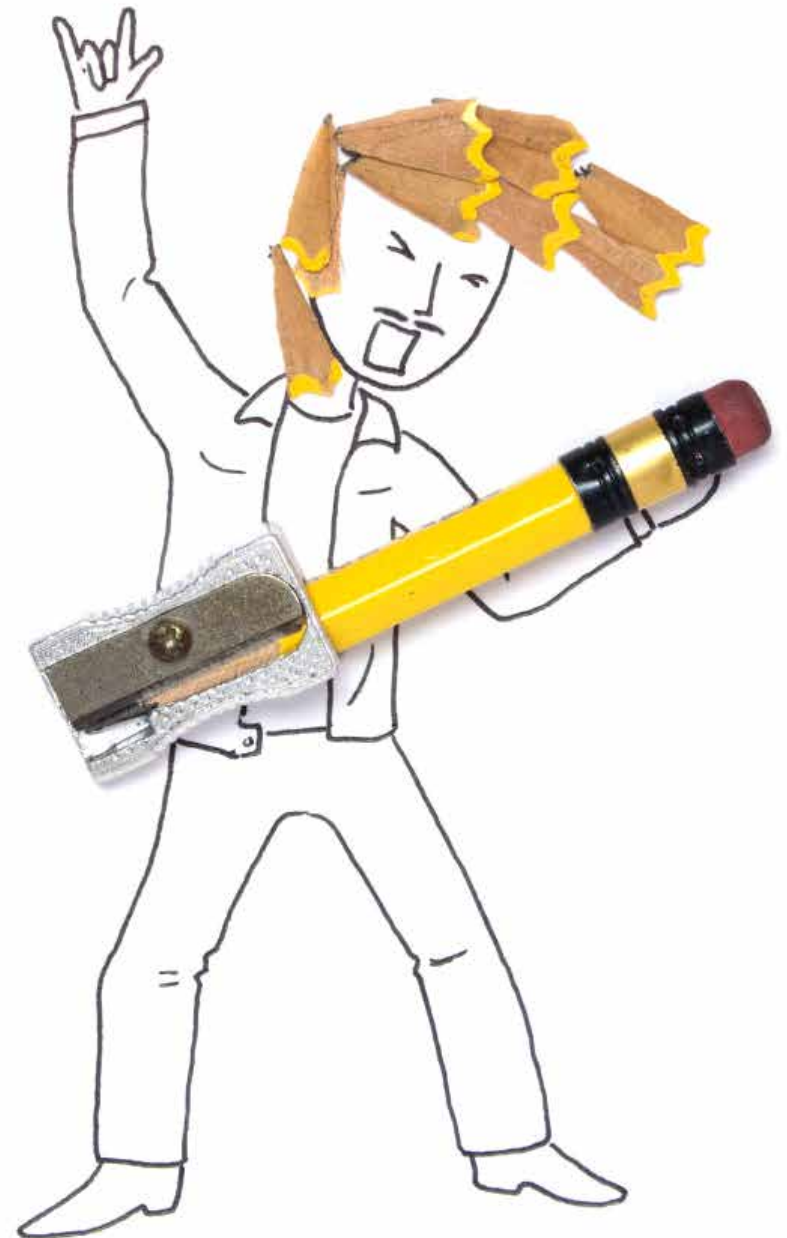
Inspired by creativity.

But, it's never just creativity for creativity's sake.

Using our creative gift, we offer our clients creative solutions that are not only visually beautiful, but tailored to suit their communication needs and deliver real, measurable results. Before taking on any business, we carefully study the client, the product and the market to provide a stable basis for our ideas.

Our creative mantra is

Do amazing, or don't do it at all.



Accompanied by you.

Because a journey is better when shared.

A road trip is amazing for all the stories you can tell.
Wind, landscapes, adventures with your buddies.
What will make it unforgettable are the people with whom you share your way.

The same is for our projects – we exchange views with our clients and develop
with them the tools to improve the connection with their customers.



We mix business with chemistry.

Human chemistry, that is.

One-night stands can be exciting.
But we like long term relationships even more. No, we haven't read it in a gossip magazine.
To make a relationship last, creating a connection is key.

Knowing each other, building a consistent approach, taking an in-depth look at the scenario.

That's why we like to build a good relationship with our clients, to understand their needs and
work together on innovation, strategy and brand culture.

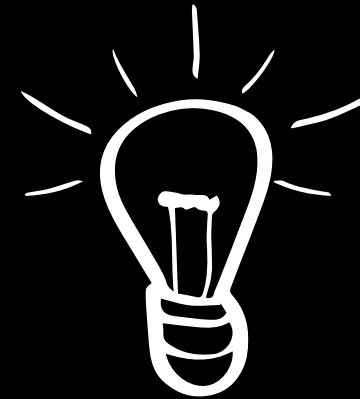
And for them to add value through measurable objectives.



So, what's on our menu?

What TLS can do for your brand.

- Advertising – Radio, TV, Print, POSM, OOH,
- Branding
- Design
- Social Media Marketing
- Web design & development
- Public Relations
- Production - Broadcast (TV, Radio & Social), Print & Photography
- Publishing
- Marketing/ communication strategy
- Media - Strategy, Planning, Negotiation, Buying & Monitoring



Our borders and beyond.

We go where your brand needs us.

Experience has taken us to the biggest cities and the furthest villages in Kenya, Uganda and Tanzania.

Our regional footprint keeps growing by the day.



Some of our notable brands



DAAWAT



syngenta



JamiiBora
— BANK —

Schneider
Electric



Goodlife
Pharmacy Health Beauty

Many minds. One vision.

Our key players.



Dominic Murray
Managing Director

With over 12 years' experience in advertising, Dominic has rich and varied experiences creating original content for almost any medium, including print, broadcast and digital.

He started his career at Access Leo Burnett, before moving on to 3sixty Creative and Young & Rubicam.

Some of the accounts he has handled include:

Cadbury Drinking Chocolate, Daawat Rice & Spaghetti, Broadways Bread, United States International University – Africa, TechnoBrain, Hyundai, Crown Paints (KE, TZ, RW). Brookside Dairy, Procter & Gamble, Telkom Kenya, Orange, PSI, I&M Bank, Consolidated Bank, CIC Insurance, ICEA, Samsung and Toyota E.A Ltd.



Allan Anjeo
Creative Director

Allan boasts over 18 years experience in advertising.

He has worked with regional, national, and international clients to create, reposition, and grow their brands.

Prior to joining TLS, Allan had worked for Access Leo Burnett, MCL Saatchi & Saatchi and Young & Rubicam (Y&R).

Major Brands Handled

Barclays, Orange, P&G, Always, Consolidated Bank, I&M Bank, K-Rep Bank, Fast Jet, Crown Paints, National Oil, CIC Insurance, Brookside Dairy, Loreal, Dark & Lovely, Guinness, Chrome Vodka, CCK



Stanely Mwichigi
Media Director

Stanely is a creative business-savvy marketing communications and advertising professional with over 12 years of progressive experience in developing effective strategies and media buying systems which are effective, meet probity standards and conform to best practice which come in handy in achieving organization's marketing goals and objectives. He is excellent in media planning, budgeting and professional guidance to achieve return-on-investment.

Some of the major accounts handled include

UNICEF, Samsung Electronics, Toyota Kenya, Emirates Airline, Telkom Orange, Brookside Dairy Limited, Consolidated Bank, StarTimes Media etc



Steve Mbote
Designer

Steve is a young talented artist. If he's not spending time on his 2AM's listening to new sounds, he's stalking design inspirations. Steve studied Fine Art and specialized in Graphic Design at Buruburu Institute of fine arts.

Prior to joining TLS, he worked at The Seed Consolata and Going Platinum Studio.

Major Accounts Handled.

IEBC, Office of the Ombudsman, High Court of Kenya (Milimani), Star Television Network, Chloride Exide, Jamii Bora, Mjengo Ltd...etc



Juliet Kanjuka
Digital Lead

Juliet is a digital media enthusiast with over 6 years of experience in digital strategy, project management and content creation.

Prior to joining Toplink Solutions, Juliet has worked at Deviate Media, Creative Y&R and Alternative Agency.

Some of the major accounts she has applied herself to include:

Samsung Mobile, Bank of Africa Kenya, Crown Paints Limited, Kenya Wildlife Service, Infinix Mobile, RMA Motors, Internet Solutions and AAR Healthcare.



Joe Kingori
Creative Lead

Joe has been in the Kenyan advertising and design industry since 2003. Fluent in pre press, photography, digital and art direction, he has been involved in brand development in regional and multi-national brands. Prior to joining the team, Joe had worked for ADCC, Marketpower International - Design Dept, Atom TDF, 3Sixty Creative and Young & Rubicam (Y&R).

Major Brands Handled

Zoe Hand & Body Lotion, Kaluworks, Raha Drinking Chocolate, GSK - Lucozade, National Bank of Kenya, Saham Insurance, Alibhai Shariff, Brookside Dairy, Sadolin Paints, Crown Paints, Galaxy Paints, Quencher Juices, National Oil, Marshalls E.A, KAPA Oil Refineries, Peptang, Dairyland Ice cream, Daawat Rice & Spaghetti, PZ Cussons, Nuvita Biscuits, Syngenta EA and Yara Fertilizers.



Agnes Kimani
Account Director

Agnes is a passionate, dynamic individual with a proven ability to translate business objectives into winning commercial and marketing strategies.

Her career spanning over the 8 years, cuts across various industries including FMCGs, Manufacturing and Marketing Agency where she held roles in sales and/or marketing handling research, communications, brand building, category growth among others.

Her experience in both agency and client has made her insight -driven, and often than not, will run all her accounts with a full focus of the business.

Agnes previously worked as the Group Marketing Manager at Chloride Exide in charge of the entire East African Market. Earlier she was at East Africa Breweries Limited (EABL) as Territory Manager and Key Accounts Manager. She also worked as an Account Manager at Neo Marketing - a Below the Line Marketing Agency.



**Our
latest
work**

JUST A SNEAK PEEK

CLIENT: GOODLIFE
- ABOUT YOU



CLIENT: KWAL- NEW JUICE LAUNCH





CLIENT: KWAL - NEW CANE LAUNCH



FINELY CRAFTED
CARIBIA
CANE

LOOK
NOMA
TASTE
FITI

750ml
RRP
KES **600**

250ml
RRP
KES **220**

KWAL
50
YEARS
OF MAKING
IT RIGHT
FOR KENYA


Ingia Kwenye Mix

*RRP is Recommended Retail Price.

EXCESSIVE ALCOHOL CONSUMPTION IS HARMFUL TO YOUR HEALTH.
NOT FOR SALE TO PERSONS UNDER THE AGE OF 18 YEARS.



CLIENT: CHLORIDE EXIDE - MOTHERS DAY CAMPAIGN 2019



CHLORIDE EXIDE

0719 080 000
020 4008000

The Power of Mum

"Unalia nini na hata sijakuchapa?"
One of mom's favourite lines when she used this one thing to bring order in the house. Where would you be without mom?

#Happy Mother's Day

Email: customerservice@chlorideexide.com | Chloride Exide Kenya | @chlorideexide



CHLORIDE EXIDE

0719 080 000
020 4008000

The Power of Mum

Rocking one of mom's knitted sweaters with the Cool Cat, Bear and other patterns was a kind of swag. Where would you be without mom?

#Happy Mother's Day

Email: customerservice@chlorideexide.com | Chloride Exide Kenya | @chlorideexide



CHLORIDE EXIDE

0719 080 000
020 4008000

More Power to Mum

#Happy Mother's Day

Email: customerservice@chlorideexide.com | Chloride Exide Kenya | @chlorideexide



CHLORIDE EXIDE

0719 080 000
020 4008000

The Power of Mum

"Kwa nini ulivunja Thermos? Vunja ata hii."
This tool had the power to fix mom's food and to straighten our manners. Where would you be without mom?

#Happy Mother's Day

Email: customerservice@chlorideexide.com | Chloride Exide Kenya | @chlorideexide



CHLORIDE EXIDE

0719 080 000
020 4008000

The Power of Mum

"Hiyo utavaa hadi standard 3."
Everyone dreaded this but there was no going to school without it. Where would you be without mom?

#Happy Mother's Day

Email: customerservice@chlorideexide.com | Chloride Exide Kenya | @chlorideexide



CHLORIDE EXIDE

TAKE CHARGE
DURING THIS EASTER'S GETAWAY.

Dial-a-Battery 0719 080 000. Available in Nairobi, Mombasa, Kisumu & Nakuru



CHLORIDE EXIDE

TAKE CHARGE
DURING YOUR UPCOMING ROAD TRIP THIS EASTER.

Dial-a-Battery 0719 080 000. Available in Nairobi, Mombasa, Kisumu & Nakuru



CHLORIDE EXIDE

TRAVELLING TO SHAGGS THIS EASTER?
TAKE CHARGE

Dial-a-Battery 0719 080 000. Available in Nairobi, Mombasa, Kisumu & Nakuru

CLIENT: CHLORIDE EXIDE - EASTER CAMPAIGN 2019

CHLORIDE EXIDE

0719 080 000
020 4008000

**USIKWAME
THIS EASTER
GET 30% OFF**
FOR EVERY CHLORIDE EXIDE
BATTERY YOU BUY

*Terms and Conditions apply

CHLORIDE EXIDE
PowerMax

customerservice@chlorideexide.com | Chloride Exide Kenya | @chlorideexide | www.chlorideexide.com

CHLORIDE EXIDE

0719 080 000
020 4008000

**USIKWAME
THIS EASTER
GET 30% OFF**
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020 4008000

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THIS EASTER
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BATTERY YOU BUY

*Terms and Conditions apply

CHLORIDE EXIDE
Maxx

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KENYA WILDLIFE SERVICE

COME UJIBAMBE

Visit a KWS Park near you this Easter and enjoy a wide range of activities including camping, biking, game viewing, rock climbing, swimming, snorkelling and much more.



KENYA WILDLIFE SERVICE

COME UJIBAMBE

Visit a KWS Park near you this Easter and enjoy a wide range of activities including camping, biking, game viewing, rock climbing, swimming, snorkelling and much more.



KENYA WILDLIFE SERVICE

COME UJIBAMBE

Our buses are back this Easter! From 19th - 22nd April, catch our buses to Nairobi National Park every 9AM and 2PM at the following stations:

1. Nairobi CBD (Kencom Bus Stage)
2. Ongata Rongai (Maasai Mall)

Kes 800 (Citizen Adult)
Kes 400 (Citizen Child)

Cost covers Transport, Park fees and Guided Game drives

*Payment is by Mpesa only



CHLORIDE EXIDE
0719 080 000
020 4008000

NJAANUARY ISHINDWE!

Get a 30% discount
for every battery you buy via Dial-a-Battery

CHLORIDE EXIDE
0719 080 000
020 4008000

NJAANUARY ISHINDWE!

Get a 30% discount
for every Chloride Exide battery you buy.

customerservice@chlorideexide.com
Chloride Exide Limited-East Africa
@chloride Exide

**DIAL-A-BATTERY AVAILABLE
IN NAIROBI, MOMBASA, KISUMU & NOW IN NAKURU**

CHLORIDE EXIDE
0719 080 000
020 4008000

NJAANUARY? WE'VE GOT YOUR BACK.

Get a 30% discount
for every Chloride Exide battery you buy.

customerservice@chlorideexide.com
Chloride Exide Limited-East Africa
@chloride Exide

**DIAL-A-BATTERY AVAILABLE
IN NAIROBI, MOMBASA, KISUMU & NOW IN NAKURU**

CHLORIDE EXIDE
0719 080 000
020 4008000

NJAANUARY BLUES BE GONE!

Get a 30% discount
for every Chloride Exide battery you buy.

customerservice@chlorideexide.com
Chloride Exide Limited-East Africa
@chloride Exide

**DIAL-A-BATTERY AVAILABLE
IN NAIROBI, MOMBASA, KISUMU & NOW IN NAKURU**

CLIENT: XPLICO

**CORPORATE:
DIGITAL VIDEO.**

PROBLEM:

Xplico Insurance wanted to send their clients and agents holiday greetings. An ordinary greeting card would not do. They needed something with a personal touch but inexpensive.

INSIGHT:

Face to face is the most personal way of greeting someone.

SOLUTION:

We created a one-minute video message that featured all the staff at Xplico Insurance wishing their clients and agents a happy holiday. No scripts and no rehearsal.

RESULTS:

The video went viral having been shared on WhatsApp platform as well as on the company's social media pages.



CLIENT: CHLORIDE EXIDE

**CHLORIDE EXIDE
POWERLAST – Thematic
campaign**

TVC, PRINT, RADIO, OOH,
EXPERIENTIAL, PR, DIGITAL,
SOCIAL MEDIA, PRODUCTION,
MEDIA BUYING

PROBLEM:

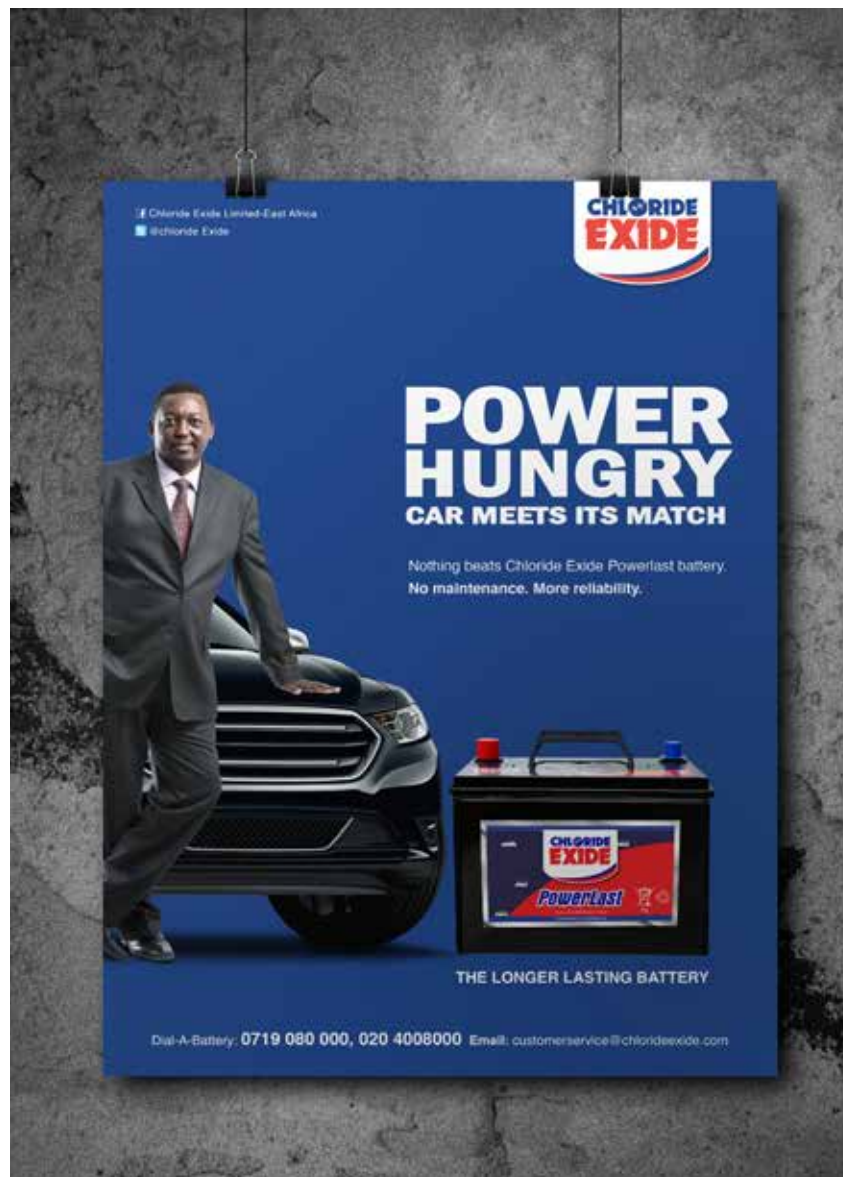
Chloride Exide wanted a campaign that clearly demonstrates the superior power of their maintenance-free battery – Powerlast.

SOLUTION:

We put ourselves to the motorists' shoes and after much probing and research, we found out what they really needed in a battery – Reliability.

RESULTS:

Our multi-pronged, through-the-line solution covered all bases and ticked all the boxes. No consumer segment was left behind. This resulted in an unprecedented surge in the product demand. The numerous product stock-outs during the 3-month campaign period was a sure sign of success.





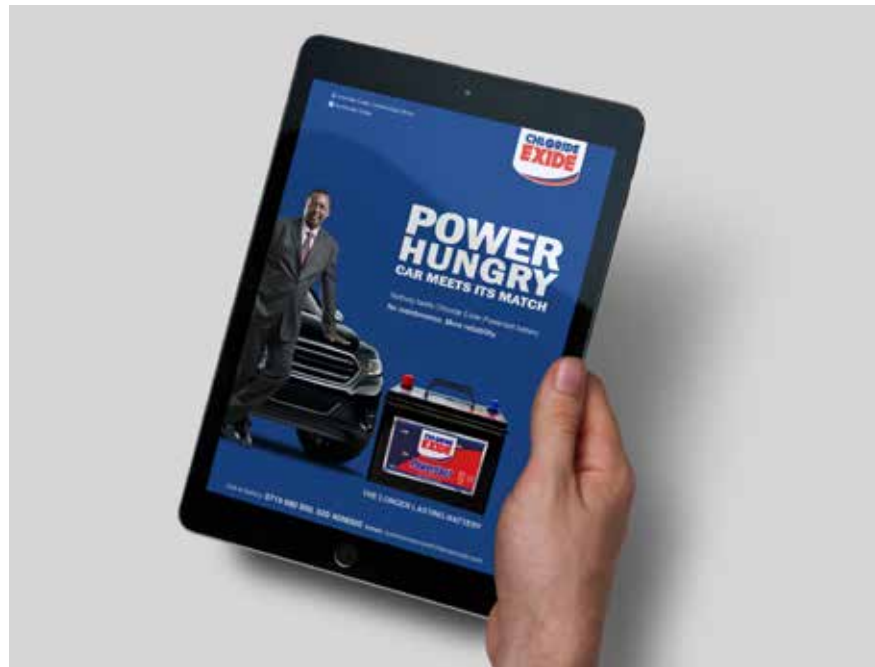
POWER HUNGRY CAR MEETS ITS MATCH

Nothing beats Chloride Exide Powerlast battery. No maintenance. More reliability.



THE LONGER LASTING BATTERY

f Chloride Exide Limited-East Africa @chloride Exide Dial-A-Battery: 0719 080 000, 020 4008000 Email: customerservice@chlorideexide.com





CLIENT: BETIKA

BETTING SHOP DESIGN
INTERIOR DESIGN, BRANDING,
CONSTRUCTION

PROBLEM:
Client was looking to diversify their operations by opening physical betting shops that will complement the online betting platform. We were called upon to design and construct a shop that enhanced the user experience.

RESULT:
We designed and built one of the best betting shops in town. This led to the project being replicated in other parts of Nairobi and other major towns in Kenya.







CLIENT: CHLORIDE EXIDE

BATTERIES NATIONAL CONSUMER PROMOTION (NCP)

TVC, PRINT, RADIO, OOH, EXPERIENTIAL, PR, DIGITAL, SOCIAL MEDIA, PRODUCTION, MEDIA BUYING

PROBLEM:

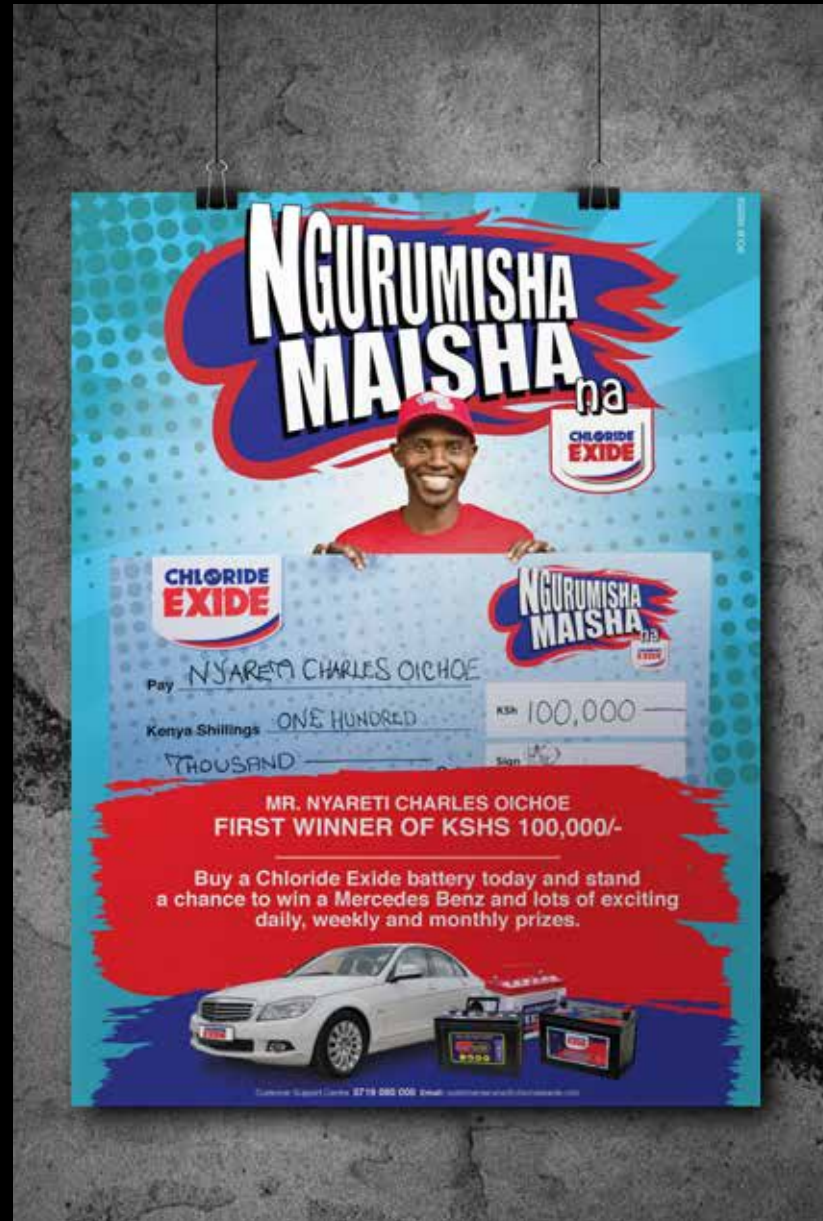
The client wanted to re-energise the fading brand awareness across their entire battery category offering. They also wanted an opportunity to reward their customers who have ensured that the brand remained the market leader for the past 50 plus years.

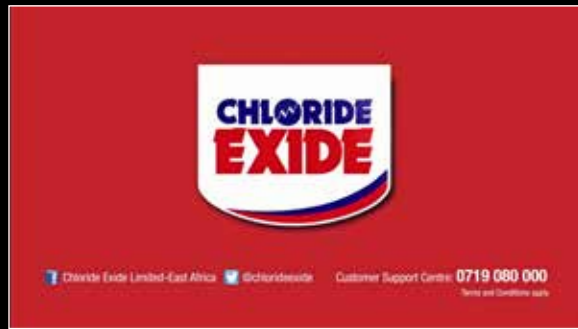
SOLUTION:

The client's first-ever National Consumer Promotion to create buzz and excitement around one of Kenya's most iconic brands.

RESULTS:

The promotion saw battery sales increase by 105%. Chloride Exide's SOV and TOM awareness rose by 45%. Chloride Exide's battery market share rose from 56% to 64%. Social media following rose by 200%

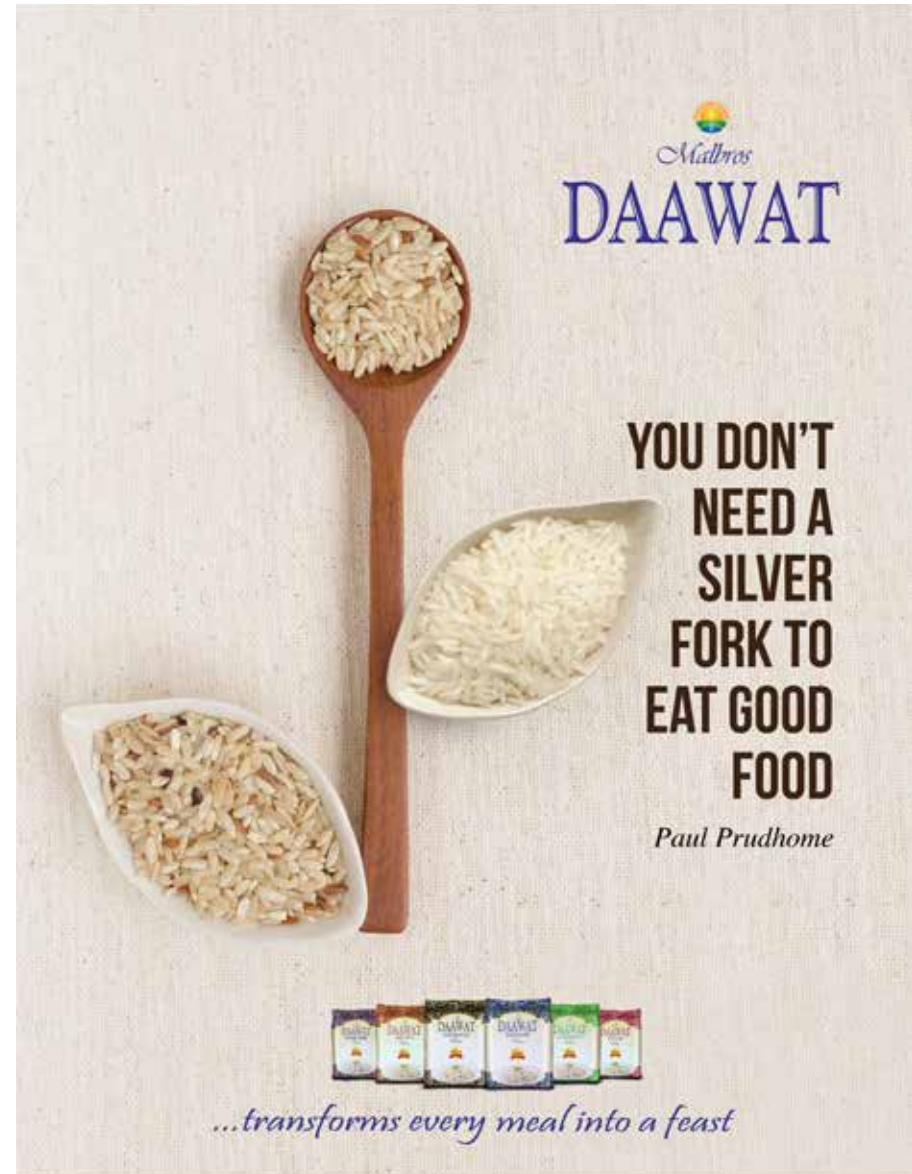
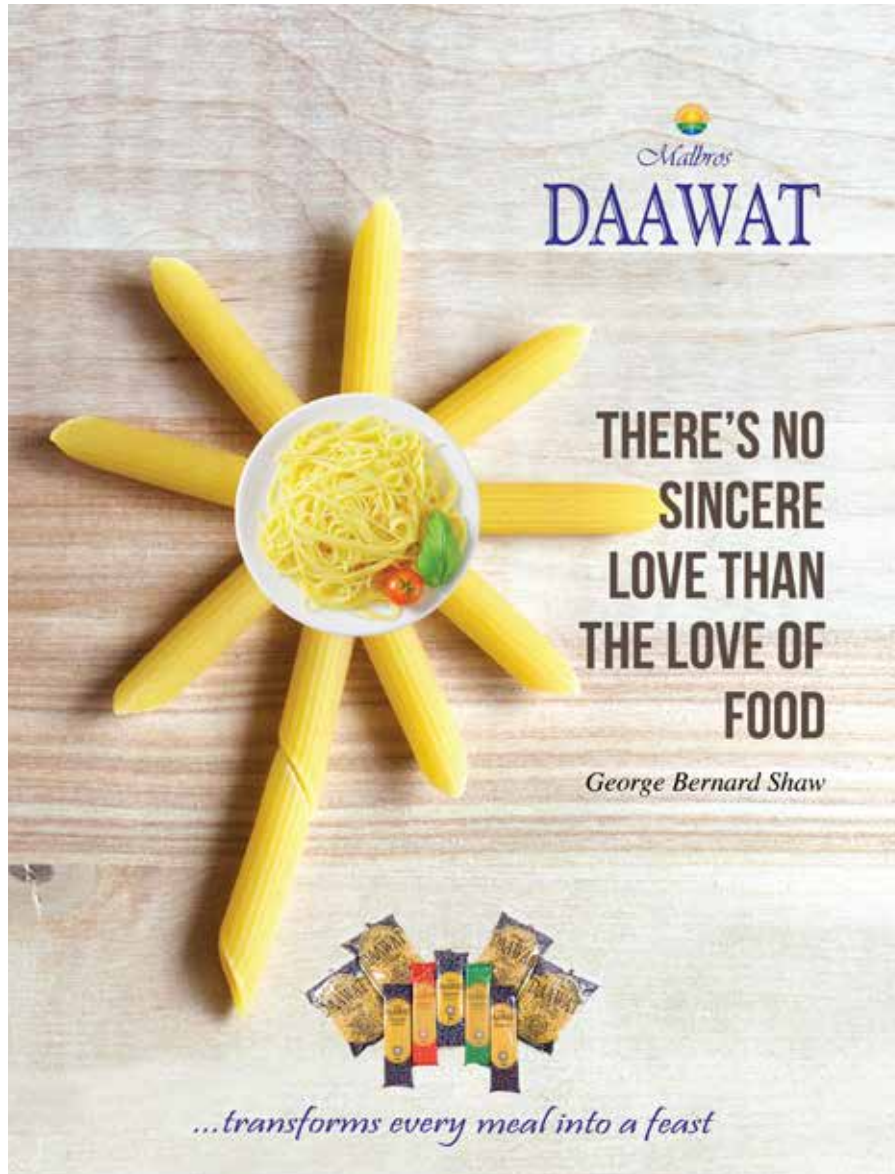




CLIENT: MALBROS

DAAWAT RICE & PASTA – TACTICAL COMMUNICATION
OOH, CALENDAR, POSTER, COLLATERAL & GIVE AWAY,
GREETING CARDS

Client wanted a feel good idea that would help raise their product awareness as well as increase its TOM among the target consumers.



Superior Quality
Rice



**A
BALANCED
DIET IS
A COOKIE
IN EACH
HAND**

Barbara Johnson

CREATED TO PERFECTION

CLIENT: MALBROS

**DAAWAT READY-TO-EAT PASTA –
NEW PRODUCT LAUNCH**
OOH, CALENDAR, PRINT, WALL BRANDING

PROBLEM:

Client wanted to launch a new range of ready-to-eat pasta in the market. This product is targeted at the busy, upwardly mobile and discerning individual in need of a quality meal that's easy to put together.

INSIGHT:

It takes exactly 7 minutes to have this sumptuous pasta from pan to plate.

SOLUTION:

We anchored our messaging on the 7 minutes it takes to have this pasta ready. The result was a powerful visually appealing creative that formed a clock face, with the minute hand pointing at 7.

RESULTS:

Within days of launching, the product was flying off the shelves with supply challenges experienced in select outlets.

Malbros
DAAWAT
Pasta

Ready-to-Eat in 7 minutes

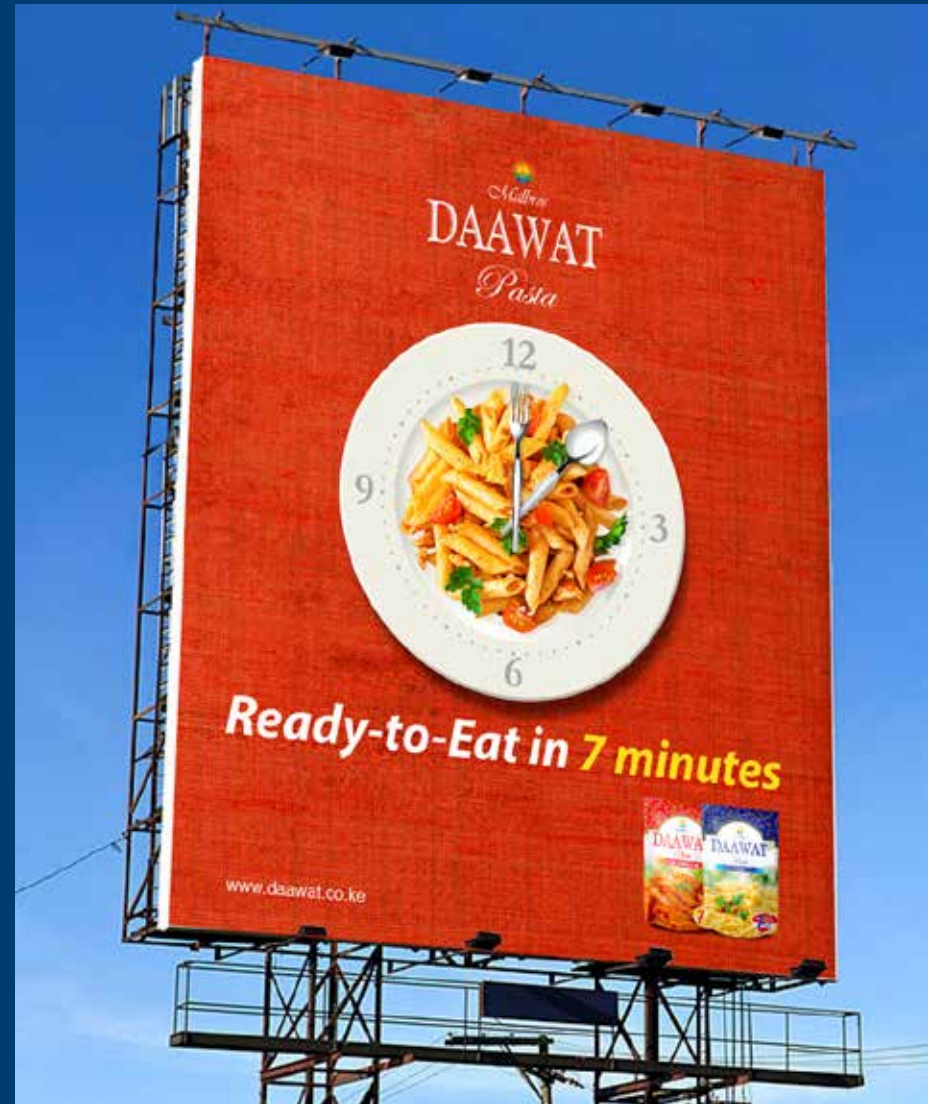
www.daawat.co.ke

Malbros
DAAWAT
Pasta



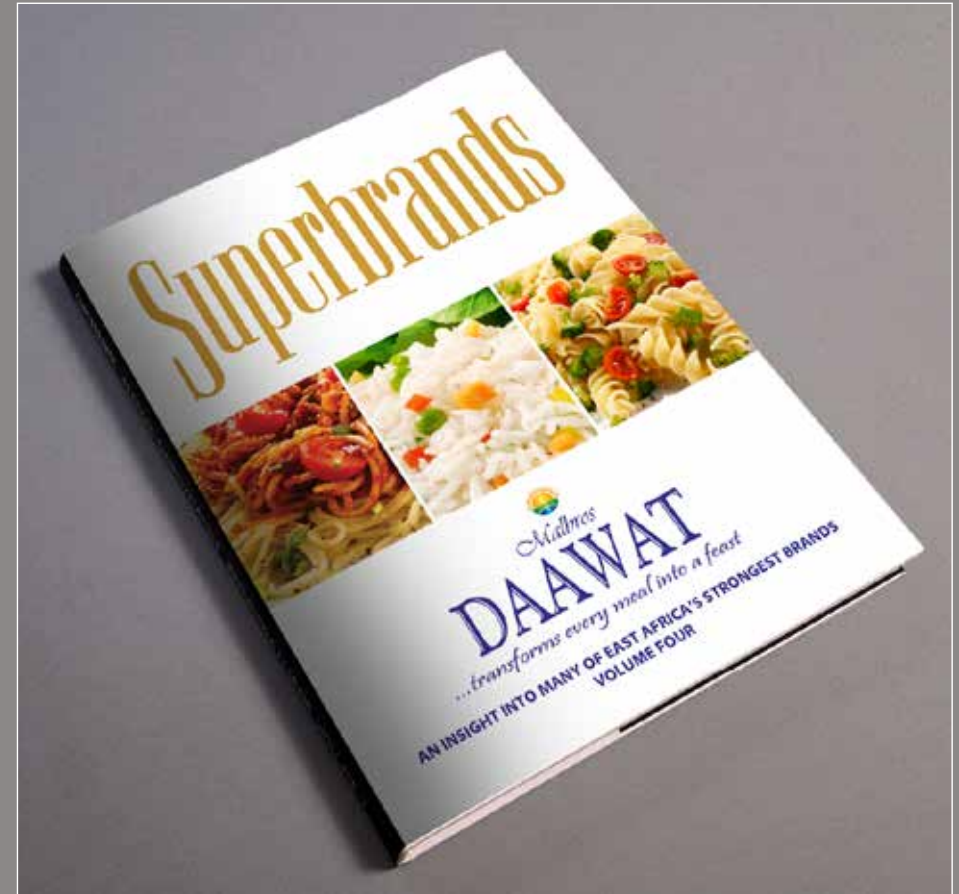
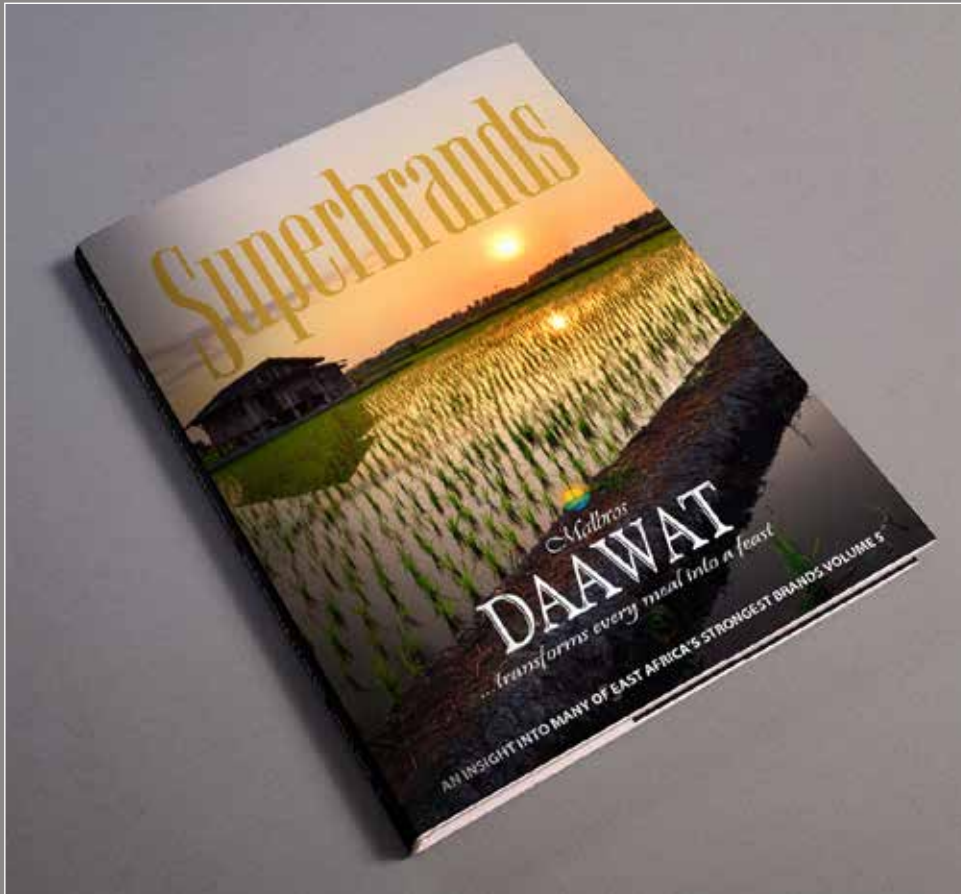
Ready-to-Eat in 7 minutes

www.daawat.co.ke



CLIENT: MALBROS

SUPERBRANDS BOOK DESIGN



CLIENT: CHLORIDE EXIDE

CHLORIDE EXIDE MAXX – NEW PRODUCT LAUNCH

PRINT, OOH, EXPERIENTIAL, PR, SOCIAL MEDIA, PRODUCTION, MEDIA BUYING, IDENTITY & PACKAGING DESIGN.

PROBLEM:

Client wanted an identity, launch strategy and execution of a battery that catered to the unique requirements and needs of the PSV industry.

INSIGHT:

The PSV operator's vehicle has countless accessories that require a battery more powerful than the average motorist's. The battery should be hardy enough to take on the daily abuse metted upon it. There's a genuine need for MAXIMUM POWER.

SOLUTION:

From product naming, packaging design to product launch, TLS Advertising worked with the client to bring to life one of Chloride Exide's fastest selling/growing product yet.



CLIENT: MALBROS

NUVITA DIGESTIVE CAMPAIGN
PRINT, OOH, POS, VEHICLE
BRANDING, WALL BRANDING

PROBLEM:

Client wanted a campaign to reposition their Digestive range of biscuits. The digestive is a biscuit targeted at the health conscious active grown up who likes a treat every now and then.

INSIGHT:

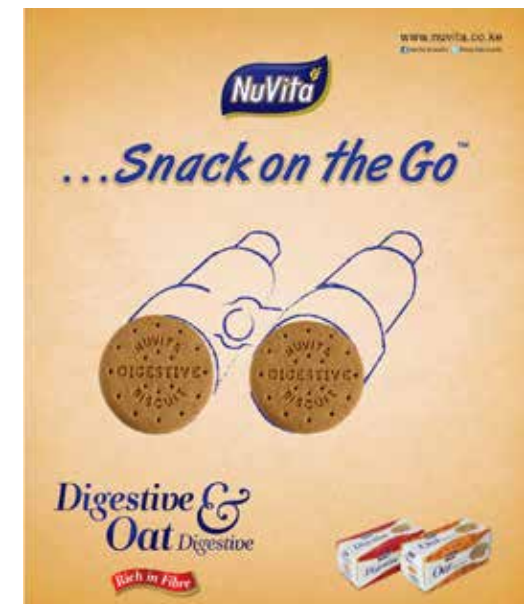
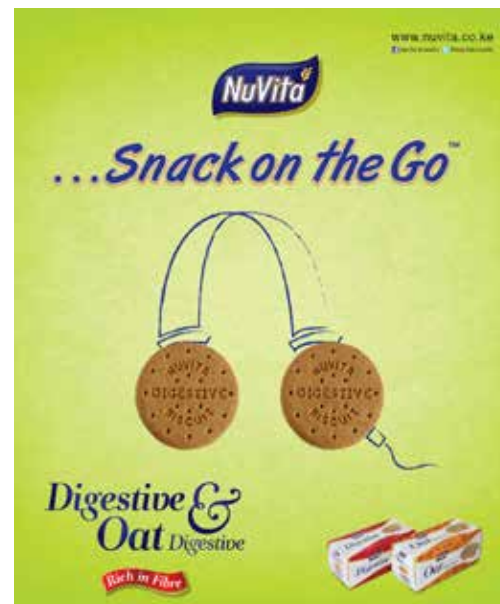
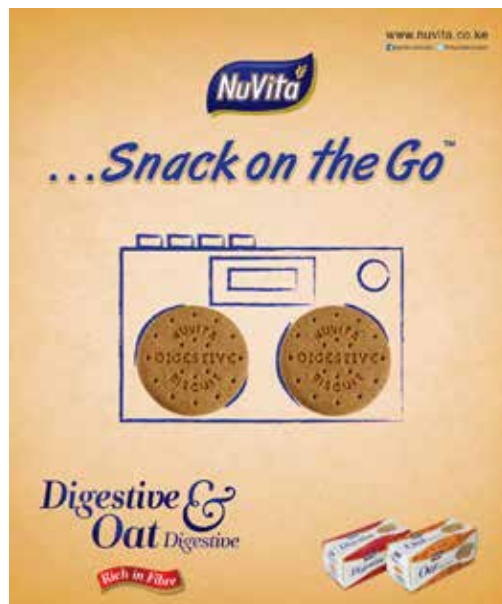
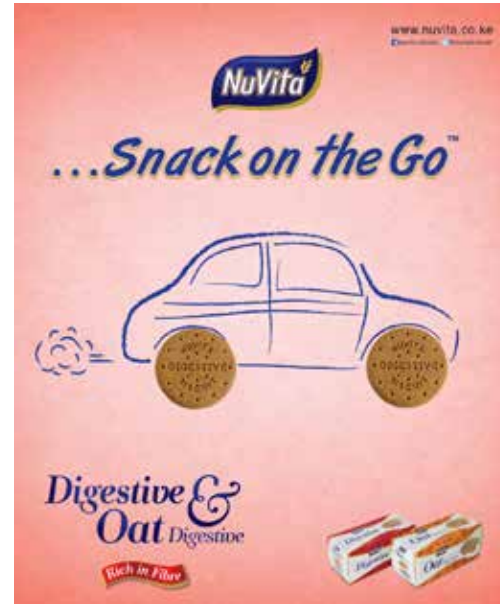
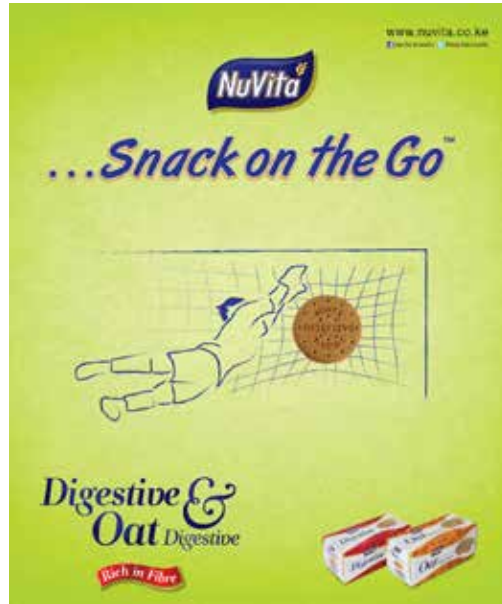
Due to their varied SKUs, Nuvita Digestive is an ideal snack to be enjoyed by those on the go.

SOLUTION:

Using the product shot we created/ composed powerful visuals that inspire one to want to get up, pick up a packet of Nuvita Digestive and go for an adventure!

RESULT:

This campaign cemented Nuvita Digestive Position as Kenya's 2nd most popular digestive biscuit, significantly closing the gap between it and the market leader.





...Snack on the Go™



Digestive & Oat Digestive

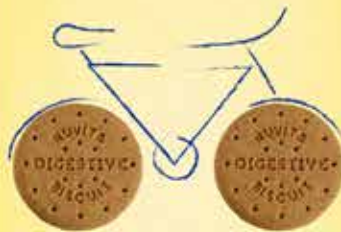
Rich in Fibre



Facebook icon | nuvita_biscuits | Twitter icon | @nuvitabiscuits | www.nuvita.co.ke



...Snack on the Go™



Digestive & Oat Digestive

Rich in Fibre



Facebook icon | nuvita_biscuits | Twitter icon | @nuvitabiscuits | www.nuvita.co.ke



...Snack on the Go™



Digestive & Oat Digestive

Rich in Fibre



Facebook icon | nuvita_biscuits | Twitter icon | @nuvitabiscuits | www.nuvita.co.ke

CLIENT: MALBROS

RICO - NEW PRODUCTS LAUNCH
PACKAGING DESIGN, IDENTITY,
NAMING

PROBLEM:

Client wanted to the market a new range of RTD juices, tomato sauces and pastes. They commissioned us to help them with everything from naming to identity to packaging.

SOLUTION:

We gave the new products a world-class name and look that should see them playing with the big boys (brands), if not in a league of their own!

RESULT:

By the time of going to press, we had not received a conclusive score card on the rookie products' performance!



CLIENT: MALBROS

RICO - NEW PRODUCTS LAUNCH
PACKAGING DESIGN, IDENTITY, NAMING



CLIENT: MALBROS

CEREOS - NEW PRODUCT LAUNCH
PACKAGING DESIGN, IDENTITY, NAMING

PROBLEM:

Client was introducing a new range of breakfast cereals into the market. They asked us to help them with everything from naming to identity to packaging.

SOLUTION:

We gave the new product a world-class name and look that should see them playing with the big boys (brands), if not in a league of their own!

RESULT:

By the time of going to press, we had not received a conclusive score card on the rookie products performance!



CLIENT: MALBROS

**NUVITA DIGESTIVE -
FEEL-GOOD CAMPAIGN**

OOH, PRINT, SOCIAL MEDIA,
POSM, VEHICLE BRANDING

PROBLEM:

Client wanted a fresh campaign
in-line with the product positioning
as a biscuit for the active, fun-loving
discerning grown up.

INSIGHT:

Nuvita Digestive is a biscuit best
enjoyed with friends and loved ones.
It is a social biscuit!

SOLUTION:

We didn't look further than our
phones to find our inspiration. Today's
young adult socializes and shares
experiences through their phone.
Hence this emoji-inspired piece.

RESULT:

The campaign went viral and elicited
quite a bit of talkability on social
media platforms.
The client was all smiles!



Digestive
Biscuits



Tastes lip-smacking good!



... a treat in every pack

[f nuvita biscuits](#) [t @nuvitabiscuits](#) [www.nuvita.co.ke](#)



Digestive
Biscuits



Tastes like love!



... a treat in every pack

[f nuvita biscuits](#) [t @nuvitabiscuits](#) [www.nuvita.co.ke](#)



Digestive Biscuits



Tastes like sunshine!



...a treat in every pack

[f nuvita biscuits](#) [t @nuvitabiscuits](#) www.nuvita.co.ke



Digestive Biscuits



Tastes like joy!



...a treat in every pack

[f nuvita biscuits](#) [t @nuvitabiscuits](#) www.nuvita.co.ke

CLIENT: JAMII BORA BANK

CORPORATE & TACTICAL CAMPAIGNS

TVC, PRINT, RADIO, OOH, SOCIAL MEDIA,
MEDIA BUYING, BRANDING, WEB DESIGN &
DEVELOPMENT

PROBLEM:

Jamii Bora Bank (JBB) was transforming from a microfinance institution into an enterprise bank targeted at the SMEs. They asked us to communicate this transformation and help them with this important change of direction.

INSIGHT:

A bank to an entrepreneur/ SME is much more than a place to keep cash – it is a ladder that transports you to your dreams and aspirations.

SOLUTION:

We used the ladder analogy to demonstrate JBBs products and services that are tailored to help the SME businessperson to achieve growth that they so yearn.

RESULT:

A marked improvement in client sign-up was realized by the bank during the campaign period.



Your business needs a reliable guarantor.

Bid Bonds & Bank Guarantees

No worries. Simply walk into any branch and walk out with your Bid Bond in 30 minutes.

For more info, call us on 0709 881 300 or visit any of our branches countrywide. Terms and Conditions apply.

JamiiBora BANK
Jamii Bora ni Wakazi Wote

[/JamiiBoraBankLtd](https://www.facebook.com/JamiiBoraBankLtd) [@JamiiBoraBank](https://twitter.com/JamiiBoraBank)

Need a Savings Account that actually grows your savings?

Bora Savings Account

We'll give you daily interest at T-Bill rate. Borrow cash against your savings.

JamiiBora BANK
Jamii Bora ni Wakazi Wote

[/JamiiBoraBank](https://www.facebook.com/JamiiBoraBank) [@JamiiBoraBank](https://twitter.com/JamiiBoraBank)

You believe your money should earn interest daily.

Bora Enterprise Current Account

We'll give you daily interest at T-Bill rate. Access an instant overdraft to boost cash flows.

JamiiBora BANK
Jamii Bora ni Wakazi Wote

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CLIENT: JAMII BORA BANK

JAMII BORA BANK- INTERNAL CULTURE CHANGE PROGRAM

SOCIAL MEDIA, OFFICE BRANDING, WEB DESIGN & DEVELOPMENT, POSM

PROBLEM:

Jamii Bora Bank (JBB) was in the process of transforming from a microfinance institution to an enterprise bank. They were having difficulties convincing the staff to change their ways of doing things. TLS was called in to help with their culture change program.

INSIGHT:

We need to explore a friendlier/softer way to package the bank's new values to the staff.

SOLUTION:

By using a mascot and deviating from the bank's official communication look and feel, we were able to get through the message to the staff.

TEAMWORK
INNOVATION
PROFESSIONALISM
INTEGRITY

I AM JBB.
I am driven by creativity,
innovation and continuous
improvement.




JamiiBora
—BANK—
Tunaamini Ni Wakati Wako

f JamiiBoraBank @JamiiBoraBank

TEAMWORK
INNOVATION
PROFESSIONALISM
INTEGRITY

I AM JBB.
How I do
business is as
important as
the business
I do. I strive to
get it right
the first time
always.



JamiiBora
—BANK—
Tunaamini Ni Wakati Wako

f JamiiBoraBank @JamiiBoraBank

TEAMWORK
INNOVATION
PROFESSIONALISM
INTEGRITY

I AM JBB.
I am qualified,
skilled and
committed to
serve our
customers.



JamiiBora
—BANK—
Tunaamini Ni Wakati Wako

f JamiiBoraBank @JamiiBoraBank

TEAMWORK
INNOVATION
PROFESSIONALISM
INTEGRITY

I AM JBB.
I work, together
with my colleagues,
to make Jamii Bora
Bank better.



JamiiBora
—BANK—
Tunaamini Ni Wakati Wako

f JamiiBoraBank @JamiiBoraBank

CLIENT: KWS

EASTER 2018 SOCIAL MEDIA CAMPAIGN

PROBLEM:

Easter holidays is one of the longest holidays in Kenya and The Kenya Wildlife Service wanted to use this occasion to drive up visitor numbers in their parks. They gave us the challenge and we gladly accepted.

SOLUTION:

We used the traditional Easter elements (eggs & bunnies) and juxtaposed them into what KWS has to offer.

RESULT;

The result was an outstanding, visually appealing concept that brought the Easter spirit in to the wilderness.

www.kws.go.ke #DiscoverKWS Parks

EASTER IN THE WILD

This Easter weekend, bring out your family and friends to a KWS park near you. You'll have the time of your life as you sample the exciting experiences we have to offer. From game drives, camping and accommodation, bandas, bird watching, rock climbing, deep sea diving and much much more.

KENYA WILDLIFE SERVICE

Detailed description: This is a promotional poster for KWS. It features a crocodile in a savanna setting with several colorful Easter eggs placed on the ground in front of it. The background shows a dirt path and trees. The text 'EASTER IN THE WILD' is prominently displayed in the center. Below the image, there is a short paragraph of promotional text and the KWS logo.

www.kws.go.ke #DiscoverKWS Parks

EASTER IN THE WILD

This Easter weekend, bring out your family and friends to a KWS park near you. You'll have the time of your life as you sample the exciting experiences we have to offer. From game drives, camping and accommodation, bandas, bird watching, rock climbing, deep sea diving and much, much more.

KENYA WILDLIFE SERVICE

Detailed description: This is a promotional poster for KWS. It features an ostrich in a savanna setting with several colorful Easter eggs placed on the ground in front of it. The background shows a dirt path and trees. The text 'EASTER IN THE WILD' is prominently displayed in the center. Below the image, there is a short paragraph of promotional text and the KWS logo.

www.kws.go.ke #DiscoverKWS Parks

EASTER IN THE WILD

This Easter weekend, bring out your family and friends to a KWS park near you. You'll have the time of your life as you sample the exciting experiences we have to offer. From game drives, camping and accommodation, bandas, bird watching, rock climbing, deep sea diving and much much more.

KENYA WILDLIFE SERVICE

Detailed description: This is a promotional poster for KWS. It features a sea turtle on a sandy beach with several colorful Easter eggs placed on the sand in front of it. The background shows the ocean and some vegetation. The text 'EASTER IN THE WILD' is prominently displayed in the center. Below the image, there is a short paragraph of promotional text and the KWS logo.

CLIENT: KWS

2018 MOTHER'S DAY CAMPAIGN - DIGITAL CAMPAIGN

#DISCOVERKWSPARKS



TREAT MOM TO
SOMETHING WILD
THIS MOTHER'S DAY!

This Mother's Day, KWS is celebrating all moms. Bring your mom to a KWS park near you and we'll let her get in for free!

*Terms and conditions apply

KENYA WILDLIFE SERVICE 

#DISCOVERKWSPARKS



TREAT MOM TO
SOMETHING WILD
THIS MOTHER'S DAY!

This Mother's Day, KWS is celebrating all moms. Bring your mom to a KWS park near you and we'll let her get in for free!

*Terms and conditions apply

KENYA WILDLIFE SERVICE 

#DISCOVERKWSPARKS



TREAT MOM TO
SOMETHING WILD
THIS MOTHER'S DAY!

This Mother's Day, KWS is celebrating all moms. Bring your mom to a KWS park near you and we'll let her get in for free!

*Terms and conditions apply

KENYA WILDLIFE SERVICE 

#DISCOVERKWSPARKS



TREAT MOM TO
SOMETHING WILD
THIS MOTHER'S DAY!

This Mother's Day, KWS is celebrating all moms. Bring your mom to a KWS park near you and we'll let her get in for free!

*Terms and conditions apply

KENYA WILDLIFE SERVICE 

#DISCOVERKWSPARKS



TREAT MOM TO
SOMETHING WILD
THIS MOTHER'S DAY!

This Mother's Day, KWS is celebrating all moms. Bring your mom to a KWS park near you and we'll let her get in for free!

*Terms and conditions apply

KENYA WILDLIFE SERVICE 

#DISCOVERKWSPARKS



TREAT MOM TO
SOMETHING WILD
THIS MOTHER'S DAY!

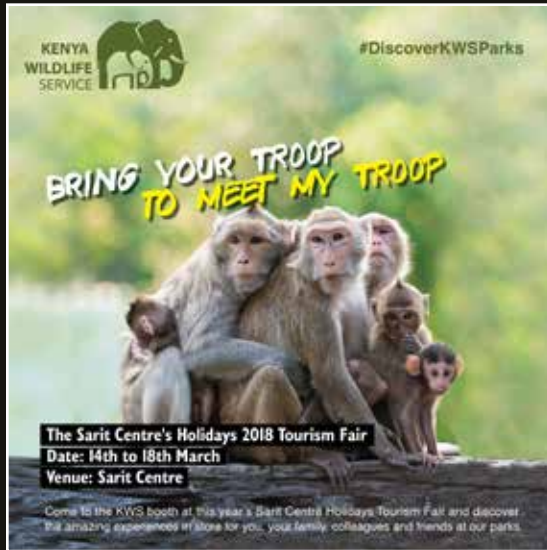
This Mother's Day, KWS is celebrating all moms. Bring your mom to a KWS park near you and we'll let her get in for free!


*Terms and conditions apply

KENYA WILDLIFE SERVICE 

CLIENT: KWS

2018 SARIT CENTRE HOLIDAY EXPO

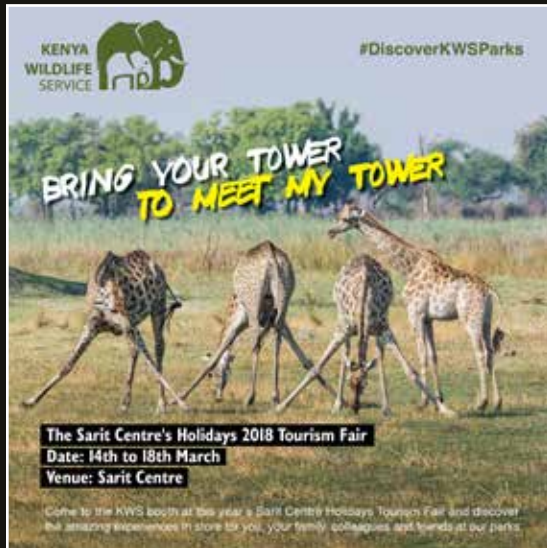
A group of monkeys sitting on a log in a lush green forest.


KENYA WILDLIFE SERVICE  #DiscoverKWSParks

BRING YOUR TROOP TO MEET MY TROOP

The Sarit Centre's Holidays 2018 Tourism Fair
Date: 14th to 18th March
Venue: Sarit Centre

Come to the KWS booth at this year's Sarit Centre Holidays Tourism Fair and discover the amazing experiences in store for you, your family, colleagues and friends at our parks.

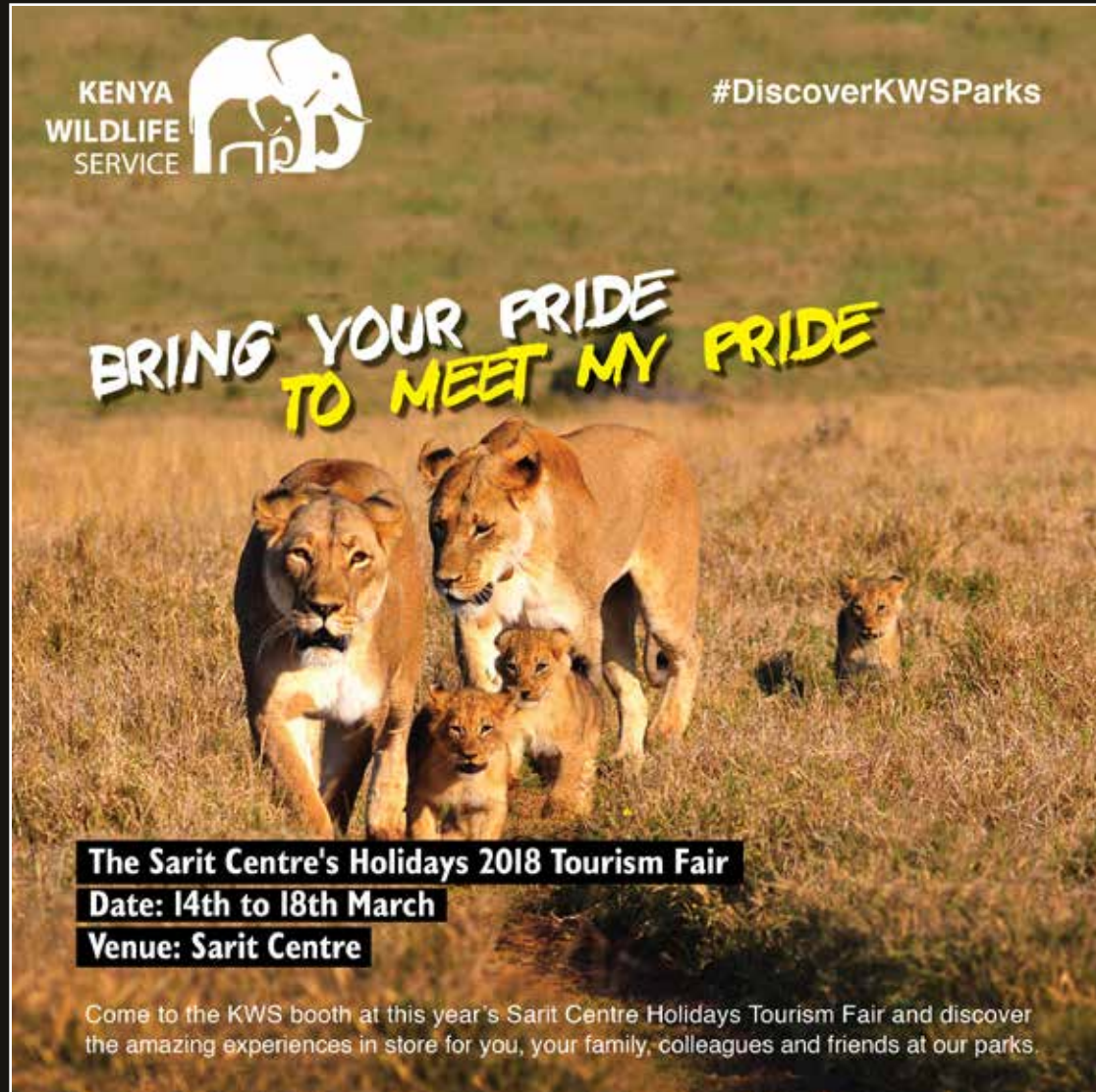
A group of giraffes standing in a savanna landscape.


KENYA WILDLIFE SERVICE  #DiscoverKWSParks

BRING YOUR TOWER TO MEET MY TOWER

The Sarit Centre's Holidays 2018 Tourism Fair
Date: 14th to 18th March
Venue: Sarit Centre

Come to the KWS booth at this year's Sarit Centre Holidays Tourism Fair and discover the amazing experiences in store for you, your family, colleagues and friends at our parks.

A lioness and her cubs in a savanna landscape.

KENYA WILDLIFE SERVICE  #DiscoverKWSParks

BRING YOUR PRIDE TO MEET MY PRIDE

The Sarit Centre's Holidays 2018 Tourism Fair
Date: 14th to 18th March
Venue: Sarit Centre

Come to the KWS booth at this year's Sarit Centre Holidays Tourism Fair and discover the amazing experiences in store for you, your family, colleagues and friends at our parks.

CLIENT: KWS

2018 FATHERS DAY - DIGITAL CAMPAIGN



TREAT HIM LIKE THE KING HE IS

Here's to more adventures with dad*

This Father's Day, KWS is celebrating all fathers. Bring yours to a KWS park near you and we'll let him get in for free!

*Citizen/Resident male adult accompanied by his family. Terms and Conditions apply.

KENYA WILDLIFE SERVICE 



TREAT HIM LIKE THE COOL CAT HE IS

Here's to more adventures with dad*

This Father's Day, KWS is celebrating all fathers. Bring yours to a KWS park near you and we'll let him get in for free!

*Citizen/Resident male adult accompanied by his family. Terms and Conditions apply.

KENYA WILDLIFE SERVICE 



TREAT HIM LIKE THE BOSS HE IS

Here's to more adventures with dad*

This Father's Day, KWS is celebrating all fathers. Bring yours to a KWS park near you and we'll let him get in for free!

*Citizen/Resident male adult accompanied by his family. Terms and Conditions apply.

KENYA WILDLIFE SERVICE 



TREAT HIM LIKE THE SUPER HERO HE IS

Here's to more adventures with dad*

This Father's Day, KWS is celebrating all fathers. Bring yours to a KWS park near you and we'll let him get in for free!

*Citizen/Resident male adult accompanied by his family. Terms and Conditions apply.

KENYA WILDLIFE SERVICE 



TREAT HIM LIKE THE CHAMP HE IS

Here's to more adventures with dad*

This Father's Day, KWS is celebrating all fathers. Bring yours to a KWS park near you and we'll let him get in for free!

*Citizen/Resident male adult accompanied by his family. Terms and Conditions apply.

KENYA WILDLIFE SERVICE 

YOUR TICKET TO THE WILD

The KWS Safari Card is back! Your convenient way to access our National Parks, effective 1st June, 2018. It's ideal for individuals, tour companies and corporate clients.

Use your Safari Card to access the following Parks:

Nairobi National Park • Lake Nakuru National Park • Amboseli National Park
Tsavo East National Park • Tsavo West National Park • Aberdare National Park



Pay for your entry to any of our Parks or Reserves via:



For more information contact us on customerservice@kws.go.ke or call us on our Toll Free Number 0800597000

[Kenya Wildlife Service](#) [@kwskenya](#) [kenyawildlifeservice](#) [kws.go.ke](#)

*Terms and conditions apply

YOUR TICKET TO THE GREATEST SHOW

The KWS Safari Card is back! A cashless way to access our National Parks, effective 1st June, 2018. It's ideal for individuals, tour companies and corporate clients.

Use your Safari Card to access the following parks:

Nairobi National Park • Lake Nakuru National Park • Amboseli National Park
Tsavo East National Park • Tsavo West National Park • Aberdares National Park



Pay for your entry to any of our Parks or Reserves via:



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[f Kenya Wildlife Service](#) [@kwskenya](#) [kenyawildlifeservice](#) kws.go.ke

•Terms and conditions apply

EID MUBARAK



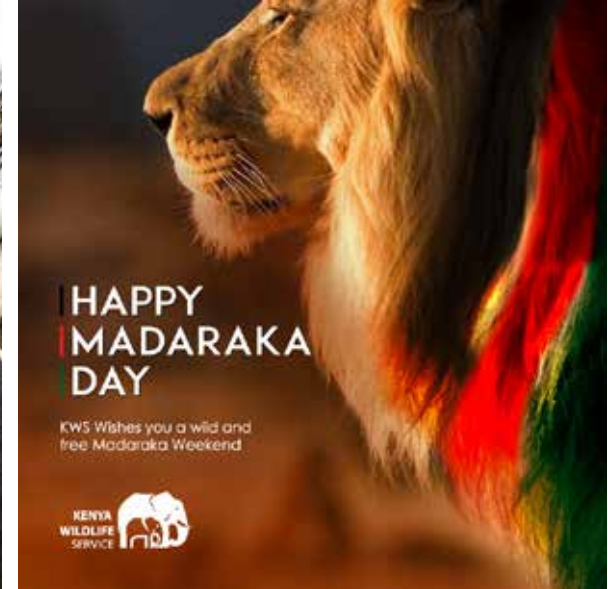
HAPPY MADARAKA DAY

KWS Wishes you a wild and
free Madaraka Weekend



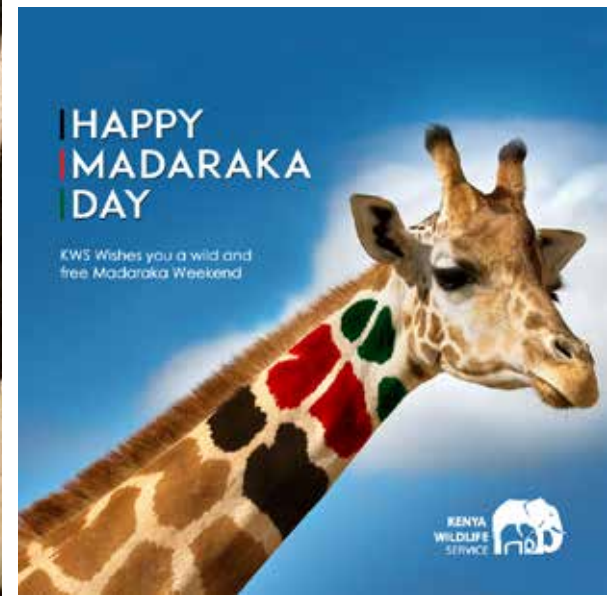
HAPPY MADARAKA DAY

KWS Wishes you a wild and
free Madaraka Weekend



HAPPY MADARAKA DAY

KWS Wishes you a wild and
free Madaraka Weekend



CLIENT: GDANE

CORPORATE IDENTITY

LOGO, BRAND BOOK, OFFICE
BRANDING, STATIONERY, PRODUCTION

PROBLEM:

G-Dane, an up and coming Kenyan technology company asked TLS to create their corporate identity from scratch.

SOLUTION:

We took up the challenge and delivered a CI that captures the client's aspiration and vision for the company.

RESULT:

One happy client!









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