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INTERACTIVITY

TEAMWORK STATIONS
BUSINESS IDEAS
TAP FUTURE
TECHNOLOGY
VIRTUAL



INTERACTIVE
COMMUNICATIONS

COMPANY PROFILE



— WHO WE ARE —

Interactive Communications Ltd is a 360 marketing agency with presence in East Africa, offering solutions in both Above The Line and Below The Line.





OUR FOOTPRINTS

ZAMBIA

RWANDA

UGANDA

TANZANIA

KENYA



OUR CORE VALUES

01

INNOVATION

We act on our Customers terms by offering quality products and solutions, with the best service possible looking for every opportunity to exceed clients expectations

02

COMMITMENT

We are characterized by results. Taking ownership and being accountable for what needs to be done to get the job done regardless of obstacle and difficulties

03

INTERGRITY

We mirror diverse cultures and viewpoints to create a work environment for our people to succeed. We treat each other with dignity and integrity by encouraging each to express their thoughts & ideas.

04

EXCELLENCE

We are committed to quality and efficiency by delivering our promises to the clients all the time.

OUR SERVICES



OUTDOOR MARKETING

Market Storms

- Countrywide
- Rep van
- Hired Vans

Roadshows

- Countrywide
- Trucks
- Vans

Sales Uplifting

- Wholesalers
- Distributors
- Distribution Management
- Sales Developers
- Distributor Reps Management



INSTORE MARKETING

Merchandising

- Availability
- Visibility
- Price adherence
- Category Management
- Relation Management
- Market Intelligence
- Reporting through Data Pad

Activations

- Wet Sampling
- Focus Brand Sales
- Mall Activations



DIGITAL MARKETING & MEDIA BUYING

- Social Media Management
- Google ADs & Analytics
- Media Buying & placement
- Content creation and planning
- SEO
- WEB Development
- Influencer management
- Out Of Home (OOH)



EVENT MANAGEMENT

- Product launches
- Conference set ups
- Exhibitions & Event set ups
- Team Building
- End of Year Party Planning



BRANDING & COUNCIL PAYMENT MANAGEMENT

- Design
- Branding
- Signages
- Council payments

OUR VALUE PROPOSITION

ACCELERATED RESULTS

Accelerating the process of getting to results then connecting the right result to real value is our central focus

OPTIMIZED CAPACITY

Bringing tangible improvements to the organization's capacity to get the right thing done right, both at team level and at a personal level

PRODUCTIVE PEOPLE

We prioritize deliberate efforts in helping individual team members to grow in ways beyond the norm

BETTER CULTURE

We build an attitude and aptitude culture that is committed to expanding and improving capacity to learn and grow

WHY PARTNER WITH US?

- Team Sourcing & Recruitments
- Team Management & Trainings
- Client prospect for listing
- Shorten sales cycle
- Offering extra industry solutions
- Increase Customer Service & Satisfaction
- Accountability



OUR RETAIL MANAGEMENT SYSTEM

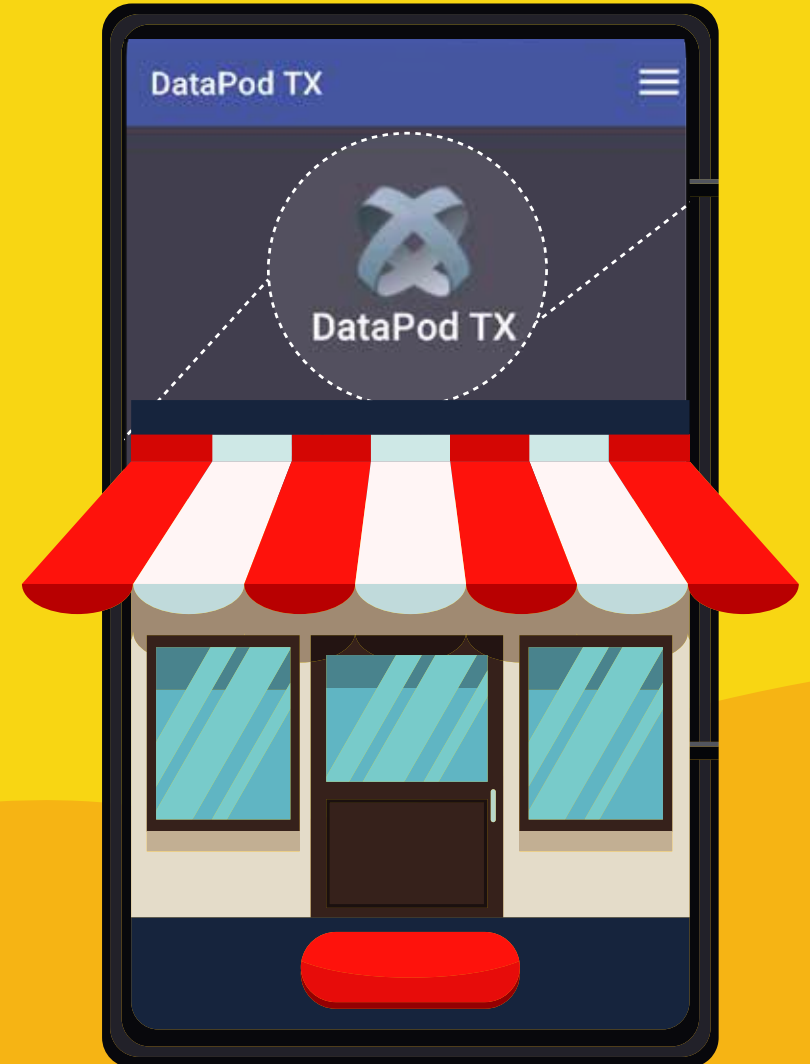
Data Pod TX is a store visit optimization system.

Its a Mobile App used to:

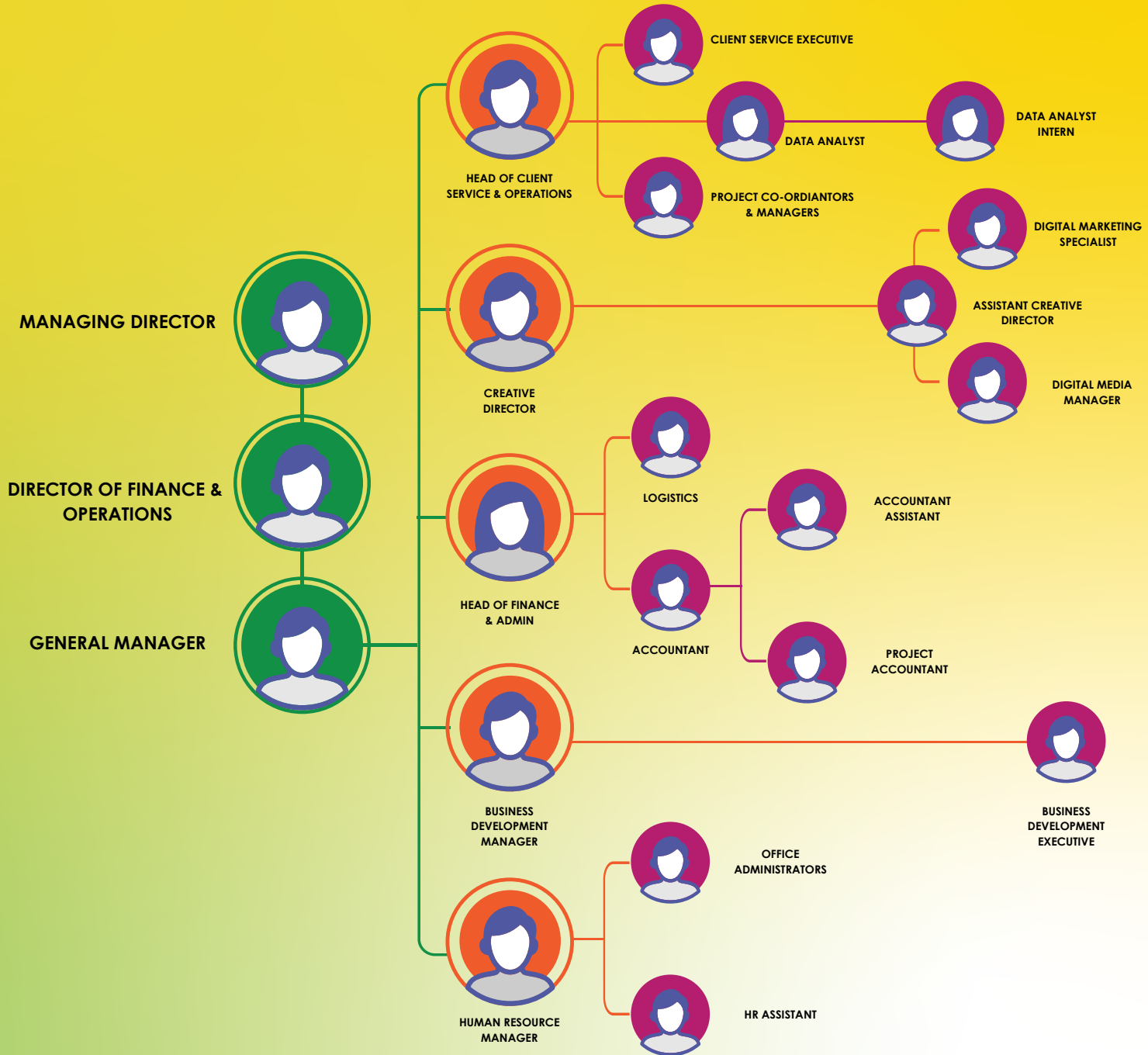
- Track the team in real time.
- Generate reports real time.
- Gather market intelligence real time.
- Generate real time data.

Based on data collected we shall be able to generate the following reports:

- Daily Price Index Report
- Daily Availabilty report (Visited Outlets)
- Call efficiency per merchandiser (Weekly Targets)
- POSM Tracking (If provided)
- Adhoc report (Audits)
- Monthly report analysis (SOS, Panogram adherence, Orders generated)



OUR INTERACTIVE MARKETEERS



OUR CLIENTS



SAMSUNG



Jubilee
INSURANCE



UNGA
LIMITED 
Your Nutritional Partner



scJohnson
A family company
at work for a better world

MARS
WRIGLEY



 WORLDCOIN


Pernod Ricard
Créateurs de convivialité

OUR CLIENTS



Activations



Activations



OUR CLIENTS

SAMSUNG



Samsung Consumer Electronics Setup



Mall Setup



OUR CLIENTS



OUR CLIENTS



OUR CLIENTS

scJohnson
A family company
at work for a better world



16 Oct 2021 12:24:20



Oct 21, 2021 12:40:06
Kandura - Mai Mahiu - Narok Road
Kisii County



7 Oct 2021 12:26:12 pm
555 Uhuru Road
Kericho County



OUR CLIENTS



scJohnson
A family company
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OUR CLIENTS

scJohnson
A family company
at work for a better world



OUR CLIENTS



SC Johnson
Modern Trade
Merchandising Managing
220 Outlets



OUR CLIENTS



NKCC merchandising
National coverage
managing 450 outlets

OUR CLIENTS



27 Mar 2023 12:46:28



25 Mar 2023 11:08:36



Mar 24, 2023 7:11:15 PM



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Erbu County



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Mar 27, 2023 17:09:43



PZ Cussons
National Coverage Both
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GLOBAL INTERACTION MEDIA WEB COMMUNICATION CONCEPT
 GRAPHIC INTERFACE INNOVATION
 CREATIVE DESIGN
THANK YOU
 TEAMWORK IDEATE BUSINESS TAP FUTURE CORPORATE
 STATIONS TECHNOLOGY
 INTERACTIVE INTERNET DIGITAL VIRTUAL
 COMMUNITY ICON CREATIVITY TIME ABSTRACT PEOPLE MODERN

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