



**AFTERSIX**

[www.aftersix.africa](http://www.aftersix.africa)

**COMPANY PROFILE**

A Pan-African Brand Experience Agency

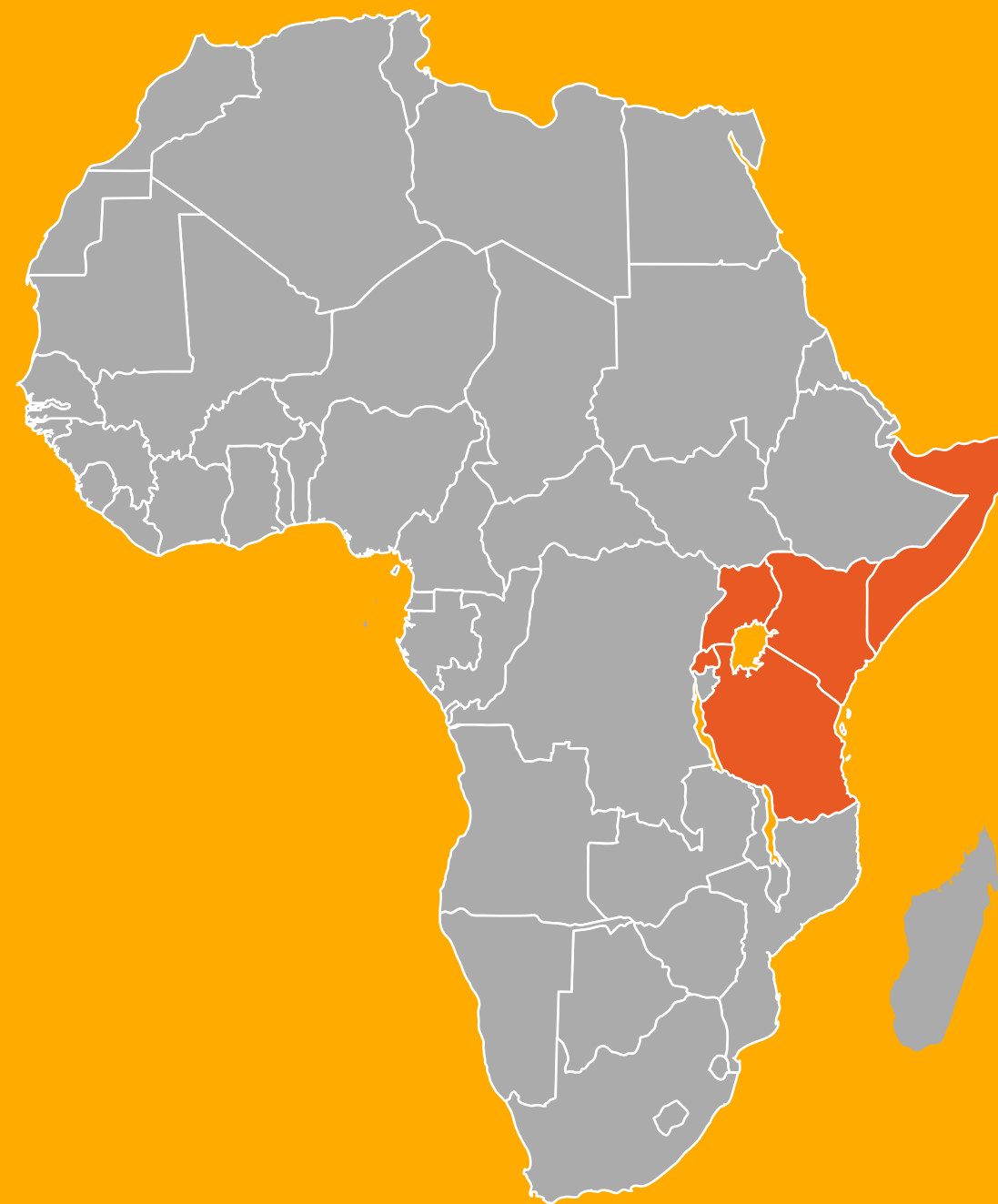
# WE ARE AFTER SIX

A Pan-African brand experience agency based out of Nairobi.

Our obsession is how to help you understand, influence, and connect with your target consumers using magnetic, meaningful experiences.

**150+**  
Strong

With our strategic partners, we are a team of 150+ strong; comprising different types. From creative types, fun types, serious types, brand types, strategy types, no-nonsense types, brand ambassador types, on the ground types, designer types, cool types, mad types, but most importantly, you get your type.



Based in Nairobi, we have a regional footprint that straddles: Kenya, Uganda, Somaliland, Tanzania, Rwanda, but with an audacious ambition of expanding to West, Central and South Africa by 2028. Africa, we coming!

# OUR SERVICE OFFERING

We are experts in Experience. We thrive in creating ideas that solve business challenges through best-in-class Insights, Strategy, Experience Design, Production, Deployment and Analytics.

## ACTIVATIONS

- Horeca experiences
- Modern Trade Activations
- General Trade Activations
- Product listing
- Social Marketing

## EVENTS

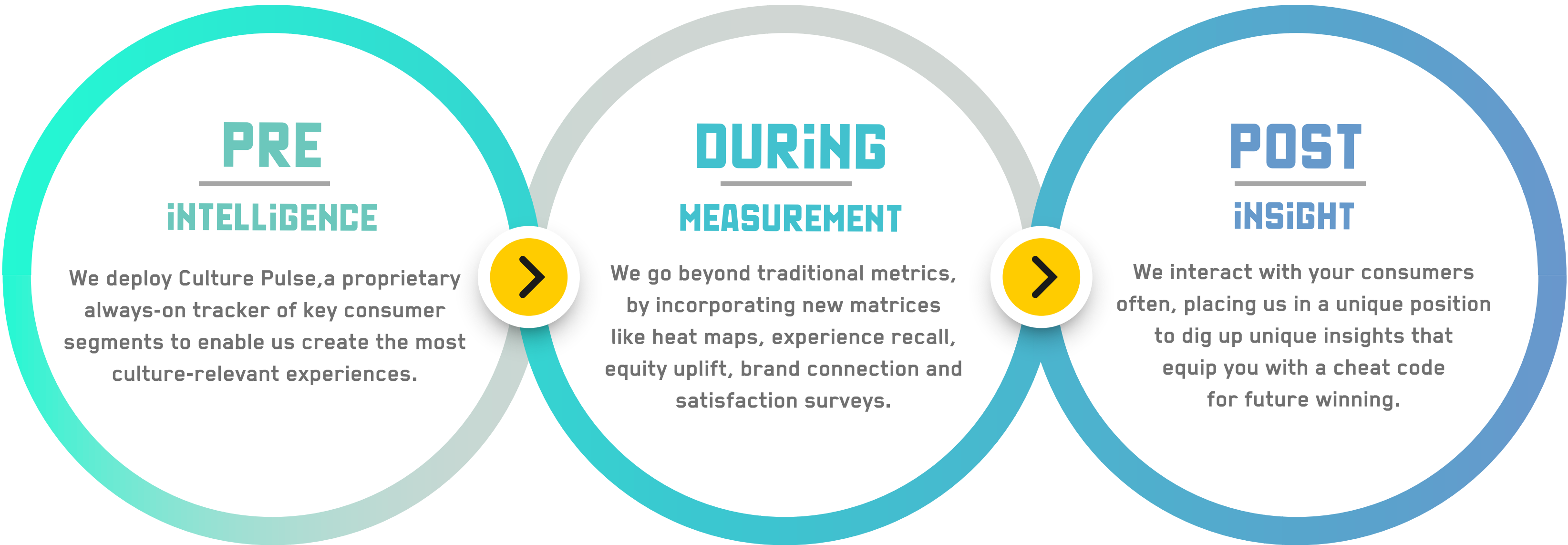
- Sports events
- Launch events
- Meetings & Conferences
- Internal Engagements
- Themed Staff Events
- Expos

BRAND AWARENESS • CONSUMER ENGAGEMENT • SALES UPLIFT

# OUR UNIQUE SAUCE, SLAPS DIFFERENT

Although gut feels, hunches, street smarts, good vibes and inshallah may work sometimes, we prefer investing in data - works every time.

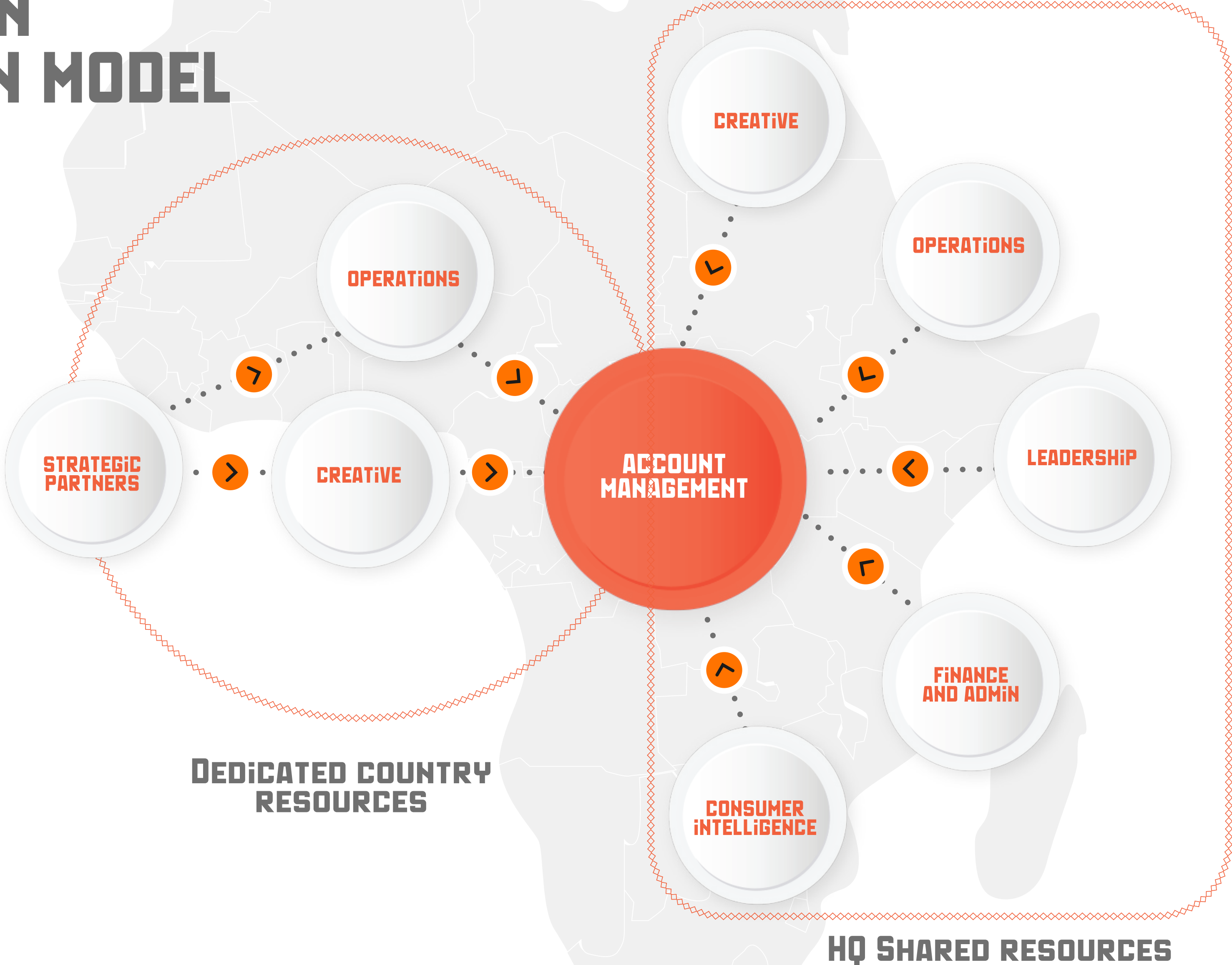
We have an **in-house Consumer Intelligence** unit that is dedicated to keeping up with ever-shifting consumer behaviour, desires & expectations.



# HOW WE WORK



# OUR PAN AFRICAN MODEL



# LEADERSHIP TEAM



# THE TEAM



## EVANS ONDEJE

C.E.O

### THE CHIEF EXPERIENCE OFFICER

He is the El Jefe, the Captain, Chief Experience Officer, in charge of steering the ship, strategy, client collaborations, fun, laughs and good vibes.

With 15 years in the game, Evans boasts a wide variety of skills, from creative direction, brand management, event management across a variety of sectors.

### MILESTONES

- RACE DIRECTOR, STANDARD CHARTERED MARATHON, since 2018, by introducing the virtual format making the race truly global with over 30 nationalities participating achieving an all-time event participation record of 20,000 runners
- CREATIVE EXPERIENCE LEAD, Tusker Lite and Tusker Malt in Kenya.
- STRATEGY LEAD, URBAN BITES, grew into a regional brand and now owns Kenya's urban snacking scene.

### AREAS OF EXPERTISE

Strategy, Consumer Insight, Integrated Communications, Client Collaboration, Leadership, Government Engagement & Relations.

### BRAND EXPERIENCE

Nestle, P&G, EABL, Government of Kenya, Standard Chartered Bank, Pernord Ricard Kenya, Kenya Tourism Board.





# THE TEAM



## CAROL NGUGI

MANAGING DIRECTOR

### THE BOSS LADY

Yap. No other way to describe her. With 18+ years' experience she's still holding it down. Work with Carol and you'll quickly learn she's like an arrow; straight, direct, focused and always hits the target. Her expertise ranges from experiential strategy, product launches, premium activations, countrywide mass market storms and event management

Carol leads project operations, client management, experiential marketing, building and managing client relationships, resource deployment, forging strategic operational plans & project execution.

### MILESTONES

#### ▪ BRAND EXPERIENCE LEAD

Developed and executed the influencer launch for the Taste the Feeling campaign in Kenya which set a new standard for influencer-led launches, trending in Kenya for over 48 hours.

Championed the launch of Minute Maid Juice and Share-A-Coke BTL execution in the country.

#### ▪ EXPERIENTIAL STRATEGY AND EXECUTION

She led the events and experience strategy and execution of the Safaricom Twaweza Launch and Launch of Zain in Kenya as well including the execution of the MTV Awards event.

Launched campaigns for alcoholic brands such as Tusker, Tusker Lite and Guinness specifically the first ever Guinness Viewing Parties in the country.

#### ▪ DARK MARKETING EXPERT

Vast experience with Dark Marketing having worked on various BAT Kenya brands over the last 10 years.

### AREAS OF EXPERTISE

BTL strategies, Go-to-Market Brand Strategies, Event Strategies & Management, Operational Planning, Project management, Team Leadership.

### BRAND EXPERIENCE

Safaricom, Proctor & Gamble, Philips, Pernod-Ricard, Coca-cola, EABL, Total Kenya, BAT Kenya, Unilever, Bidco, Multichoice, Reckitt Benkiser, Standard Chartered, Samsung, Crown Paints, Monster Energy, Oracle Kenya, Keroche Foundation, Postbank and Zain (Airtel).

# THE TEAM



## NORBERT MBURU

C.O.O

### IF HE HAD HIS WAY, THE WORLD WOULD RUN ON AN EXCEL SHEET

A jack of many trades, Norbert is a mix of marketer, data analyst, techie and commercial manager with an addiction of putting a framework around everything. Norbert takes care of the commercials and general management of After Six while also nurturing an obsession for always studying consumers and what makes them tick.

A certified expert in digital strategy, technology projects management, consumer intelligence, data analytics & business management for over 9 years.

#### MILESTONES

- **DIGITAL TRANSFORMATION, GOVERNMENT OF KENYA**

Overhauled and streamlined the Kenyan Government's online presence by designing a digital playbook for implementation across all ministries and departments, that led to a unified brand identity utilizing design and data storytelling in content.

- **DIGITAL MARKETING STRATEGY, EABL PORTFOLIO**

Led and set up a first-of-its kind influencer marketing strategy for EABL's portfolio that streamlined the selection, management and measurement of over 150 influencers used by the business across East Africa.

As Principal auditor of EABL's digital media buying, he increased dollar efficiency by over 50% with best practice methods and introducing A/B testing in media deployment.

- **PROJECT MANAGEMENT**

Project lead in building technology projects for clients such as UNDP, Safaricom, Simba Corp, Scanad, Microsoft ADC and Kenya Ports Authority.

#### AREAS OF EXPERTISE

Digital transformation, Consumer Intelligence, Data Analytics, Influencer Marketing, Digital Media Buying, Project Management, Commercial Management.

#### BRAND EXPERIENCE

Nescafe, Pampers, EABL, KWAL, Government of Kenya, African Union, Intel-Dell, Jumia Kenya, UNDP Kenya, Standard Chartered Bank.



# YOU ARE IN GOOD COMPANY



3+ years



1+ years



1+ years



1+ years



3+ years



3+ years



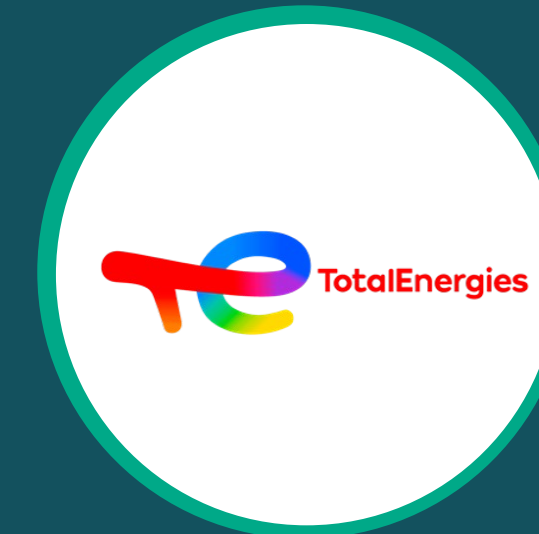
1+ years



3+ years



3+ years



1+ years



4+ years



4+ years



1+ years



1+ years



## CLIENT: BAT KENYA

BRAND: VELO

MARKET: KENYA

OFFERING: HORECA ACTIVATIONS

### THE BRIEF

To re-introduce VELO nicotine pouches (a highly regulated product) back into the market by creating and executing a unique BTL strategy to amplify awareness, educate consumers on the category/brand and drive guided trial and consideration by consumers.

### OUR SOLUTION:

With our conceived BTL strategy "Level Up", we explored different regulator-approved ways of creating a buzz around the product's re-entry with consumer experiences that were aimed at driving memorability and talkability within select premium nightclubs and outlets.

### THE EXECUTION:

Our rationale was to tap into the passion points of our TA which led us to using activation elements such as the trending 360 photo booth and an F1 racing simulator, both of which received commendable consumer engagement. We also used brand activators to facilitate guided product trial.

### RESULTS:

**93%**

4,863 consumers engaged translating to a 93% success rate.

**87.8%**

906 cans and 171 sachets of the product sold translating to 87.8% against the target.





**CLIENT: BAT KENYA**

**BRAND: VELO**  
**MARKET: KENYA**  
**OFFERING: EVENT PLUGINS**

**THE BRIEF**

Conceptualize and execute a disruptive, engaging, memorable but scalable experiences that would be sure to attract existing and new potential consumers to the Velo stand at identified premium events as an additional touch point for driving awareness and product trial.

**OUR SOLUTION:**

With our conceived BTL strategy "Level Up", we explored different regulator-approved ways of creating a buzz around the product's re-entry with consumer experiences that were aimed at driving memorability and talkability within select premium events.

**THE EXECUTION:**

Our rationale was to tap into the passion points of our TA which led us to using activation elements such as the trending 360 photo booth and an F1 racing simulator, both of which received commendable consumer engagement. We also used brand activators to facilitate guided product trial.

**RESULTS:**

Success was measured by the number of engagements and interactions by the PIAs in a given day of the activity.

**97.6%**

1031 people translating to  
97.6% total reach





**CLIENT: BAT KENYA**

**BRAND: ROTHMANS**

**MARKET: KENYA**

**OFFERING: HORECA ACTIVATIONS**

**THE BRIEF**

To drive brand equity & strengthen Rothmans' proposition among consumers by crafting a BTL plan to inform, reassure and excite consumers on the existing Rothmans SKUs in order to ignite the feeling of pride in joining the Rothmans family.

**OUR SOLUTION:**

We tapped into the consumer's passion points of gaming to bring out our conceptualized campaign message "cheza kichampez" to life, and draw numbers to our activation zone for 1-2-1 engagements with brand promoters at identified outlets. The games that inspired participation included foosball, cards, drafts, ring toss and sling puck.

**RESULTS:**

**106%**

Sales translating to 106% performance against set targets.

**114%**

Consumers engaged - 1467 individuals translating to 114% against the target.



**CLIENT: PERNOD RICARD**

**BRAND: THE GLENLIVET**  
**MARKET: KENYA**  
**OFFERING: GOLF SERIES ACTIVATIONS**

**THE BRIEF**

After Six was tasked to tap into golf events and create memorable experiences focusing around The Glenlivet in a bid to create talkability around the brand, drive consideration and increase sales in an environment filled with the brand's target audience. The objective was aimed at telling a story of The Glenlivet from a consumer point of view.

**OUR SOLUTION:**

We immersed the golf clubs into The Glenlivet experience using disruptive assets, branding and gaming engagements that resonated with our TA. Furthermore, we explored sampling in the form of welcome cocktails to all during the evening - a strategy which allowed consumers to consider the drink which was key in driving sales.

**THE SETUP:**

Our setup which included a branded entrance feature, photo zone, cocktail bar, mobile sampling bar, course branding and indoor branding kept the brand top of mind to all golfers and visitors.

**RESULTS:**

**111%**

Total sales - 445 bottles from the Pernod Ricard portfolio with 215 bottles being The Glenlivet. This translated to a 111% success rate against target of cumulative sales.

**92.8%**

Consumer Reach - 2183 people over the series of 10 golf tournaments countrywide, translating to a 92.8% success rate.





## CLIENT: PERNOD RICARD

**BRAND: JAMESON ORIGINAL**  
**MARKET: KENYA**  
**OFFERING: HORECA ACTIVATIONS**

### THE BRIEF

With a desire to maintain a continuous, distinctive and recognisable brand, Jameson Original tasked us to create and execute an impactful activation that would inspire current and new generations of consumer to consider the drink and position it as their top choice.

### OUR SOLUTION:

Our “Jameson Takeover” campaign leveraged on a standout setup at outlet entrances, sampling, a serving ritual and rewarding to create brand awareness, enhance talkability, build brand love and drive sales within select high-traffic outlets countrywide.

### THE SETUP:

The Jameson setup which was positioned strategically at the entrance of outlets served as a zone to educate consumers on the brand USPs and sample them a perfect serve before they settled inside.

### RESULTS:

**108%**

Over the 23 activations countrywide, we managed to sell a total of 744 bottles, translating to a 108% success rate.

**111%**

We engaged a total of 5,023 patrons across 12 outlets, a 111% success rate against the target.







**CLIENT: PERNOD RICARD**

**BRAND: MARTELL**

**MARKET: KENYA**

**OFFERING: HORECA ACTIVATIONS**

**THE BRIEF**

To activate premium high energy spaces with top of class activations to ensure Martell remains relevant to loyal consumers and stays ahead of the competitor by positioning the brand as one that consumers can proudly identify with and incorporate into their lifestyle.

**OUR SOLUTION:**

We created an experience displaying Martell cognac as a superior premium brand within identified outlets using disruptive outlet branding, staff branding and an exciting and glorious serving ritual upon purchase that sparked curiosity and enhanced talkability of the brand among consumers.

**WHAT STOOD OUT:**

The Martell entrance arch, photo zones, DJ booth enhancement, standout brand ambassadors, and fiery serving ritual.

**RESULTS:**

**98%**

A total of 60 bottles were sold per night party, translating to 98% success rate.

**123%**

An average of 215 consumers were engaged nightly' a 123% success rate.





## CLIENT: CROWN PAINTS

BRAND: CROWN PAINTS  
MARKET: KENYA  
OFFERING: EVENT MANAGEMENT

### THE BRIEF

To develop a unique crowd-pulling activation mechanic during the Fusion Night event, create memorable experiences at Crown Paints touch points that would inspire sharing on social media for attendees and leverage on disruptive branding at the VIP zone to position Crown Paints as the colourful preferred solution.

### OUR SOLUTION:

We transformed the venue into a splash of color with vibrant luxe furniture and creative branding from the entrance to the staircase and stage which was the focal point of the event. In addition, we created an immersive experience for consumers in the form of a black and white artsy banner which was filled with color by attendees and later used as a photo backdrop showcasing how everyone expressed themselves through coloring during the engagement.

### RESULTS:

# 76%

During the event, a total of 87 attendees were engaged at the coloring and photography zone translating to 76% of all attendees.





## CLIENT: BAT KENYA

**MARKET: KENYA**  
**OFFERING: GENERAL TRADE ACTIVATIONS**

### THE BRIEF

With the recurring problem of counterfeit cigarettes in the market, BAT assigned the agency the task of carrying out an anti-counterfeit campaign to enlighten traders on how to identify counterfeit goods/ products in the market vs legitimate products using the Soma Label KRA app and a KEBS USSD code.

### OUR SOLUTION:

Using the conceptualized campaign tagline "Kitu Sure", a team of well trained brand ambassadors educated traders countrywide especially in border towns on how to identify counterfeit products using the Soma Label KRA app and a KEBS USSD code.

**72%**  
 increase in the Soma Label KRA app and KEBS USSD code usage among cigarette handlers

**78%**  
 referrals of others to use the app and USSD code.

**45%**  
 reporting of counterfeit products by traders.



## CLIENT: STANDARD CHARTERED BANK

BRAND: STANCHART NAIROBI MARATHON

MARKET: KENYA

OFFERING: SPORTS MARKETING

### THE BRIEF

To plan, execute and manage the 2022 edition of the Standard Chartered Nairobi Marathon. This will be achieved through registration and recruitment of both existing and upcoming runners, individuals and corporate teams. The funds generated from the event will go towards the bank's Futuremakers initiative.

### OUR SOLUTION:

Leaning on our experience managing the race since 2019, we designed and executed a seamless process of registration, timing, kit collection and results processing for all the participants. On the event day, the agency was able to do setup on the venue and manage the race successfully from start to finish.

### RESULTS:

- Registered 20,134 runners: 18,720 physical marathon and 1800 virtual marathon.
- Over 35M raised towards the Futuremakers initiative.
- 20 event partners and sponsors were engaged
- 35 nationalities participated
- 203 elite runners participated
- KES. 129,852,509 in PR Value.
- 21,860 trees planted towards the sustainability initiative.





**LETS TALK...**

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