



COMPANY PROFILE

- Branding,
- Digital Marketing
Marketing
Strategy,
- Multimedia
Production,
- Public Relations,
- Media Buying,
- Events and
Activations,
- Marketing
Trainings,
- Website Design
& Development



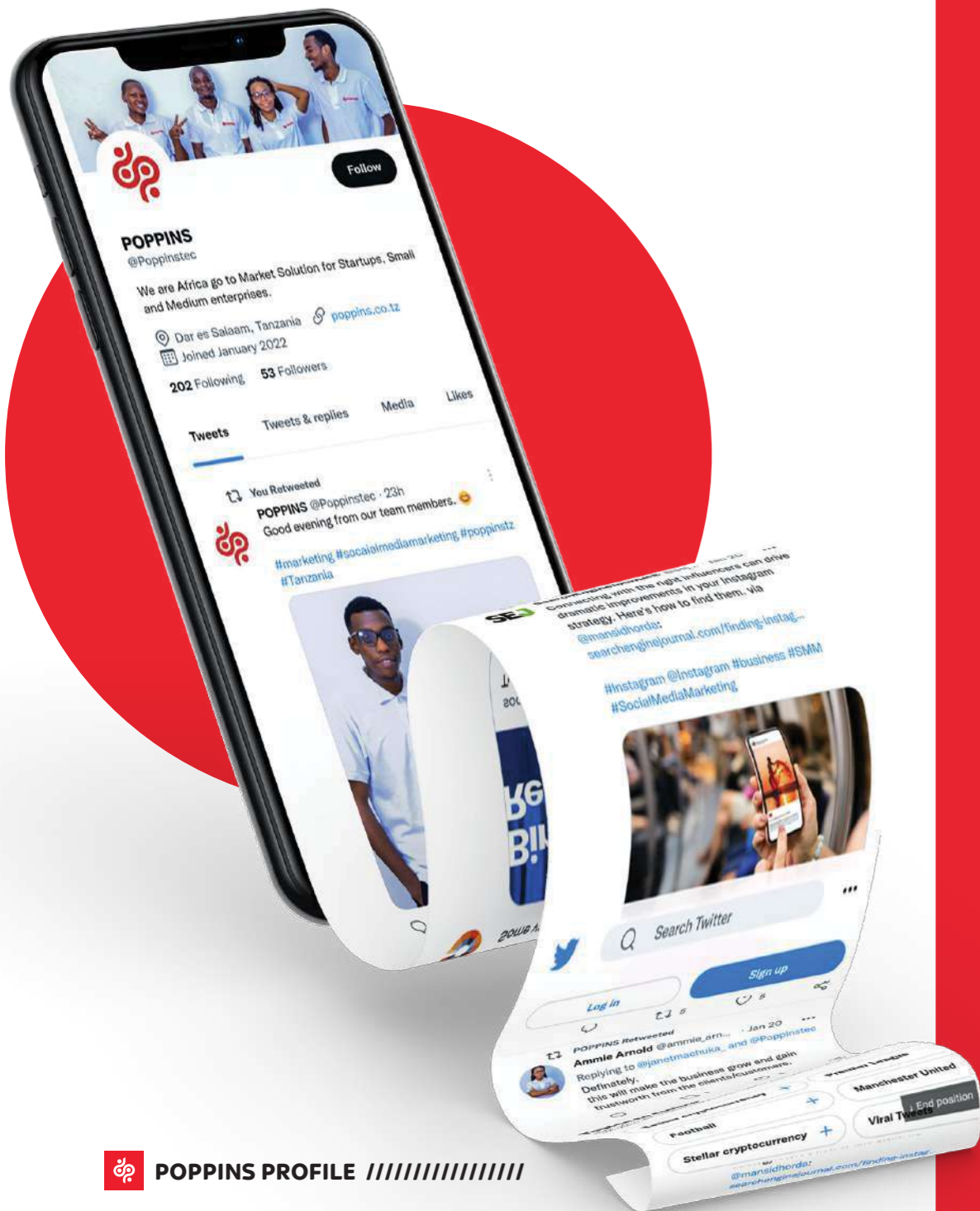
make it
awesome





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Poppins is a complete creative and media agency located in Tanzania. We help your business grow, find new customers, and drive sales by leveraging data-driven Marketing strategies.

Our aim is to help businesses get simple solutions to complex problems across marketing and advertising. We involve our outstanding team of talented members who combine both talents and professionalism to meet clients' expectations with a unique touch of excellence.

We are not just a Marketing Agency that helps brands tell their stories; we also cut across Websites and Soft-ware development. Our goal is to make sure we change African communities using technology.

- Modern
- Data-driven
- Trustworthy
- Quality
- Performance
- Accountability



Providing cost-friendly technology-based solutions that relate to Africa.

To be Africa's go-to-market solution for startups, medium and large enterprises.

Our Contacts;

- ☎ **Mob:** +255 756 839 059, **Off:** +255 756 839 059
- ✉ **Mail:** service@poppins.co.tz | **Web:** poppins.co.tz
- 📍 **Visit:** Sam Nujoma Rd - Mwenge Tower 2nd Floor
P.O.Box 16102, Dar es Salaam, Tanzania





What we do ...

Poppins is your go-to for elevating your brand in the digital realm. From compelling branding to impactful multimedia campaigns, strategic marketing, and SEO-optimized website design, we offer a holistic approach to boost your brand. Choose Poppins for creativity, strategy, and digital excellence.



Branding:

Imagine and present the unique feel and look of your business to captivate your audience.



Digital Marketing:

Establish a powerful online presence with our blend of digital and analog expertise, building brand credibility and attracting more customers.



Marketing Strategy:

Brief us about your business, and we'll craft result-oriented strategies for branding and marketing communications, ensuring a return on your investment.



Multimedia Production:

Designing campaigns that speak directly to your target audience, whether it's a TV commercial, photograph, or voice-over, with a mix of innovation and technology.



Public Relations:

Build and maintain brand trust using the right people and strategies, bringing your business closer to potential customers.



Media Buying:

Design and implement winning media strategies to position your business effectively in the market.



Events and Activations:

Reach the right audience through meticulously crafted events, showcasing your product or service behavior to the target audience.



Digital Marketing Trainings:

Develop digital marketing skills with our short course tailored for corporate team members and entrepreneurs.



Website Design & Development:

Stand out online with a fully SEO-optimized website, showcasing your brand to millions of potential customers.

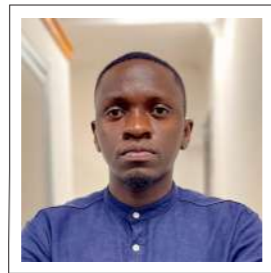


Project Pioneers



John Simon
Project lead

As the visionary Project Lead at Poppins, John is dedicated to ensuring projects not only meet but exceed expectations. With a keen eye on deadlines, he orchestrates teams with precision and excellence, turning visions into successful realities.



Projectus Prosper
Creative Director

Meet our seasoned Creative Director with over 7 years of expertise in the creative space. His wealth of experience positions him as the guiding force behind our creative team, ensuring innovative and captivating projects that elevate your brand to new heights.



Emiliana Mbilinyi
Accountant

Our proficient Accountant, brings over her financial expertise to the team. She is dedicated to managing all financial procedures with precision and diligence, ensuring the financial health of our projects and endeavors..



Amos Andrew
Content Manager

As the visionary Project Lead at Poppins, John is dedicated to ensuring projects not only meet but exceed expectations. With a keen eye on deadlines, he orchestrates teams with precision and excellence, turning visions into successful realities.



Irene Massawe
Media Manager

Meet Irene Massawe, our adept Media Manager. With a focus on seamless coordination, she is dedicated to overseeing and optimizing multimedia production processes, ensuring a harmonious and efficient workflow..



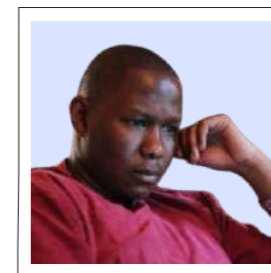
Christopher Nkuryo
Animator and 2D Designer

Christopher Nkuryo, our Animator and 2D Designer, brings over 5 years of expertise in 3D and 2D animation. With a passion for bringing ideas to life, he is dedicated to working on animation projects and crafting captivating 2D icons with creative finesse.



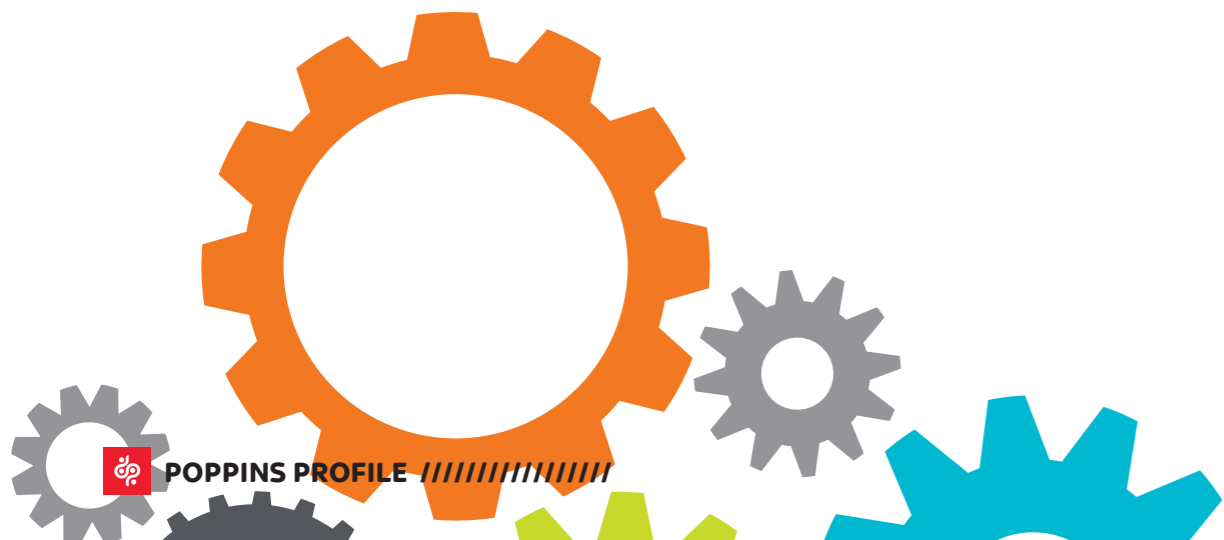
John Mabula
Sound Engineer

With over a decade of expertise in the creative space, John Mabula serves as our accomplished Sound Engineer. His vast experience includes voiceover artist vetting, voiceover recording, and skillful script modification, ensuring impeccable audio experiences for your projects.



Ally Msangi
Copywriter

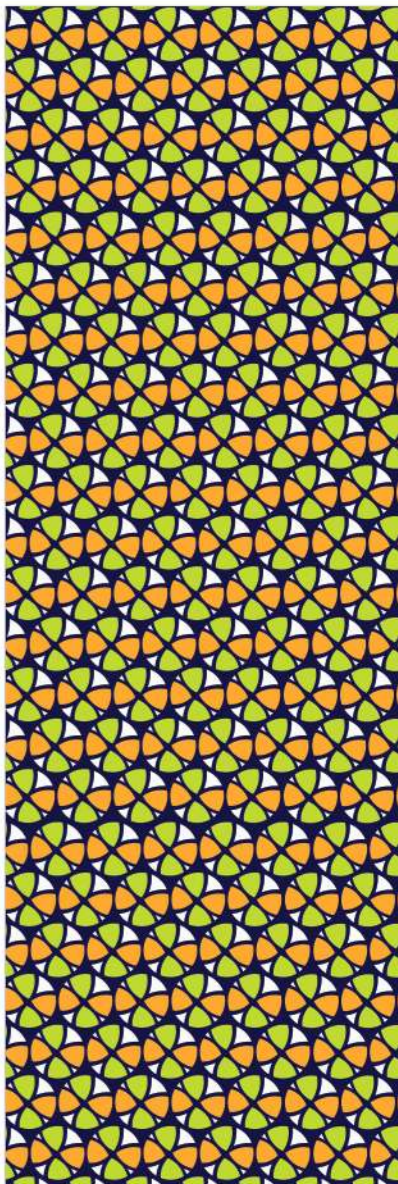
Ally Msangi, our Copywriter extraordinaire, brings over 9 years of expertise to the table. Proficient in script development and subtitle writing, Ally weaves compelling narratives that resonate and elevate your brand.





Up to Market is a series of events whose main focus is to help businesses by equipping small business owners, startups, and medium-sized businesses with branding and marketing skills that will enable them to position their businesses in the marketplace, especially in today's digital era.

	CMYK : 72, 66, 0, 74 PANTONE : 131743 HSL : 235°, 56%, 17% RGB : 19, 23, 67 WEB : #131743
	CMYK : 0%, 33%, 83%, 2% PANTONE : f9a72b HSL : 36°, 94%, 57% RGB : 249, 167, 43 WEB : #f9a72b
	CMYK : 13, 0, 76, 16 PANTONE : bad533 HSL : 70°, 66%, 52% RGB : 39, 170, 225 WEB : #bad533



GetPaid



GetPaid is a platform that connects freelancers, traders, and creators with worldwide opportunities such as gigs and crypto assets. It also has a crypto wallet that allows users to buy cryptocurrency, receive payments, and cash out via mobile money wallets in East Africa.

Our work at GetPaid started with a GO TO MARKET strategy and continues with ongoing online and offline communications.

Our roles

Content Strategy, Social Media Marketing, Copywriting, Influencer marketing, event management and Public Relations

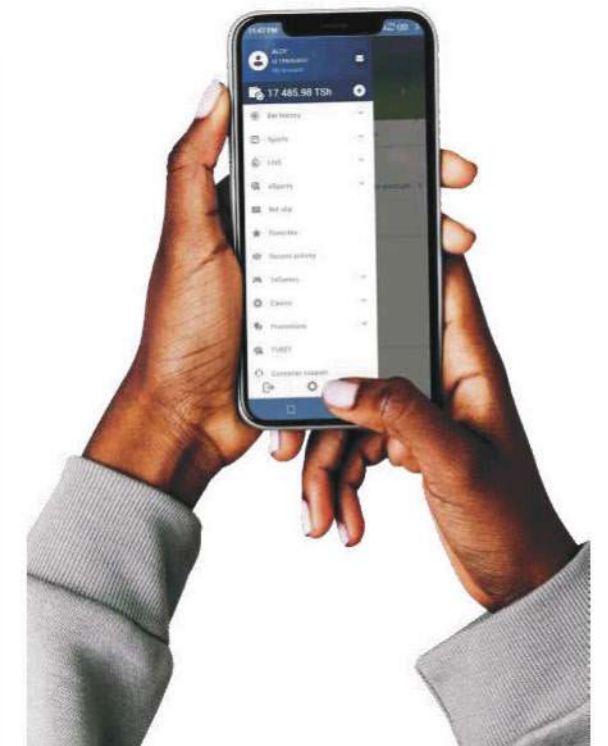
The solution provided

In collaboration with the GetPaid team, we came up with a strong marketing strategy which included the use of online communities, Twitter spaces, and social media campaigns on ground event activations.



Working with Poppins, we were shown promising new ways to market our company. Today we work with statistics and more accurate data and realize the digital space is an essential tool for Getpaid to position itself in an increasingly competitive field.

SomeMan Leaky
C.E.O Getpaid Africa



3500+

Signups reached in first 6 months after launch

5000+

Social media followers in Six (6) months

200K+

Monthly online engagements & impressions

450+

Active Telegram Community Channel members



Makbook and Brains

The brief

Makbooks and Brains are the leading book sellers located in Mlimani City, Masaki and Airport Terminal three. Makbooks approached Poppins so that together we could make Makbooks a home for every book reader wherever they are at a real time.

Our roles

Marketing Strategy/Social Media Marketing /Audio Visual production /Event Management

The solution we provide

We provide 360 marketing solutions to Makbooks. Our services range from branding, copywriting, social media marketing, and event management.

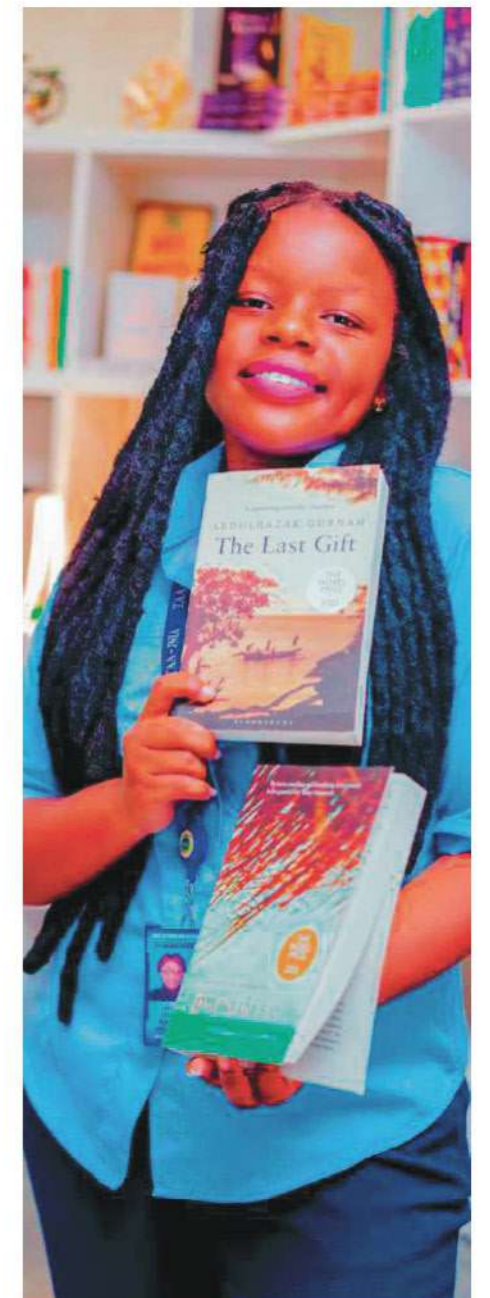


Book Coffee Hook Up

Book coffee hookup is one of the book campaigns that we established for our client (Makbooks and brains) with the aim of bringing together book lovers and having book discussions while having a cup of coffee. We bring people together to share coffee while learning, connection, and getting exposure.

-  Books showcasing
-  Bringing together book lovers
-  Growing Makbooks' family
-  Increase Brand Visibility

Our work is to contact the participants, find venue, set it up, and cover event with pictures and videos. The digital platforms by sharing across.



ClickPesa

The brief

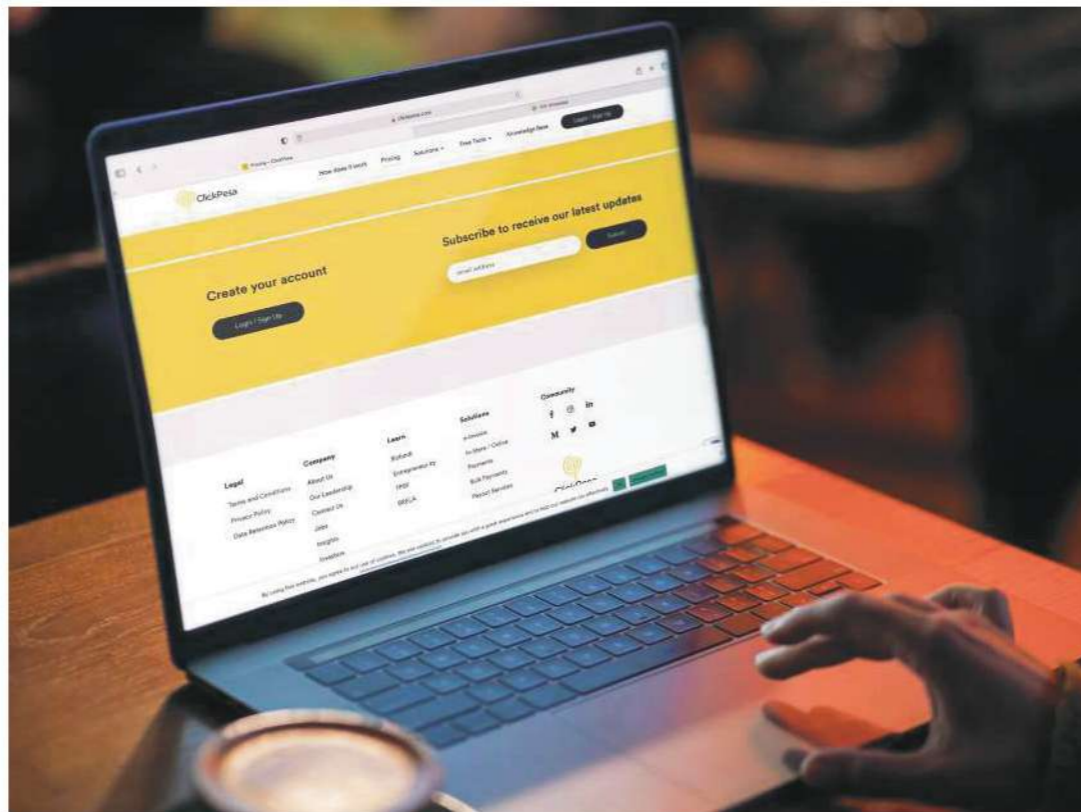
ClickPesa offers a platform that unifies payments services into one platform for businesses in emerging markets. It helps local businesses perform better by increasing productivity and profitability. Users can issue invoices and receive payments from across East Africa.

Our roles

Content Strategy, Social Media Marketing, Audio Visual Production, Copywriting

The solution we provide

Our work is to make sure ClickPesa stands online by applying data-driven marketing strategies, social media management, content creation, and website content updating.



Optimise your delivery process...

This will help to build your ecommerce store's relationship with customers

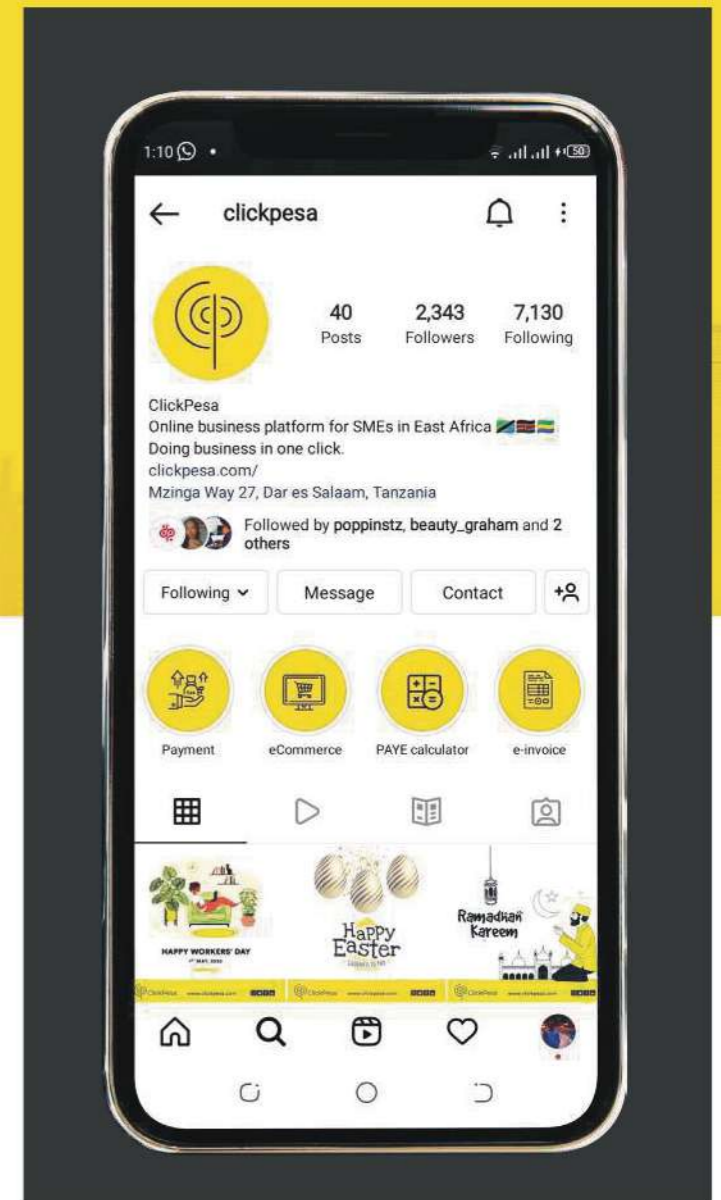


ClickPesa www.clickpesa.com

Start an ecommerce store with low startup costs...



ClickPesa www.clickpesa.com



Poppin's work has consistently driven lead growth through our social media pages and website. The collaborative team communicates well and delivers on time, ensuring a seamless workflow. Their transparency stands out, as does their ability to manage expectations well.

Richard Lema (COO ClickPesa)

2,000,000+

Social media impressions within firstsix (6) months

1,000,000+

Social media profile reach within firstsix (6) months

10,000+

Social media profile reach within firstsix (6) months

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