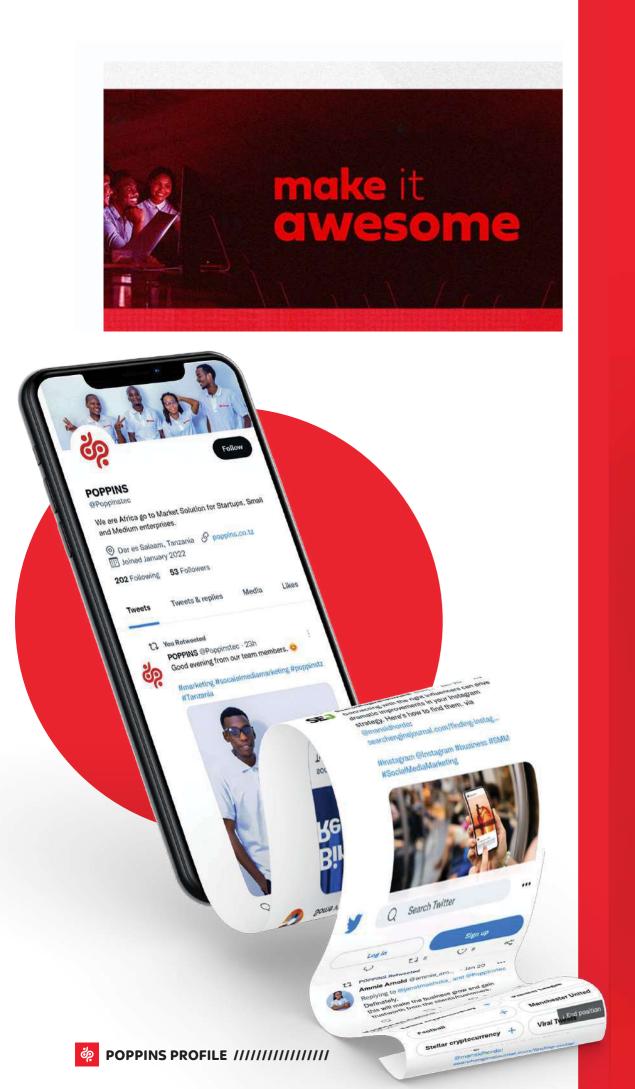


COMPANY PROFILE

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

make it awesome



Contents

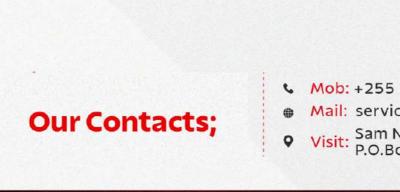




Poppins is a complete creative and media agency located in Tanzania. We help your business grow, find new customers, and drive sales by leveraging data-driven Marketing strategies.

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.





 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



We do believe clients have a clear vision of where they want to take their businesses. Our work is to help them connect the dots to reach their full marketing potential.

Waking up every day with a cup of coffee having one thing in mind, to make marketing easier and better for every business owner.











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.

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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 vour 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



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

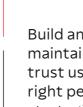
business

the market.

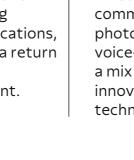
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Events and Activations:

Reach the right winning media audience through strategies to meticulously position your crafted events, showcasing your effectively in 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.



Projestus 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.



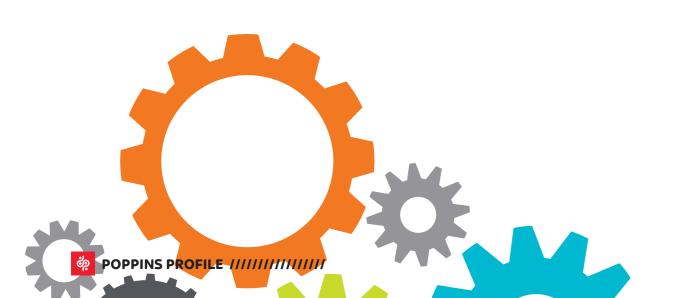
I<mark>rene Massawe</mark> Media Manager

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.

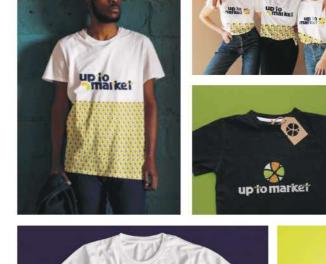






Up to Market is a series of events whose main focus is to help businesses by equipping small business owners, startups, and medium-sized businesses with branding and marketing skills that will enable them to position their businesses in the marketplace, especially in today's digital era.



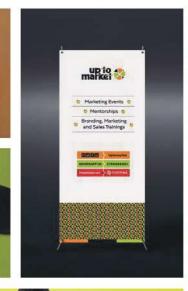








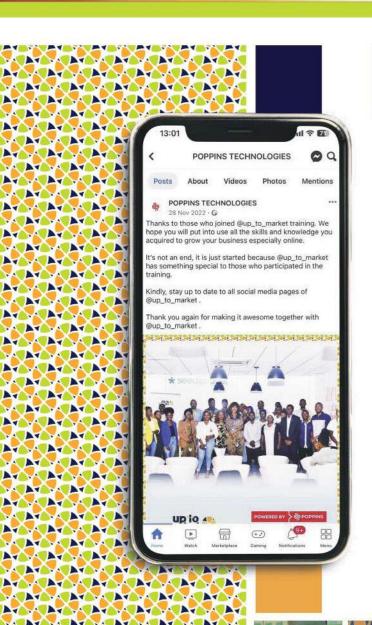
DOPRINS PROFILE











EVENT ACHIEVEMENTS

- 1. Without sponsored ads, marketing methods we used (media, social media, WhatsApp groups, asking our friends to share) bore fruit since we got more signups than the target number.
- 2. We secured all of our invited guest speakers. We wanted to keep our promise to the attendees, too. We kept on contacting our event speakers (Upendo Shuma from Lavie Makeup and Cosmetics, Mudi Mabiriani, and Good Hope Heaven)
- 3. Managed to conduct an event. This is our most significant accomplishment as a team in making that day possible. The material and manpower we put into the preparations for that training made it possible, and we gave the attendees what we wanted to give them.
- 4 Brand awareness. The event was staged in order for a hero to emerge for business owners who are facing difficulties in marketing their products. After the event, we are still getting new followers on our social media pages, and visibility is increasing day after day.
- 5. It was live. Special thanks to the team members who made the attendees have good and fun moments during the training. Receptionists were sharp to help and provide them at the right time; creative people were sharp to design and share what was going on; and content people were sharp to capture and share the moments. It was live.

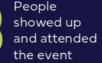
6. The time management strategy was excellent. Telling the audience to arrive a half hour before the actual event commenced made it possible and very interesting, since some of them were on time, came on time, and made us start on time too.















Attendees signed up for our monthly coaching program



Days used to market the event to the target audience



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 egagements & impressions

Active Telegram Community Channel members









Meet the "Users Event"

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Poppins is a great extension of our company for marketing execution and handling our social media. The company and its people are very passionate about what they do and they really try to understand us as a brand, our customers and vision. The engagement and push to make our company succeed has been very satisfying

Rick Groothuizen Product Lead, GetPaid







Online blogs

https://issamichuzi.blogspot.com/2022/03/jukwaa-la-kidigital-la-getpaid-lenye.html?m=1 http://brazuka-kibenki.blogspot.com/2022/03/jukwaa-la-getpaid-kutoa-fursa-kwa.html http://kidotimedia.blogspot.com/2022/03/jukwaa-la-getpaid-kutoa-fursa-kwa.html http://zingizinews.blogspot.com/2022/03/jukwaa-la-getpaid-kutoa-fursa-kwa.html http://wor-out-media.blogspot.com/2022/03/jukwaa-la-getpaid-kutoa-fursa-kwa.html http://kilolemzee.blogspot.com/2022/03/jukwaa-la-getpaid-kutoa-fursa-kwa.html







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

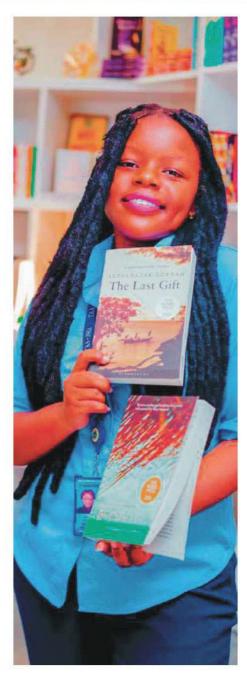
Book coffee hookup is one of the book campaigns that we established for our client (Makbooks and brains) with the aim of bringing together book lovers and having book discussions while having a cup of coffee. We bring people together to share coffee while learning, connection, and getting exposure.

1	Books showcasing	
2	Bringing together book love	
	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.



rs







The brief

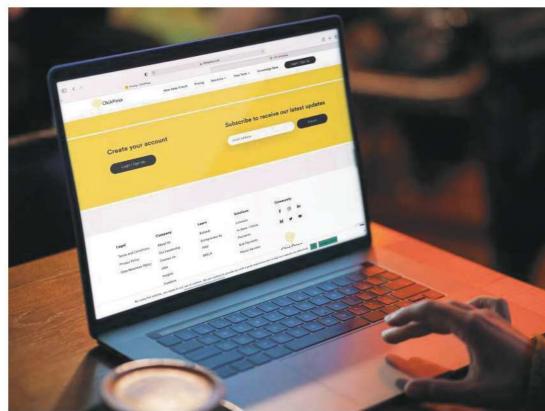
ClickPesa offers a platform that unifies payments services into one platform for businesses in emerging markets. It helps local businesses perform better by increasing productivity and profitability. Users can issue invoices and receive payments from across East Africa.

Our roles

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

The solution we provide

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





Start an ecommerce store with low startup costs ...



2,000,000+ 1,000,000+

Social media impressions within firstsix (6) months

Social media profile reach within firstsix (6) months

Social media profile reach within firstsix (6) months

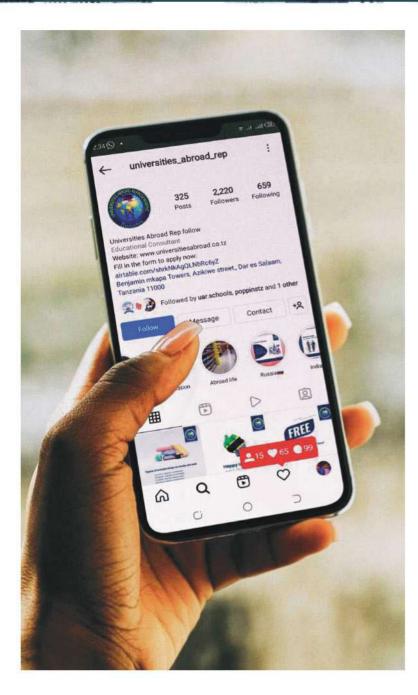


Poppin's work has consistently driven lead growth through our social media pages and website. The collaborative team communicates well and delivers on time, ensuring a seamless workflow. Their transparency stands out, as does their ability to manage expectations well.

Richard Lema (COO ClickPesa)



Universities Abroad **Representatives (UAR)**



The brief

Universities Abroad Representatives approached Poppins and gave us the task of making sure their brand stands online by applying clear communication strategies.

Our roles

Content strategy, Social Media Marketing, Audio Visual production, Event Management

The solution we provide

We positioned UAR as the leading universities representatives in Tanzania by applying clear marketing strategies and utilizing data driven decisions, which helped them to increase their brand awareness and sales by 40%.

Impressions in first year after lonboard

Monthly online egagements & impressions

Profile reach in first vear after lonboard

Social media followers in Six (6) months

Sometimes it's hard to put few words in something exciting , the work that Poppins have done to our business has made us stand out on the digital space as the best Agency which links students to abroad universities, working with them is investing in the right and best line of business which guarantees the return on your investment





Tony Kabetha - Managing Director UAR





The brief

Maksafes are the sales and service dealers for Godrej Physical Security Solutions in Tanzania. They have been in operation for more than seven years, dealing with all kinds of safes and strong doors.

Our roles

Marketing strategy, social media marketing, and content creation

The solution we provide

We positioned Maksafes as the leading physical security solutions company in Tanzania by applying clear marketing strategies and utilizing data-driven decisions, which helped them to stand online.







Social media impressions

within firstsix (6) months

Social media profile reach within firstsix (6) months

Social media profile reach within firstsix (6) months





The brief

Billion Paints is a leading manufacturer of building materials in Tanzania. Billion Paints approached Poppins specifically for product photographs as part of their content marketing.

Our role Product Photography by an Influencer

The solution we provided

We managed to work hand in hand with the Billion Paints team to make sure the selected influencer participated in content production as planned.











The brief

Is a collective investment scheme established to develop collective investment schemes in Tanzania by acquiring and keeping in trust the shares of privatized enterprises and encouraging a savings culture through wide participation in the ownership of distributed shares/units? Those schemes are: Umoja Fund, Watoto Fund, Wekeza Maisha, Jikimu Fund, Liquid Fund, and Bond Fund.

The solution

We managed to direct and shoot the video, which was posted on their social media platforms and showcased on their branch screens.





The brief

The client, Smart Courier, is a pickup and delivery company located in Tanzania. Their desire was to have a clear brand look which would communicate their feelings to the target audience.

SMART

We worked together with the Smart Courier team to make sure they got a tangible and communicative brand look in relation to their services. After a long time of creative team brainstorming, we came up with a wonderful gift in blue and red to present the brand. Branding is never complete without clear brand guidelines. We attach our creativity in an organized manner, which is easy for every creative person to kick off at any time.



The solution we provided



University of Dar es Salaam Insurance Agency (UDIA)

The Brief

University of Dar es Salaam Insurance Agency (UDIA) is fully owned by the University of Dar es Salaam (UDSM) and is registered under the Tanzania Insurance Regulatory Authority (TIRA) to issue insurance cover for and on behalf of the insurers.

The solution we provided

University of Dar es Salaam Insurance Agency (UDIA) approached Poppins specifically for the branding project, which includes designing, printing, and delivering branding materials at their headquarters on the Mlimani Campus of the University of Dar es Salaam.

The project included: Roll Up Banners, Wall Posters, Staff Business Cards, Fliers, Brochures, Branded Pens, T-shirts



Training

We offer a digital marketing training course.

This course was designed specifically for corporate team members and entrepreneurs who wish to develop their abilities in digital marketing. The practical sessions will help you develop a digital marketing competence within a short time.

Our Digital Marketing Course has transformed more than 100 entrepreneurs in one year.











Magnet Youth Sports Organization

About Magnet Youth Sports Organization

Magnet Youth Sports Organization (MYSO) is the Non-Profit Organization, which came into operation in July 2014 and got her registration in March 2015. The organization is registered under NGO 00007879 with headquarter being at Bima Road, Mikocheni B Plot #74.

Magnet Youth Sports Organization focus on training football, leadership, nutrition and leadership to children and youth from the age of 4 to 16 years of age

Our Roles

We have been working with Magnet for more than 2 years, we maily focus on making both Pictures and Video stories for the big community of parents, children and stakeholders

We always make sure the organization has a clear brand positioning using kids' success stories taken from everyday life experiences at Magnet.



The solution Provided

Organization of both pictures, video and graphics contents for their social media and other community platforms. We also help to manage their social media accounts













About FAO

The Food and Agriculture Organization (FAO) is a specialized agency of the United Nations that leads international efforts to defeat hunger.

On 29th Nov 2022, Food and Agricultural Organization (FAO) Tanzania conducted the end-of-the-year training and staff part that took place at RAMADA Hotel.

Our Roles

We had a good chance to execute the content marketing strategy as suggested by FAO, Poppins' task was to capture both picture and video stories from the training to the part-session

The solution Provided

It took us more than 12 hours of work to deliver about 300 video and picture story pieces collectively.



















The brief

The Benjamin William Mkapa Foundation is a Trust and non-profit making Institution, established and incorporated under the Trustees Incorporation Ordinance, CAP 375. Officially registered on 13th April 2006, the Foundation aims to supplement and complement the development efforts of the Government of the United Republic of Tanzania.

Our roles

Video and picture production for two days

The solution we provided

Benjamin William Mkapa Foundation conducted their annual team retreat of about 58 BMF team members at the Marijani Beach Resort and Spa in Zanzibar, at these two days events, POPPINS had a chance to capture their moments (picture and video stories) for both days.







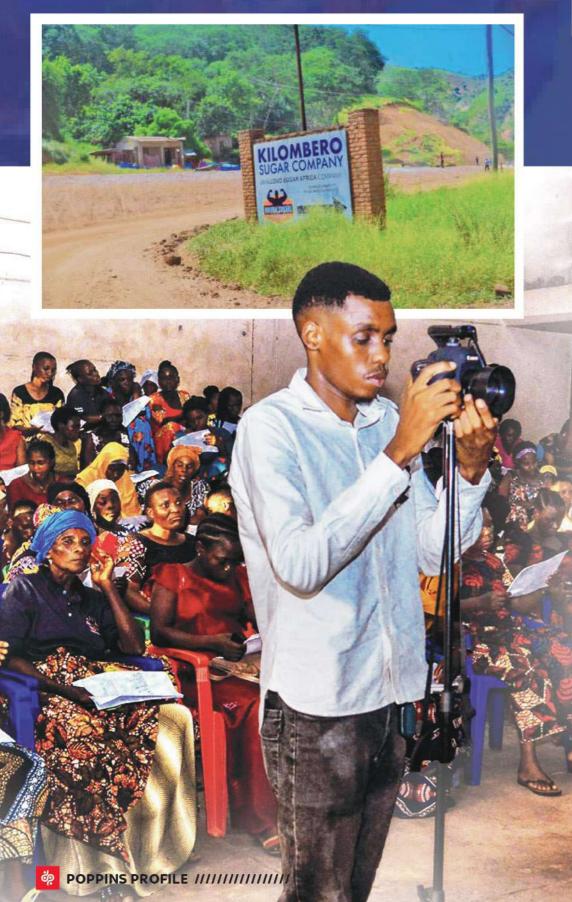






////////// WE MAKE IT AWESOME 🙋





KILOMBERO SUGAR COMPANY

The brief

Kilombero Sugar Company Limited (KSCL) established in Tanzania is a subsidiary of Illovo Sugar Group, the African leading and largest Sugar producer. Illovo operations in Tanzania comprises of two agricultural estates namely Msolwa and Ruembe, two sugar factories popularly known as K1 and K2, and one ethanol distillery also known as K3

The solution we provided We successfully executed a content production task at Kilombero Sugar in Morogoro,where Kilombelo conducted a training session to about 300 women employees on the international Women Day event organized by Kilombero.

Our roles - Content production





International Day of the African Child

Africa fit for Children



CASEE reached out to Poppins so that we could work on their finished project's documentation and help out to cover the African Child Event which was hosted by them in Longido



/////////// WE MAKE IT AWESOME 🛛 🧔





Brief

Community Aid and Social Education Empowerment (CASEE) formerly CASEC is a Tanzanian Non-Governmental Organization (NGO) registered in 2019 under the NGO Act 2002 with Reg. No. 00NGO/R/0291 The organization operates nationally and is based in Arusha. The organization started in 1994 as a capacity-building organization through a partnership with Oxfam UK. CASEE is mandated to empower communities and civil society organizations to reduce poverty and social injustices.

CASEE reached out to Poppins so that we could work on their finished project's documentation and help out to cover the African Child Event which was hosted by them in Longido

Our Roles

Projects documentation(Documentary Production) Event Coverage (Picture and videos)

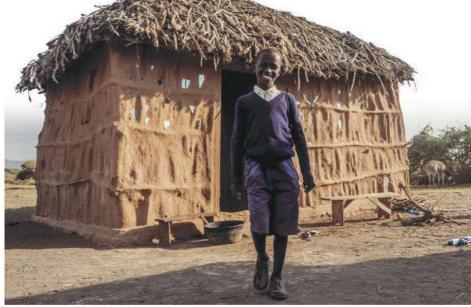
Solution Provided

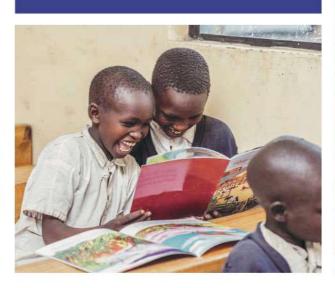
It took us two days in Longido District, Arusha region to deliver a complete CASEE projects documentation of their finished projects available in Longido District, we also had a chance to work on the African Child Event prepared by CASEE, our main focus was to cover the whole event,

We are incredibly grateful to Poppins for their exceptional services and unwavering support. They played a pivotal role in ensuring the success of the event content coverage for the International Day of African Child. Poppins' expertise in documentary production, photography, and creating captivating event highlights truly elevated the entire experience.













MILLENIUM INTERTRADE

The brief

Millenium Intertrade Limited is an Airfreight agency and Transportation Company based in Arusha and Dar es salaam, Tanzania. Millenium Intertrade is an IATA member with IATA code #8345006/0050.

Millenium approached Poppins looking for a new brand look and feel, our creative team jumped into the project with one goal in mind (Giving out the desired outcomes)

Our roles

Rebranding, Brand story development, Brand Identity Design



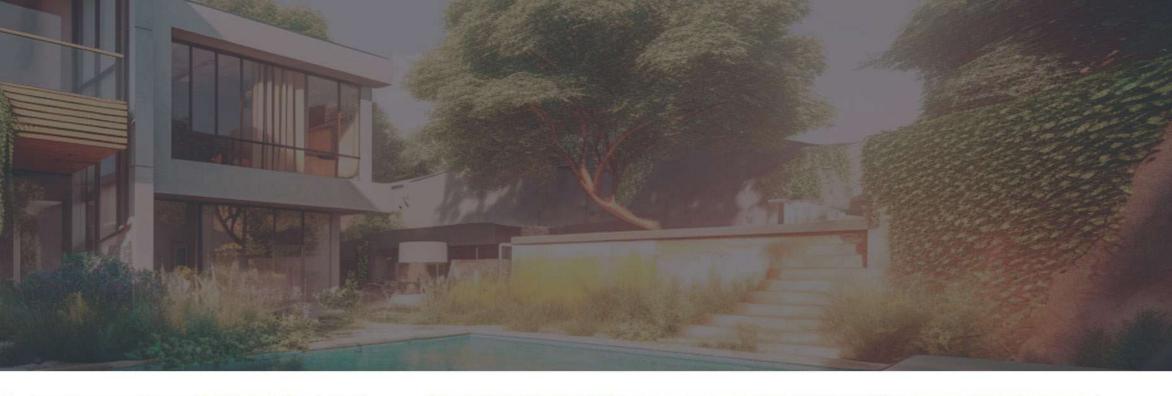


The brief

Keeon is a prestigious real Tanzania that specializes in and customer satisfaction, Keeon has established itself

Our roles

Brand Identity Design



Typography





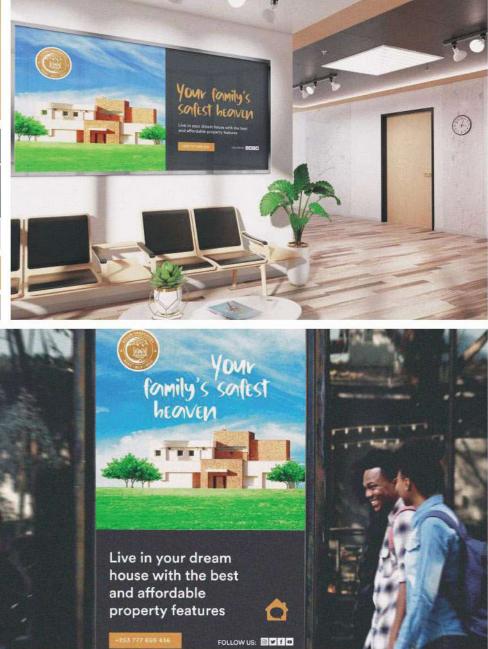
. KEEON PROPERTIES RENT • BUV • SELL

Logo Positioning













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Phone :+255 766 862 862Email :service@poppins.co.tzWebsite :poppins.co.tz

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