



TBWA\LIMELIGHT

Credentials

January 2012

- TBWA\ Global and TBWA\Africa
- TBWA\Limelight – Uganda
- TBWA\Tools
- Integrated Communication Strategies
- Creative Examples



TBWA\

Global and Africa

# TBWA\Worldwide

- 
- 78 Countries
  - 275 Agencies
  - Over 15,000 employees



# TBWA \ Africa



Head Office:  
Johannesburg

South Africa  
Nigeria  
Ghana  
DRC  
Zambia  
Malawi  
Kenya  
Uganda  
Tanzania  
Namibia  
Botswana  
Angola  
Mauritius  
Madagascar  
Seychelles





# Global Brands include:

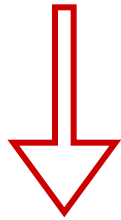


TBWA\LIMELIGHT

UGANDA

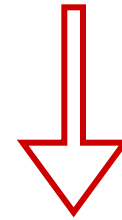
# About the Agency

TBWA\LIMELIGHT



- Full Service ATL/BTL  
Advertising Agency:
- Creative
  - Design
  - Production
  - Media
  - Public Relations
  - Events Management

INSIGHT Research



- Market Research:
- Quantitative
  - Qualitative
  - Strategic Insights



# TBWA\Limelight Philosophy & Client Approach

- Challenging the status quo
- Creativity as a selling tool
- Being consumer focused
- Teamwork: Business partners rather than advertising suppliers
- A “can do” attitude
- Clients who share the same outlook



# History

- Limelight is a Limited company, incorporated in January 1997
- Affiliated with FCB Worldwide between 1998 – 2008
  - Won FCB Africa Region Best Outdoor and Print Creative Awards:
    - 2001 – Gold: British Airways
    - 2002 – Gold: Security Group
    - 2007 – Gold: NetMark.
      - Gold: Kinyara Sugar
- Joined the TBWA Global Network in January 2009
  - TBWA\ Africannes Awards
    - 2010 – Bronze: Stanbic Home & Auto Creatives
    - 2011 – 1 Silver, 6 Bronze: UTL creative refocus campaign



# Clients include:

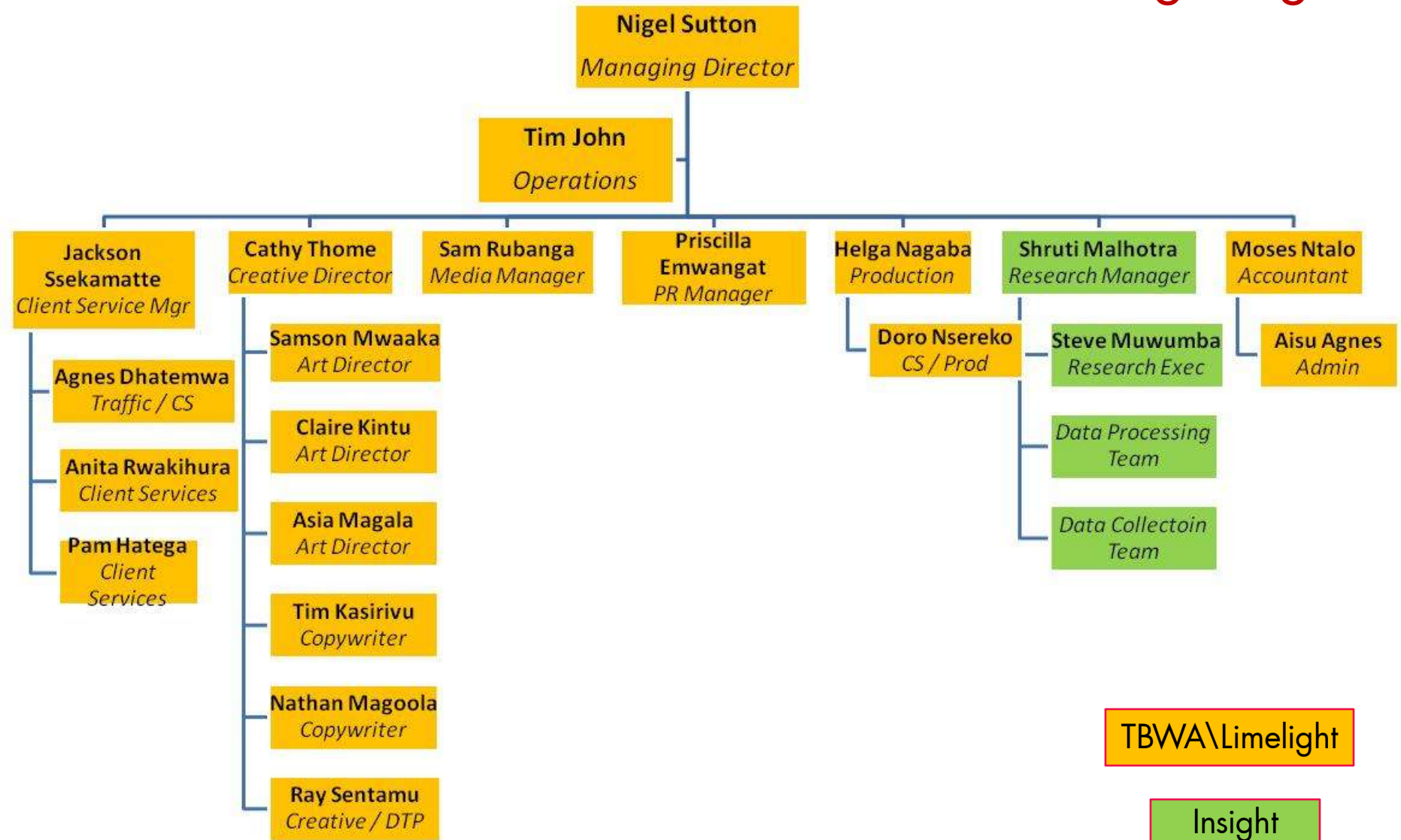


## Services Offered

- **Client Services** - Project Management, Strategic insight and planning
- **Creative** - From concept to final production
- **Production** - Across the board production management for print, TV, radio, outdoor and corporate branded goods
- **Media Management** - Compiling and activating media plans and campaigns nationwide through all media platforms
- **Events Management** - From company and product launches to experiential activations and corporate functions
- **Public Relations** - Strategy and implementation
- **Market Research** – Strategic insight, Qualitative and Quantitative research



# Organogram



TBWA\Limelight

Insight



# Key Staff:

Key Staff Members	Position	Qualifications	Key Competency
Nigel Sutton	Managing Director	Diploma in Advertising	Creative & Project Management
Tim John	Operations Director	Beng MBA	Operations & Project Management
Cathy Thome	Creative Director	BA	Creative
Jackson Ssekamatte	Client Services Manager	DBa	Client Service & Public Relations
Samuel Rubanga	Media Manager	BA	Media Management
Helga Nagaba	Production Manager	BA	Production Purchasing
Priscilla Emwangat	Public Relation	BA Mass Comm	PR & Events
Shruti Malhotra	Research Manager	BSc MBA(Marketing)	Market Research



# Strategic Tools

# Disruption: The Philosophy

VISION

Where we  
want to be  
tomorrow

Change the rules to  
fast-track us towards the  
vision



*Insight-led* visions  
for the brand in the  
future

CONVENTION

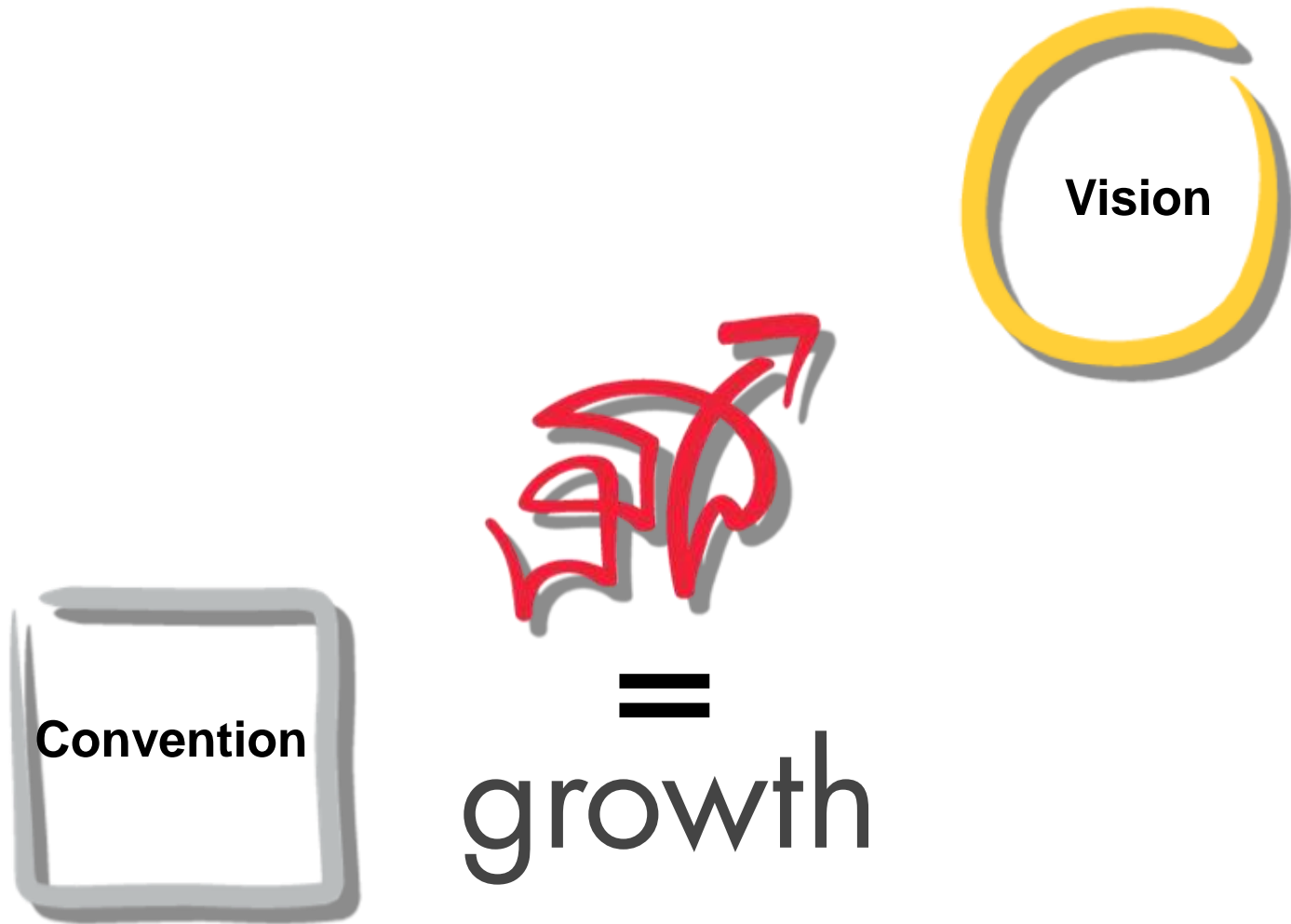
Where we  
are today

DISRUPTION

Identify and question the conventions  
that govern the existing marketplace



# Disruption: The Philosophy

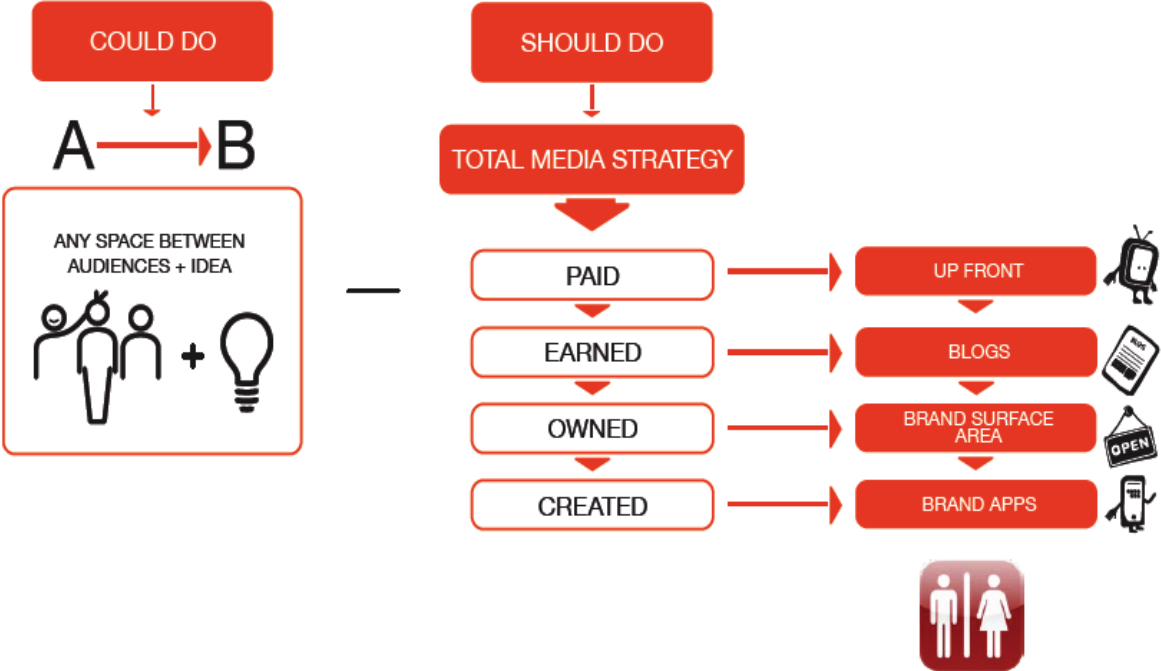




# MediaArts Tool



MEDIA PLANS → MEDIA IDEAS



# Integrated Communication Strategies

# Turnover by Business area

Business Area	2010 Turnover	%age of Turnover
Media Management	2,239,000,000	53.5%
Production	1,104,000,000	26.4%
Creative / PR retainer	630,000,000	15.1%
Market Research	107,400,000	2.5%
PR services (non retainer)	53,000,000	1.3%
Creative – non retainer	50,400,000	1.2%
<b>Total</b>	<b>4,183,800,000</b>	<b>100%</b>

We offer all of our services to all of our clients:

- some use us as a full service agency whereas others chose to use some services
- some pay a retainer for all whereas others pay on a project by project basis



# Communications / Media Management

We handle communications strategy creation and implementation for many of our clients including:

- **Stanbic Bank Uganda Ltd**

Stanbic Bank is the biggest commercial bank in Uganda having over 75 branches countrywide. We provide their communications strategy and the implementation of the same, across all media channels. We also provide public relations and market research activities for the bank.

- **Sadolin Paints Uganda Ltd**

Sadolin is the No.1 paint manufacturer and distributor in Uganda. They have been our client for over 13 years and during that time we have provided all their Creative, Media, PR, events management and Market research requirements.

- **Shoprite Checkers Ltd**

Shoprite is the leading retail supermarket in the country. We develop and implement their communications strategy across TV, Radio, Print media and manage their production and distribution of flyers.



# Some Creative Examples

UTL



## Biggest is not always best.

Frustrated with your networks dropped calls and congested lines?

When you get too big it's inevitable that something has got to give. That's why it's time to now move to the UTL network which provides U with superior services, affordable products and all round customer care. At UTL, U are so much more than just a number.



uganda telecom  
it's all about you

Terms and conditions apply. For details please call 222 (toll free) or visit our Customer Care Centres across the country. Email us at [customercare.info@UTL.co.ug](mailto:customercare.info@UTL.co.ug) or send us a SMS for free on 125. You can also visit our website: [www.UTL.co.ug](http://www.UTL.co.ug)



## Is your mobile service like New Taxi Park on a Friday afternoon?

**Congested, chaotic and downright annoying?**

Move to the one network which offers U superior services, affordable products and all round customer care. At utl, U are so much more than just a number.



uganda telecom  
it's all about you



## Over the moon.

U can now call your family and friends on the **071 network** for only **0.5/= per second** during weeknights.

At UTL, U are so much more than just a number.



uganda telecom  
it is all about U

[Valid from Mon - Fri 12:00am till 04:59am]

T&Cs apply. For details please call 222 (toll free) or visit our Customer Care Centres across the country. Email: customerscare@utl.co.ug or send us a SMS for free on 123. www.utl.co.ug



## Pillow Talk.

U can now call your family and friends on the **071 network** for only **0.5/= per second** during weeknights.

At UTL, U are so much more than just a number.



uganda telecom  
it is all about U

[Valid from Mon - Fri 12:00am till 04:59am]

T&Cs apply. For details please call 222 (toll free) or visit our Customer Care Centres across the country. Email: customerscare@utl.co.ug or send us a SMS for free on 123. www.utl.co.ug




Use your UTL line in over  
200 countries, including **China**.



Use your UTL line in over  
200 countries, including **Britain**.



# Stanbic Bank - Home & Auto Show



Stanbic Bank  
**HOME & AUTO  
SHOW**

See you there!

UAL  
020J

7-8 March 2009 • UMA Showgrounds • FREE Entrance

The advertisement features a photograph of a bedroom with a bed, a nightstand, and a window with sheer curtains. A yellow license plate with the text 'UAL 020J' is attached to the bed frame. The Stanbic Bank logo and event title are overlaid on the top left, and the event details are at the bottom. The entire image is set against a white background with a reflection effect at the bottom.

7-8 March 2009 • UMA Showgrounds • FREE Entrance

# Stanbic Bank - Home & Auto Show



**Time to upgrade!**

Stanbic Bank  
**HOME & AUTO  
SHOW**

7-8 March 2009 • UMA Showgrounds • FREE Entrance **See you there!**



# Stanbic Bank - Home & Auto Show

Let's take you from looking at the **SOFA**

Stanbic Bank Home & Auto Show, 20th - 21st March 2010.  
It's bigger, it's more exciting, it's back. Catch the latest in vehicles & machinery, real estate & financing and home remodeling.  
There will be free useful tips from professionals at Laguna, OMA Show Grounds, from 10:00am, to 7:00pm.  
Do not miss the food, the drinks, the entertainment and the prizes to be won.  
Moving Forward!

Stanbic Bank  
A member of Standard Bank Group

Let's take you from looking at the **BLUE PRINT** to building your dream **HOME**

Stanbic Bank Home & Auto Show, 20th - 21st March 2010.  
It's bigger, it's more exciting, it's back. Catch the latest in vehicles & machinery, real estate & financing and home remodeling.  
There will be free useful tips from professionals at Laguna, OMA Show Grounds, from 10:00am, to 7:00pm.  
Do not miss the food, the drinks, the entertainment and the prizes to be won.  
Moving Forward!

Stanbic Bank  
A member of Standard Bank Group

LET'S GET YOU FROM BLOWING THE **LEAVES** TO OWNING A **CUSTOM FITTED KITCHEN**

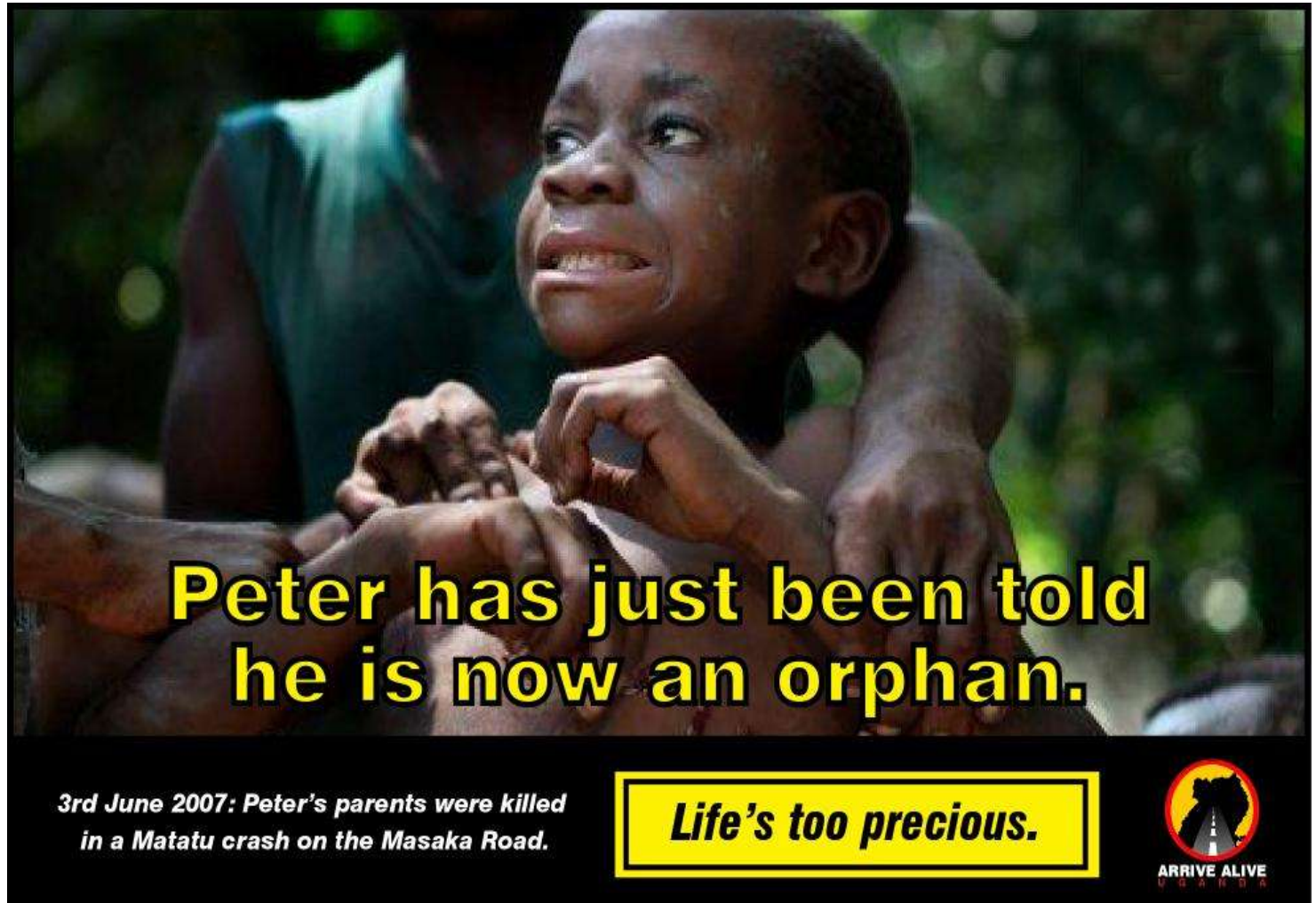
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Moving Forward!

Stanbic Bank  
A member of Standard Bank Group

Let's take you from **HERE** TO OWNING A **BIGGER FLEET**

Stanbic Bank Home & Auto Show, 20th - 21st March 2010.  
It's bigger, it's more exciting, it's back. Catch the latest in vehicles & machinery, real estate & financing and home remodeling.  
There will be free useful tips from professionals at Laguna, OMA Show Grounds, from 10:00am, to 7:00pm.  
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Moving Forward!

Stanbic Bank  
A member of Standard Bank Group



**Peter has just been told  
he is now an orphan.**

*3rd June 2007: Peter's parents were killed  
in a Matatu crash on the Masaka Road.*

***Life's too precious.***



Arrive Alive



**Pedestrian crossings.**

*Last year 730 pedestrians were killed  
on our roads. Think about it.*

**Stop. Look. Listen.**



ARRIVE ALIVE  
ON OUR ROADS

# Arrive Alive



**The faster you go, the faster you go.**

***Grow Up. Slow Down.***



ARRIVE ALIVE



**SQUITOS**

OH! HERE COMES THE BRIDE AND BRIDE GROOM!

WOW! THEY ARE LOOKING SO GORGEOUS!

DOPSS!!

MOM, DO MOSQUITOS BITE EVEN IN CHURCH?

WHY ARE YOU ASKING ME SUCH A QUESTION?

LOOK AT HOW AUNTY BELLA IS ALL COVERED INSIDE A LONG LASTING INSECTICIDE TREATED NET!

OH NO! THAT IS HER WEDDING DRESS AND THAT IS HOW THEY ARE MADE.

NEVERTHELESS, THEY WILL SLEEP UNDER A LONG LASTING INSECTICIDE TREATED NET THAT WE HAVE GIVEN THEM AS A WEDDING PRESENT, FOR PROTECTION AGAINST MALARIA!

THAT'S GREAT!

Brought to you by

- NETPROTECT
- PermaNet
- INTERCEPTOR with PIPROTHIXIN
- DAWA
- NetMark
- USAID FROM THE AMERICAN PEOPLE

# Motorcare Uganda (Nissan)



**X-TRAIL**



**VOTED 'CAR OF THE YEAR' BY THE  
UGANDA SOCIETY OF CLAUSTROPHOBICS**

**Travel. In space. The Nissan X-Trail.**

# Motorcare Uganda (Nissan)

So big it needs a bigger billboard



NDER



This is a large billboard advertisement for the Nissan Pathfinder. The main image shows a silver SUV from a low angle against a blue sky. The text 'So big it needs a bigger billboard' is at the top. Below the main image are three smaller inset images: a rear view of the car, the interior cargo area, and the driver's perspective. The word 'NDER' is partially visible at the bottom left, and the Nissan logo is at the bottom right.

So big it needs a bigger advert



The new Nissan Pathfinder.



This is a smaller version of the Nissan Pathfinder advertisement. It features the same main image of the silver SUV and the text 'So big it needs a bigger advert'. It includes the same three inset images and the text 'The new Nissan Pathfinder.' at the bottom. The Nissan logo is also present at the bottom right.

Available from  
**Motorcare Uganda Limited**  
Plot 95 Jinja Road, Kampala. Tel: +256 (0)11 238 100  
E-mail: info@ug.motorcare.com

**Kampala Nissan Limited**  
Plot 22 Jinja Road, Kampala. Tel: +256 (0)11 258 070/4/5  
E-mail: kampalanissan@rfocom.co.ug

**LET'S** **START**

**THE ENGINE THAT DRIVES YOUR BUSINESS**

**STANBIC BANK AFRICA MOTORS CARAVAN**

**AFM AFRICA MOTORS & MACHINERY**

**The Stanbic Bank/Africa Motors Caravan 2009**  
The Stanbic Bank/Africa Motors Showroom October 2009. Western route: 12th - 13th - Eastern and Northern route: 19th - 22nd.  
Come and enjoy free test drives, free issue expert technical advice, and also learn how Stanbic Bank Uganda can provide you with financing to acquire these durable Isuzu vehicles. For more information, visit any Stanbic Bank branch or call 0312 224 306/321/459.  
Moving Forward

**Stanbic Bank**  
A member of Standard Bank Group



Are you an importer? Stanbic Bank Uganda has a tailor made service specific to your needs. We offer Guarantees/Bonds & Indemnities locally and internationally, Letters of Credit, and Structured Trade Finance packages to see your project. Visit your nearest branch and see how to enjoy the benefits of our Trade Finance service or log onto [www.stanbicbank.com/movingforward](http://www.stanbicbank.com/movingforward)

#### Trade Finance

Moving Forward



**Stanbic Bank**

A member of Standard Bank Group



**Trade Finance**  
Are you a trader in non perishable merchandise or agricultural commodities? Do you deal in heavy plant equipment or telecoms? Do you handle infrastructural contracts or power/energy transactions? Stanbic Bank Uganda has a tailor made service specific to your needs. Visit your nearest branch and see how to enjoy the benefits of our Trade Finance service or log onto [www.stanbicbank.com/movingforward](http://www.stanbicbank.com/movingforward)  
**Moving Forward**



# Kinyara



# Kinyara



# Sadolin Paints

WHEN IT'S  
GOT TO BE  
REFRESHING BLUE



**Sadolin**

PREMIUM  
Sadolin

**Colour Your World**

The image shows a can of Sadolin Premium paint. The top of the can is overflowing with a vibrant blue liquid, creating a dynamic splash effect. The background is a light blue with subtle circular patterns. The Sadolin logo is prominently displayed in a red oval at the bottom left of the can. The words 'PREMIUM' and 'Sadolin' are visible on the can's label.

WHEN IT'S  
GOT TO BE  
COFFEE BROWN



**Sadolin**


PREMIUM  
Sadolin

**Colour Your World**

The image shows a can of Sadolin Premium paint. The top of the can is overflowing with dark brown coffee beans. The background is a light brown with subtle circular patterns. The Sadolin logo is prominently displayed in a red oval at the bottom left of the can. The words 'PREMIUM' and 'Sadolin' are visible on the can's label.

# Sadolin Paints

**WHEN IT'S  
GOT TO BE  
TOMATO RED**



**Sadolin**

**Colour Your World**

The advertisement features a vibrant red background with a subtle circular pattern. At the top, the text 'WHEN IT'S GOT TO BE TOMATO RED' is written in bold, red, sans-serif capital letters. Below the text, a can of Sadolin Premium paint is shown, overflowing with several bright red, ripe tomatoes. The can's label is partially visible, showing the word 'PREMIUM' and the Sadolin logo. At the bottom left, the Sadolin logo is displayed in a red oval. The bottom of the advertisement is a black bar with the slogan 'Colour Your World' in a multi-colored, bold font.

**WHEN IT'S  
GOT TO BE  
SUNFLOWER YELLOW**



**Sadolin**

**Colour Your World**

The advertisement features a vibrant yellow background with a subtle circular pattern. At the top, the text 'WHEN IT'S GOT TO BE SUNFLOWER YELLOW' is written in bold, black, sans-serif capital letters. Below the text, a can of Sadolin Premium paint is shown, overflowing with several bright yellow sunflowers. The can's label is partially visible, showing the word 'PREMIUM' and the Sadolin logo. At the bottom left, the Sadolin logo is displayed in a red oval. The bottom of the advertisement is a black bar with the slogan 'Colour Your World' in a multi-colored, bold font.

# Sadolin Paints

**Make a good house a GREAT home!**

Wood varnishings for superior interior decor from SADOLIN.



Classic Clear Varnish

ACE Lacquer

Sadolux Varnish

Woodshield Varnish

it's got to be

**Sadolin**

Colour Your World

**Make a good house a GREAT home!**

Wood varnishings for superior interior decor from SADOLIN.



Classic Clear Varnish

ACE Lacquer

Sadolux Varnish

Woodshield Varnish

it's got to be

**Sadolin**

Colour Your World



**FASTEN  
YOUR  
SEAT  
BELTS!**


Strap yourself in  
and experience the fastest  
**internet** service in Uganda.

  
Uganda's Leading Internet Provider

GET CONNECTED. 041 342681. [sales@infocom.co.ug](mailto:sales@infocom.co.ug)

**IMAGINE  
KAMPALA  
ROAD  
WITHOUT  
ANY  
MATATUS**

Fast, free flowing, **uncongested** internet.

  
Uganda's Leading Internet Provider

**Live life. In the fast lane.**

GET CONNECTED. 041 342681. [sales@infocom.co.ug](mailto:sales@infocom.co.ug)