The 5280 Agency

Going that extra mile.

Company Profile

INTRODUCTION

- Who We Are
- What We Do
- Our Approach
- Our Desire

Copyrights © The 5280 Agency 2022. All rights reserved.

The 5280 Agency
Going that extra mile.

ABOUT US

The 5280 Agency is a full service marketing, creative designers and experienced marketers that work together to deliver the best possible results to our clients every single time.

As a full service marketing company, we performs a range of activities including marketing, media planning and creative strategy planning to better serve and support your business in every way. We pool together and integrate the expertise of professionals in every field to create a powerful synergies.

We position ourselves between you and your customers in order to design a communication program to bring you closer to each other.

Copyrights © The 5280 Agency 2022. All rights reserved.

The 5280 Agency
Going that extra mile.

WHAT WE DO

Creative

- Promotion Design
- Digital Contents Design
- Sales Promotion/Event Planning and Execution

Media

- Media Planning
- Media Buying
- Media Development
- Audience Insight

Client

Account Planning

MARKETING

BRANDING

Customers

Digital

- Digital Communication Planning
- Digital Campaign Production
- Social Media Marketing

PR/AR/IR

- PR Planning
- Employee engagement and internal communication
- Press Relation
- Analyst Relation
- Investor Relation

- Strategic Planning
- Business Model Planning
- Market Research
- Brand Consulting

The 5280 Agency
Going that extra mile.

Copyrights Ⓒ The 5280 Agency 2022. All rights reserved.

HOW WE OPERATE

- We have pre defined tools and processes.
- Briefs are analyzed internally through brainstorming.
- Once we intellectualize the idea and have agree ment, the client service and creative team prepare the proposal ready for presentation to our client
- Upon approvals, from Client, we are given it to our Operational team who then recruit, brief, train and bring the activation to life.
- Coordinators and Supervisors ensure quality control at all levels.
- Teams across markets interact on a daily basis via e mails, WhatsApp groups and on phone for status updates.

The 5280 Agency
Going that extra mile.

Copyrights © The 5280 Agency 2022. All rights reserved.

FLOW OF ACTIVITIES

BRIEF

PROPOSALCONCEPT

PRESENTATION

PROJECT PLANNING

SOURCING & TRAINING

DRY RUN

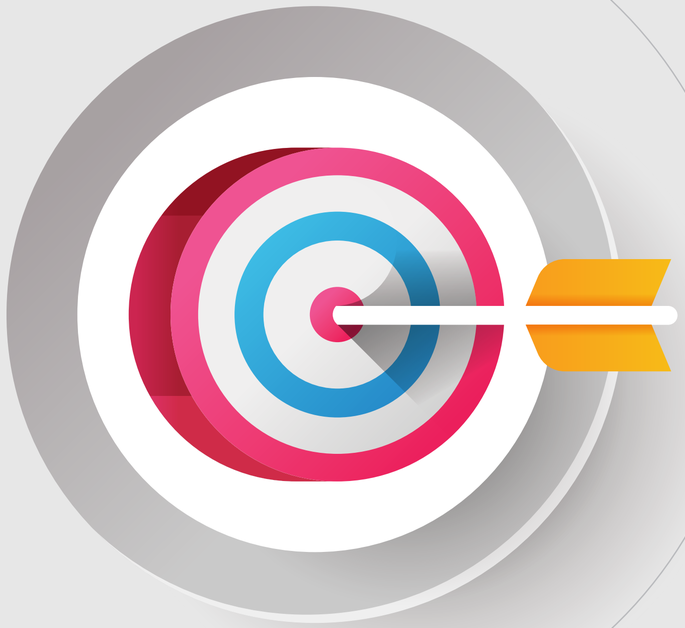
EXECUTION

MONITORING & EVALUATION

Copyrights © The 5280 Agency 2022. All rights reserved.

The 5280 Agency
Going that extra mile.

OUR CORE VALUES



01 EMPATHY

We listen and ask probing questions until we understand the needs of our stakeholders, clients and employees.

G

02 EXCELLENCE

In our commitment to continuously improve, innovate and deliver exceptional results.

O

03 TALENT

We attract diverse, intelligent and driven team members. They are inspired their best for our clients in getting remarkable results and exceptional experience.

A

04 KNOWLEDGE

Our thoughts leadership and ongoing learning, in the area of online marketing, helps to influence & impact everyone in a positive manner.

L

05 PASSION

Our passion shows through actions, whether it's to serve our clients or our employees. We go the extra distance in all that we do.

S

Copyrights © The 5280 Agency 2022. All rights reserved.

The 5280 Agency
Going that extra mile.

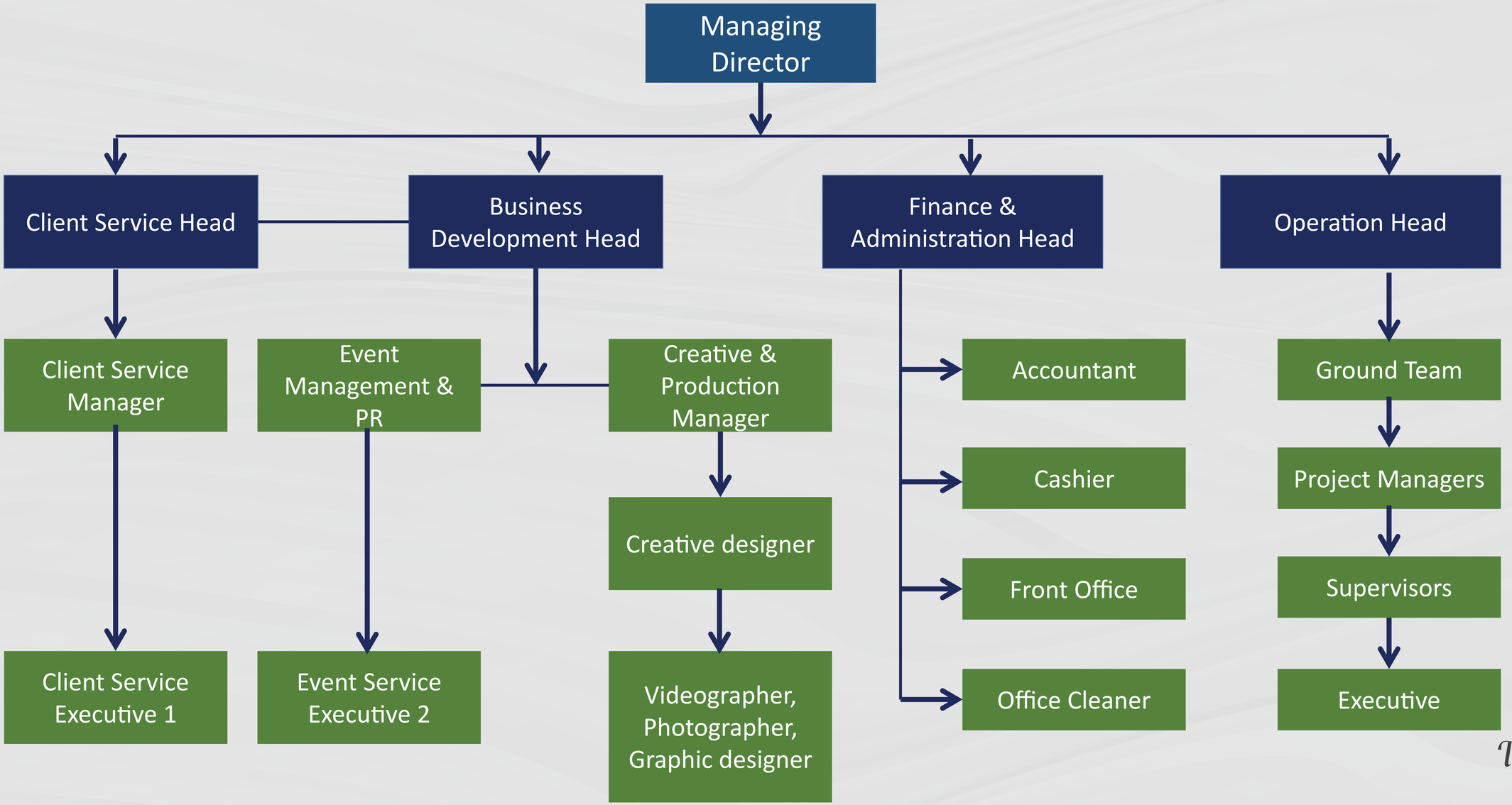
OUR DESIRE

Opportunity to partner with your firm to assist in translating marketing strategies into channels and consumer specific programs in order to grow market share and drive sales

Copyrights © The 5280 Agency 2022. All rights reserved.

The 5280 Agency
Going that extra mile.

Our Organization Structure



Copyrights © The 5280 Agency 2022. All rights reserved.

The 5280 Agency
Going that extra mile.

Our Clientele

TOYOTA

NEEL SALT CHUMVI

Weetabix

CHLORIDE EXIDE

Ceres

chemicotex
the brands for you

UBER

NHC
NATIONAL HOUSING CORPORATION
BUILDING OUR NATION

airtel

Cadbury

First Choice

INYANGE INDUSTRIES

Copyrights © The 5280 Agency 2022. All rights reserved.

The 5280 Agency
Going that extra mile.

Jameson

Campaign: Jameson Off Trade Activations

Objective: Sampling and selling of Jameson in Supermarkets and Liquor Store while pushing sales

Duration: 72 Days

Engagement Platforms: consumer engagement, sales promotion

Result: We covered 192 Supermarkets and Liquor stores in Tanzania → Target = 5,000 Sold = 7,177 bottles

The 5280 Agency
Going that extra mile.

Copyrights © The 5280 Agency 2022. All rights reserved.

Weetabix

Campaign: Awareness ,Sales and Distribution

Objective: Creating Awareness of Weetabix, Sampling and Selling

Duration: 3 years

Engagement Platforms: Consumers and Wholesalers

Result: We were able to attach Weetabix brand with lactating mothers and people who exercise and wants to eat healthy

Copyrights © The 5280 Agency 2022. All rights reserved.

The 5280 Agency
Going that extra mile.

Always

Campaign: Awareness, Sales & Sampling

Objective: To Sell at wholesale and retail level, Assist in distribution ,Sampling and Awareness creation in schools

Duration: 2 years

Engagement Platforms: Customers

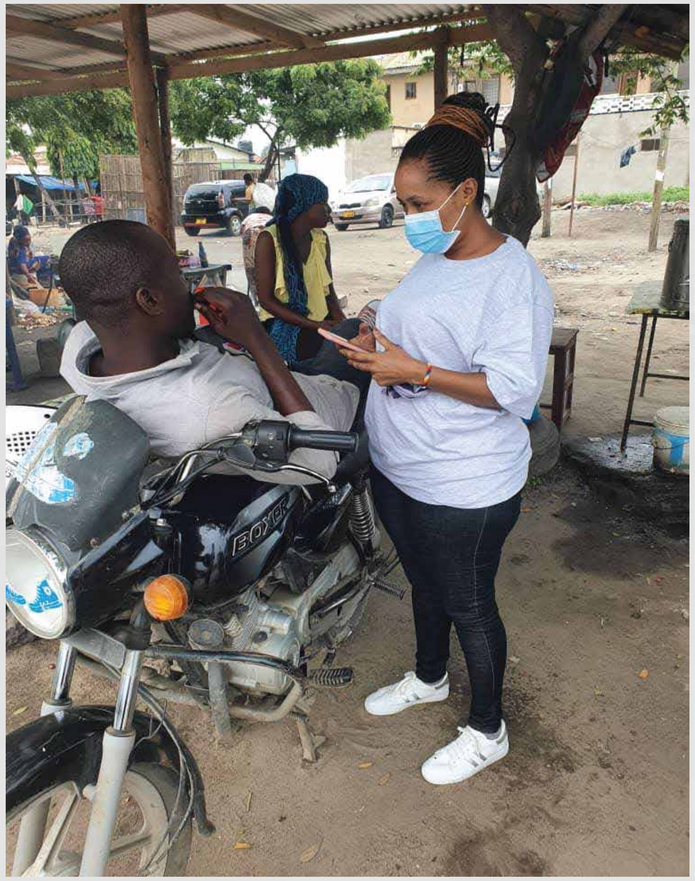
Result: Covered 26 regions in Tanzania and sold 9000 cartons per month

The 5280 Agency
Going that extra mile.

Copyrights © The 5280 Agency 2022. All rights reserved.

Toyota Research

Campaign: Research For Decision Making on Two Wheelers
Objective: To ask Motorcycle Guys which brands they prefer and why
Duration: 2 months
Engagement Platforms: Business Owners
Result: Covering Dar and Mwanza → Toyota received the data expected and will start selling Two Wheelers soon



Copyrights © The 5280 Agency 2022. All rights reserved.

The 5280 Agency
Going that extra mile.

Onga

Campaign: Destocking of products from the distributor
Objective: To sell Onga which has a short life span
Duration: 12 Days
Engagement Platforms: Market Places,Retail Outlets and Mama Lishe
Result: Covering Dar → Sold 300 cartons and the target was 350 which is 86% achievement despite of the challenges of near expiry date

Copyrights © The 5280 Agency 2022. All rights reserved.

The 5280 Agency
Going that extra mile.

Creative Design & Branding

Copyrights © The 5280 Agency 2022. All rights reserved.

The 5280 Agency
Going that extra mile.

Creative Design & Branding

ISUZU TANZANIA LAUNCH MOCKUP ISUZU

Podium bac kground banner
280cm x 450cm

Copyrights © The 5280 Agency 2022. All rights reserved.

The 5280 Agency
Going that extra mile.

Web & Mobile Solution

DAR CERAMICA CENTRE

Copyrights © The 5280 Agency 2022. All rights reserved.

The 5280 Agency
Going that extra mile.

Media Buying

This includes:

Billoboards
CCTV road screens
Newspapers
Radio
TVs
etc..

The 5280 Agency

Going that extra mile.

FOR INFORMATION:

Copyrights The 5280 Agency 2022. All rights reserved.