

# COMPANY DROFILE



# Introduction



### Introduction

- Media Assistant is a media consultancy company with the sole aim of creating viable product and service awareness for our corporate clients.
- We identify, anticipate and satisfy the customers' requirements as a unique and impact communication with value added services.
- Media Assistant is committed to achieving success for our Clients by applying the full power of communication as an extension of business strategy and execution. Westrive to develop original, relevant and effective campaigns that will contribute to the success of our clients.
- We aim to be the most effective and efficient Media communication agency in the United Republic of Tanzania.





## Staffing

The Company is run by professionals with cumulative years of experience in Press Conference management, Media Production, Reporting and Events coverage.

 We have engaged Professionals of the highest quality standard in our business that has full operational capability and creative skills.

We possess a strong Management expertise totranslate Clients requirement to enable them achieve their goals.

Our staff constitutes of highly professional, experienced and dedicated staff





### Media Management

Media Assistant has a full time media planner and media buyer to plan and book cost effective media schedules. Whilst the role of media is often underestimated we believe that careful planning and negotiating should justify creative work justified by targeting the correct target audience. We guide our clients in defining the range of options available for them through appropriate media placement to ensure that resources are not wasted due to poor selection of options.

Media Assistant has the ability to effectively monitor and relay feedback of ad bookings and monitor ad schedules on behalf of clients promptly.

We embrace a touch of public relations and advertising experience and expertise, which compliment one another in ensuring effective target marketing and client service.



### Media Management

Our PR includes, but is not limited to:

- Placement of articles, case studies, advertorials and opinion pieces in the local print media.
- Instigate photo opportunities and interviews.
- Writing and translation of Press Releases whenever required.
- Organizing Press Conferences and ensuring media turnout and coverage plan is successful.
- Report on the press conference coverage with clippings





### Events Management

- Media Assistant has vast experience in managing small to large scale events right from the initial stage of design and planning through to logistics, budgeting and post event planning allows us to prepare for any situation.
- In addition to methodic planning with time management capabilities we also posses logistics and problem solving management
- We create bespoke events that deliver lasting customer contact and work in parallel with your CSR and Commercial strategies.
- We apply an unrivalled depth of knowledge, specialist skills, best practices to create the
  perfect event experience. With our vast experience of event management and the
  vast pool of resources we have to tap into for all our events needs, we are capable of
  managing any event holistically in a professional manner.
- We holistically manage all types of events handling all aspects from Conceptualization of the event to the final reporting of the event.



### Equipments Rental

• For all your Events needs we are at your service. We rent out Stage, Sound, Smoke Machine, Lights and Band Back line







### Creative Advertising & Photography

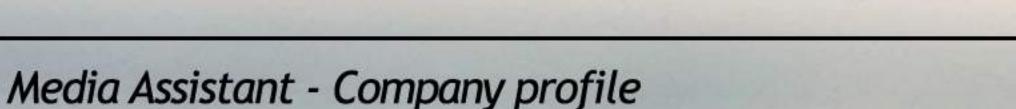
Our services include coordination of professional Event photography and coverage.

Our creativity develops from given theme, concepts and a proper brief of a job that
will determine location of a shoot, wardrobe, props, and style of make up, duration

of the shoot and the cost.

 We work closely with clients to understand their product and service and to build a strategic advertising campaign (Radio,TV,Print,Out door and non-conventional mediums) and budget plan based on market research and consumer insights as well as clients sales targets to be achieved.

 Our advertising experience extends in developing and creating a local 'home' brand experience for any local or international brands.





### **Graphics Design**

 We have an extraordinary graphics design department equipped with latest designing computers and programs with Graphics wizards who can create a design that communicates and connect at the same time.

 Designs include posters, brochures, and designs for magazines, newsletters, folders, logo, banners, stickers, billboards, wheel covers, pens, and fliers among others.

 Media Assistant creates a new corporate identity that is a true reflection of your brand direction.









### Clients Portfolio

- Fiesta 2009-Clouds Media Group
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- Malaria No More-President's Office
- Tanzania Revenue Authority-Electronic Fiscal Device Machines
- Bongo Star Search 2007, 2008, 2009, 2010-Benchmark Productions Limited
- Huawei 'Kishkwambi' Launch
- Kili Music Awards 2010 2014-Tanzania Breweries Ltd
- Imetosha Foundation (Anti-albino killing Awareness Campaign)
- GSM Foundation-Hydrocephalus and Spina Bifida Surgery Campaign
- EATV/Radio-Coordination of EATV AWARDS
- Karibu Festival 2017























