



COMPANY PROFILE





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. We strive 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.

A group of diverse business professionals in a meeting, overlaid with a red filter and large white text. The text 'Staffing' is prominently displayed in the center, with a large white exclamation point to its right. The background shows several people in business attire, including a woman in the foreground and a man and woman behind her, all smiling.

Staffing

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 to translate Clients requirement to enable them achieve their goals.

- Our staff constitutes of highly professional, experienced and dedicated staff



Media

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.

Three thick, red diagonal stripes on the left side of the page.

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

The background of the slide features a crowd of people at an event, with their hands raised in the air. The scene is illuminated by red stage lights, creating a vibrant and energetic atmosphere. The text 'Event Management' is prominently displayed in the center in a bold, white, sans-serif font. The word 'Event' is significantly larger than 'Management'. To the right of the main text, there are three large, white, slanted rectangular bars that resemble the letters 'M', 'M', and 'M' stacked vertically, partially overlapping the crowd image.

Event Management

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 possess 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





Advertising



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.





Client Portfolio

Clients Portfolio

- Fiesta 2009-Clouds Media Group
- Fiesta 2010-Clouds Media Group
- 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



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