



**Smith  
Aegis  
Plc**

ADVERTISING<sup>TM.</sup>  
MARKETING &  
PR AGENCY

*Join the lions!*

COMPANY PROFILE &  
CAPABILITY PRESENTATION



## OUR SYMBOL

The Lion known for its ferocity and majesty, is a territorial animal that does not tolerate trespassers lightly. The males have a most majestic mane, a bright, lustrous, and gratified golden coat, the females are nimble hunters, stalking their prey with flawless patience only waiting for the right time to strike.

We are a 'pride' of Alpha Eccentrics and creative story tellers.

*/Join the lions!*



# OUR STORY



Smith Aegis is a marketing, digital, advertising and public relations agency. We assist our clients in developing compelling brand stories. We accomplish this through a combination of strategic thinking, hands-on creativity, and powerful delivery. We provide integrated marketing services aimed at breaking down silos across marketing disciplines in order to provide a single point of contact for all agency offerings.

We are an elite squad of Alpha eccentrics, creative story tellers and business enablers who came together in 2014 in Kenya combining art and science, turning brands into icons.

One of the driving forces behind the formation of Smith Aegis Plc was the desire to create a collaborative platform where our co-conspirators, as we like to call them, could thrive, ultimately providing our clients with the most innovative, creative, and flexible solutions.

We have remained true to our mission: to build enduring bonds between our customers' brands and their customers' culture.



PLAY VIDEO

*/Join the lions!*

# OUR PHILOSOPHY

Invest in people not ideas. A good idea is often destroyed by bad people and good people can always make a bad idea better.

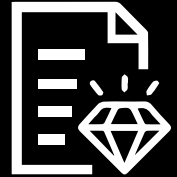
We believe that the most important investment a company can make is in its people. Our guiding philosophy, business promise, and operating model are designed in such a way that we take pride in having created an enabling culture for our teams, allowing each individual to thrive based on their talents, interests, and overall alignment to customer expectations.

We are an open book as our processes, products and the fruits of our hustle have been documented for the world to see and enjoy.

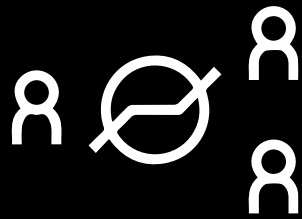


# WHY US?

**EXPERIENCE - STRATEGY - CREATIVITY & ORIGINALITY - TECHNOLOGY**



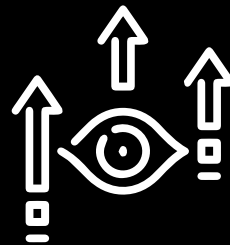
**QUALITY WORK**



**RESOURCES &  
SUPPORT**



**GOOD CUSTOMER  
RELATIONS**



**VISIBILITY**



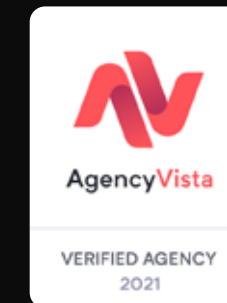
**CREDIBILITY**

We are a recognized and verified agency making brands connect better with humans.



sl

sortlist  
Verified Agency



*/Join the lions!*

# WHAT WE DO

Whether you would like to create,  
revive, position or digitize a brand.

We're committed to making brands  
connect better with humans.

# Ingenious



## CLIENTELE FOOT PRINT



EXPERIENCE

**LOCAL  
REGIONAL  
GLOBAL**

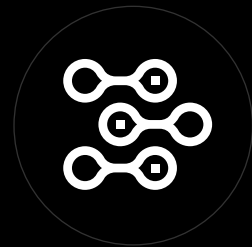


**Smith Aegis Plc - Nairobi**  
is the flagship office offering small  
office culture located in Kilimani area.

### Team

25 plus Staff  
Comprehensive regional capabilities via  
affiliation/ partner agencies.

# BUSINESS PROFILE



Technology



Financial sector



Media / Publishing



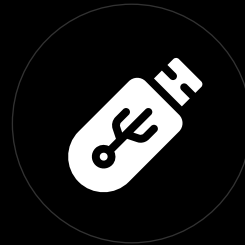
Transport



Fashion Industry



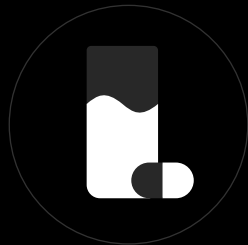
Entertainment  
Industry



Digital Media



FMCG



Health & Medicine

## OUR KEY EXPERTISE

We are a full service agency

360° Marketing & Advertising  
Public Relations & Communication  
Brand Identity Development  
Strategy Development  
Digital Marketing & Advertising  
Influencer Marketing  
Media Buying  
Mobile & Web  
Animation  
UI / UX

**1163**  
PROJECTS COMPLETED



# NOTABLE WORKS



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oraimo

# INFLUENCER & HASHTAG CAMPAIGN

Founded in Hong Kong, oraimo is a company that specializes in R&D, design, production and sales of 3C accessories, dedicating to provide the end customers with fashionable, delicate and creative products.

1.5M

HASHTAG REACH

38.7K

INTERACTIONS

3.37K

SHARES

34.9K

LIKES

24.8K

MENTIONS

2.5M

INFLUENCER REACH

45.1K

ENGAGEMENTS

2.70M

IMPRESSIONS

34.9K

LIKES

22.2K

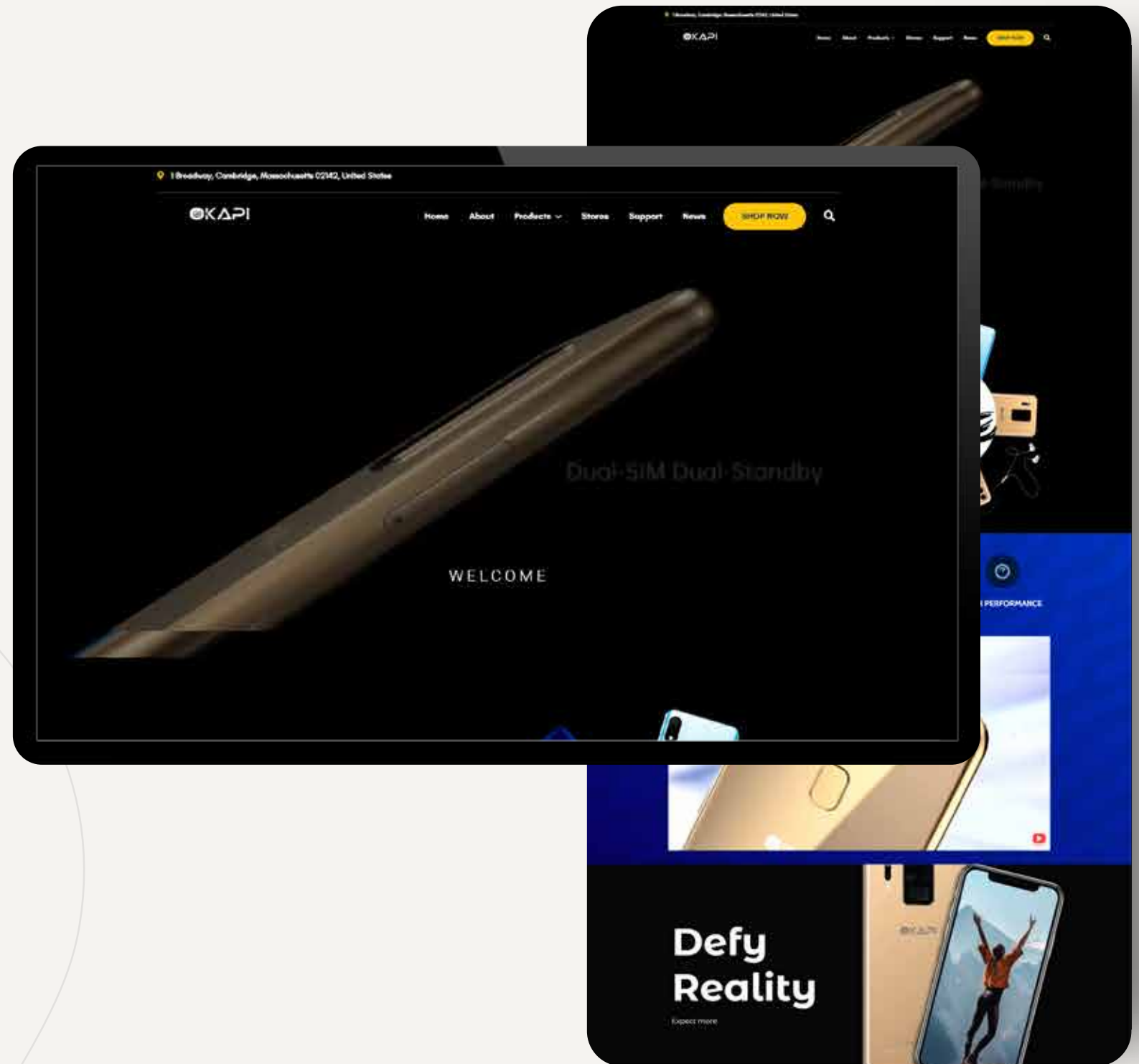
VIEWS

/Join the lions!



# CONTENT CREATION & GLOBAL WEBSITE

OKAPI is a technology company specializing in mobile phone and laptop manufacture.











# SOCIAL MEDIA MANAGEMENT AND DIGITAL ADVERTISING

Africa's Business Heroes (ABH) is the Jack Ma Foundation's flagship African philanthropic program, on a mission to assist African entrepreneurs by showcasing and growing local talent who are making a positive impact in their communities and beyond, as well as to inspire an African entrepreneurship movement.

We manage the organization's digital marketing strategy and execution with the goal of positioning it as the go-to network for entrepreneurs, business experts, and investors.



Impressions	Engagements	Post Clicks (All)
120,761 ↗122.3%	9,011 ↗63.5%	6,280 ↗74.2%

Impressions ▼	Views ▼	Clicks ▼	Interactions ▼
17.8M	1.15M	160K	2.71M

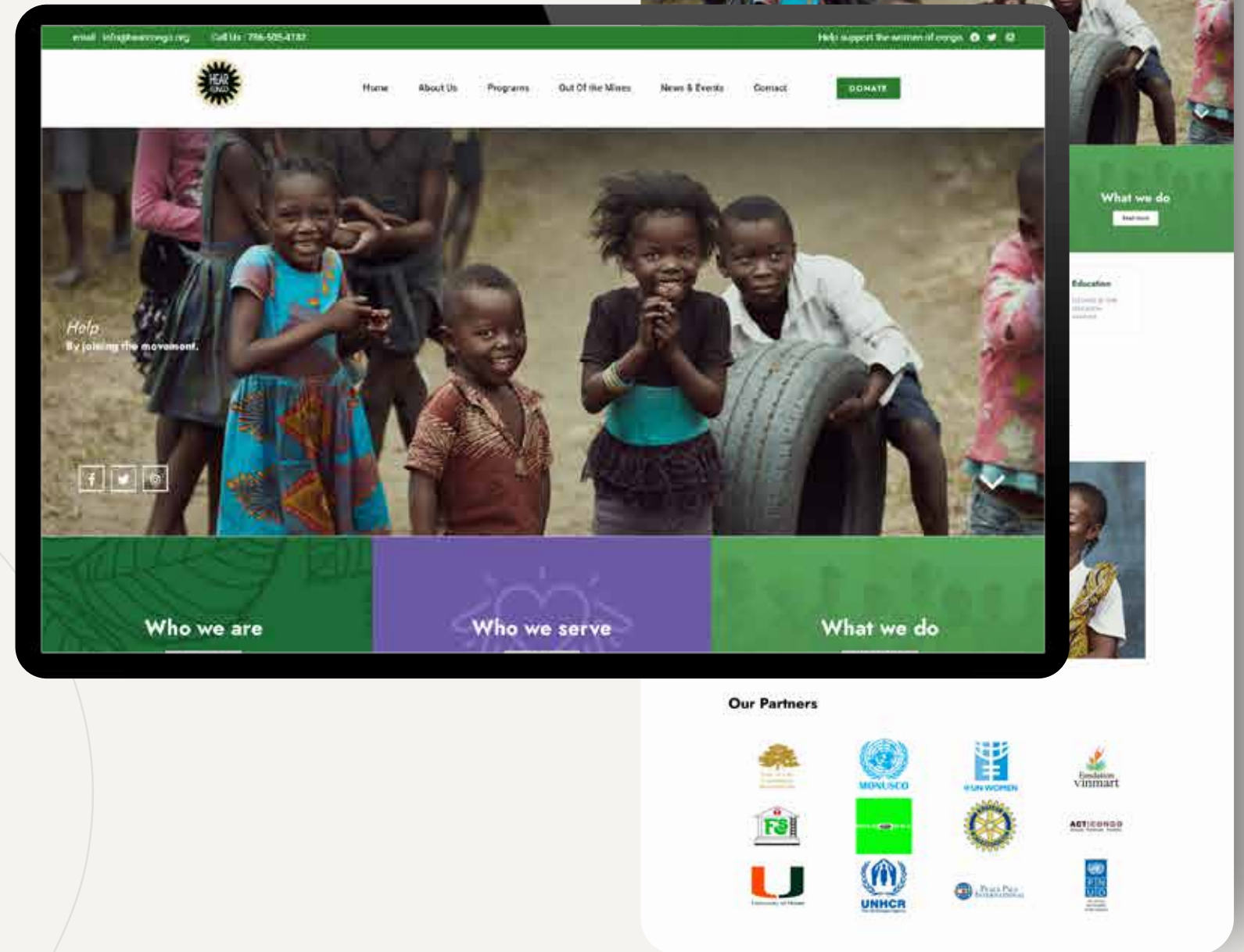






# CONTENT CREATION & GLOBAL WEBSITE

HEAR CONGO is a non-governmental organisation based in the Democratic Republic of Congo and the USA. HearCongo spearheads women empowerment.





@hearcongo

LIVE

1500

X

Development and Education through  
Cosmetology, Fashion and Design.  
Saturday March 20th, 10am PT / 1pm ET  
Eventbrite, YouTube live

FEATURING



**Asanyah Davidson**  
Chairperson of Miami  
Fashion Institute



**Tymica Martin**  
Celebrity Hair Stylist



**Kahindo Mateene**  
Founder & Creative  
Director, KAHINDO.



**Kaleba Ngoie Kasongo**  
Founder of HEAR Congo



**Host : Kayla Stamps**  
Production Development Assistant





Help  
Congolesse Women  
[www.hearcongo.com](http://www.hearcongo.com)





**LINDAPROJECT.ORG**

# THE LINDA PROJECT GOMA, D.R CONGO

LINDA PROJECT is a community-based solution providing a sustainable safety net for the Goma Volcano Observatory (OVG) to accomplish its core mission: monitoring the Nyiragongo, Nyamuragira, and Lake Kivu.

This project involved creation of video collage with voice over and translations to French and Swahili.



**WATCH PROJECT ►**



*Enjoy the difference.*

# BRAND IDENTITY & PACKAGE DESIGN

UNIFEED Milling is an animal feeds manufacturer.



*/Join the lions!*



/Join the lions!



# Britam

## PRESS & CAMPAIGN POSTERS

BRITAM is an assurance and investments company.



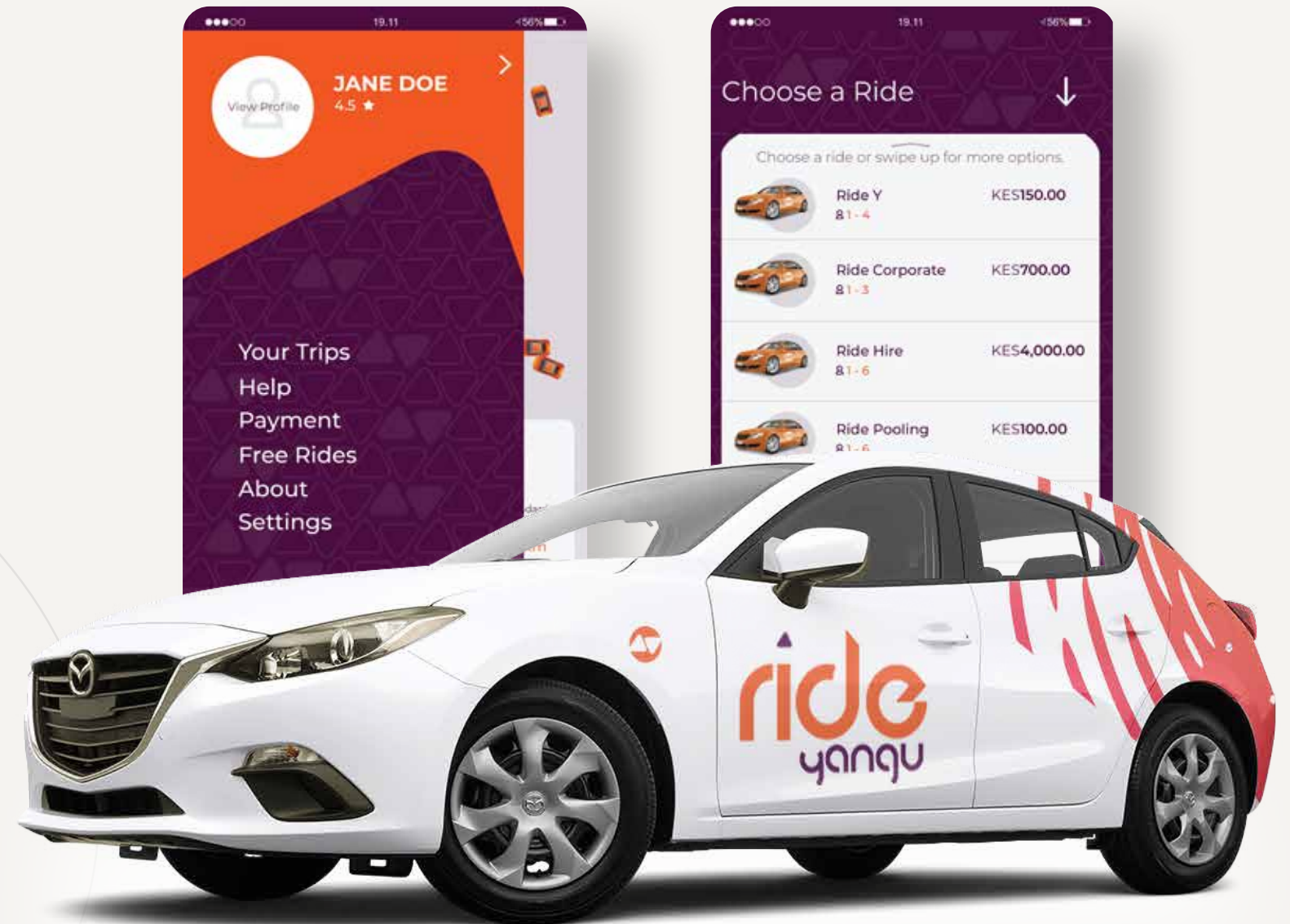
/Join the lions!





# BRAND IDENTITY, APP UI/UX

Ride Yangu is a ride hailing mobile application.



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# OUR CLIENTS



# WHAT OUR CLIENTS SAY



# Rise and rise again until lambs become Lions!

*Join The Lions!*

**Phone :**

**+254 765 941 351**

**+254 115 965 194**

**email :**

**biz@smithcorp.co.ke**

**hello@smithcorp.co.ke**

**[www.smithcorp.co.ke](http://www.smithcorp.co.ke)**



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