



COMPANY PROFILE



ABOUT US

The African Curve Ltd is a Kenyan company incorporated in November 2010. Its primary line of business is media content production while its secondary line of business ranges from Consultancy in PR, Branding, Experiential Marketing & Events.

Media

The Company is a Media Content Production House that deals with productions that are aimed at developing and empowering our society. We have expert knowledge of traditional and new media. We work with industry professionals who have a passion for producing media content that highlights development and humanitarian issues in the society. We specialize in development Communications.

Marketing

Brands trust our, knowledgeable, experienced and efficient team to handle below the line advertising. We offer Market Intelligence to brands, Exhibitions, Merchandising, Activations, Sales Promotions, Market Seeding and Creative branding of corporate Merchandise.



M & M
Media & Marketing



STRATEGY

M & M
Media & Marketing

COMPANY STRATEGY

To highlight, empower society & influence policy makers on development and humanitarian issues in society using media content productions.

Vision

To be the reference point for media and marketing content, in the field of development Communication.

Mission

To partner with organizations and facilitate their achievement towards their goals by providing innovative and creative communication approaches.

Values

We believe in Respect for self, Respect for our partner organizations & Respect for Society and its diverse cultures. We also value our PIE; Passionate, Innovative and Excellence in our work.

Goals

We are currently proactively recognizing, partnering & resourcefully pursuing opportunities that create social value, using our innovative approaches of media & marketing content.



SCOPE OF WORK

The African Curve Ltd, Conducts Innovative, Creative and Quality Media productions in various aspects of Television feature films, documentary making, event coverage, infomercials development, Radio productions and advertisements, Professional photography, Graphic designing, Publications and written text for distribution across media channels. We also support our clients' organization's media relations efforts, after the media productions.

We also conduct Promotional activities for fast moving consumer goods, using a professional team. We do this through the use of Exhibitions, Activations, Events, Sales Promotions and Market Seeding.

We have a creative team that designs merchandise with the help of our pr department that is concerned with the public image of our existing partners and clients.

PARTNERS

As a Media and Marketing consultancy firm, we work with and have worked for, development agencies, corporates and individuals.





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