



# COMPANY PROFILE **2022**

## **Contact Us**

Call Now for Customized Business Proposal  
SSAfrica, P.O. BOX 2141,00100, Nairobi, Kenya  
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# Who We Are?

We are a young & dynamic agency premiering to be Africa's leading PR company. Established in 2010 with its head office in Nairobi and widespread across Africa through our partners

SSAfrica is one of the leading proactive Public Relation consultancy in the Sub Saharan Africa, that delivers state-of-the-art PR and marketing communications services for a high profile of well known clients from different industries.

We believe that good communications needs effective media channels, for this sake, SSAfrica has enhanced the relation with the media across Africa in order to insure and maximize media coverage for the client.

SSAfrica has succeeded in building a strong media relations with top tier media including local and regional media. We are much convinced that media relations is the vertebral column of the public relation work. It helps in increasing the average of reach and reduces the gap between the client and its target audience.





## Our vision:

Maximising communication competencies for profiling, positioning and visibility

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## Our mission:

Telling the right stories is our passion, whether for corporates, NGOs, IGOs, Governments, creatives, we are all about making the right message to be told and providing the very best service as we do that. That is why our 360 degree approach seeks to incorporate all elements of Marketing and PR into our work.

**Why?** Your satisfaction is what we strive for so that YOU can be the best ambassador for SSAfrica.

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## Our Values

- ✓ Dependable
  - ✓ Consistency
  - ✓ Honesty
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## Our Purpose

To advance and drive our client brand beyond limits

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## Our Promise

To deploy innovations, creativity and technical expertise to bring out the best for our clientele



STRATEGY  
RESOURCES

MOTIVATION  
PLAN  
G  
TEAMWORK  
PRODUCT  
SUCCESS  
REGULATION  
VISION  
MISSION  
TEAMWORK  
PRODUCT  
SUCCESS  
REGULATION  
VISION  
MISSION

# What We Do?

We are driven by a sole objective of putting our expertise to grow our clients. We are here to set new trends. SSAfrica has strong media relations, which will help you to communicate to your target audience and identify new and unexplored markets. It is our endeavor to build and rejuvenate the image of our clients.

## How Do We Do It?

### The team

SSAfrica has got the Industry's best resources is a group of professionals and communication experts with ultimate industry experience and expertise.

### The process

Is precise and transparent, yet allows for creativity and innovative ideas to fetch more and more media coverage for our clients. We believe in providing quality services to our clients which gives them an edge over their competitors and a favorable position in the market.

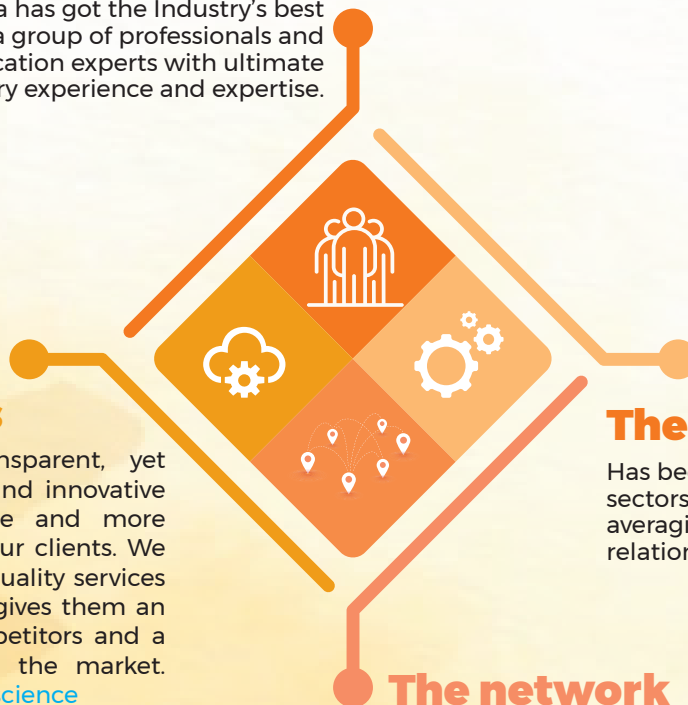
[www.twitter.com/afriscience](https://www.twitter.com/afriscience)

### The Service

Has been superb across varied sectors with major of them averaging six years of sustained relationships.

### The network

Is spread across offices in Africa





## What We Did?



The work process @ SSAfrica is transparent and smooth



Our Experience spans across a variety of areas including: Traditional Media (Press, On Air and Television); Digital media (Twitter, Facebook, Instagram, LinkedIn, YouTube)



We are proud to have our clients satisfied

## Why Choose Us?

1. We have a team of dedicated professionals from the industry
2. The average client retention period is more than 4 years.
3. With its head-office in Nairobi, Kenya, SSAfrica PR has 30 associates all across sub Saharan Africa
4. Average annual deliverables are over 300 print coverage; 15 new channels and over 200 online coverage for corporate retainer clients.
5. Top and senior experts involved at every stage. [www.ssafrica.biz](http://www.ssafrica.biz)

# Our Services

## MASS MEDIA/NEWS



Media Relations



Media Invitations



Social Media  
Management for  
Press Conference



Event management



Digital press  
conference



## **CONSULTING AND MEDIA TRAINING TO SPEAK CONFIDENTLY SPEAK ON TV/RADIO/PRESS**



Do you have image crisis? You exist but few of your potential stakeholders know about you? Having a strong image to present self and the related brands are centric in today's world and we prepare our clients for that in the best possible manner. Our bespoke media training programs ensure our clients such as spokespersons, government officials, celebrities, or other individuals to have a positive image put up in front of the media and journalists.

### **SSAFRICA HELPS YOU SPEAK FROM CONFIDENCE AND COMPOSURE**

#### ***COMMUNICATION CONSULTATION***

Our consultation services help you gain industry insights, anticipate the market conditions, and enable you to facilitate PR strategies for future growth.

#### ***MEDIA BRIEFING***

We create and deliver summary reports that highlight major coverage and make it easy for your executive team to know how your company is being portrayed across the country.

#### ***WORKSHOPS***

Our media training workshops are designed to provide customized training and practical tips for startup founders, corporate executives, celebrities, or any potential spokesperson, so that they are well versed to handle media.

### ***MEDIA- BODY LANGUAGE***

We train spokespeople to convey physical movements and a vocal tone that enhance the effectiveness of their words that help the audience to forge a personal connection with them.

### ***CRISIS COMMUNICATION***

Your response during a crisis is what makes you stand out from the crowd. We help our clients to communicate effectively during a crisis to minimize risks, manage pressure, and protect the brand reputation.

### ***IMAGE MANAGEMENT***

Our top-notch media training services focus on building and maintaining the media image of a business, brand, organization, or individuals that impact their overall reputation.

### **HIRE OUR SERVICES TO MAINTAIN A REPUTATION EVER-POSITIVE!**

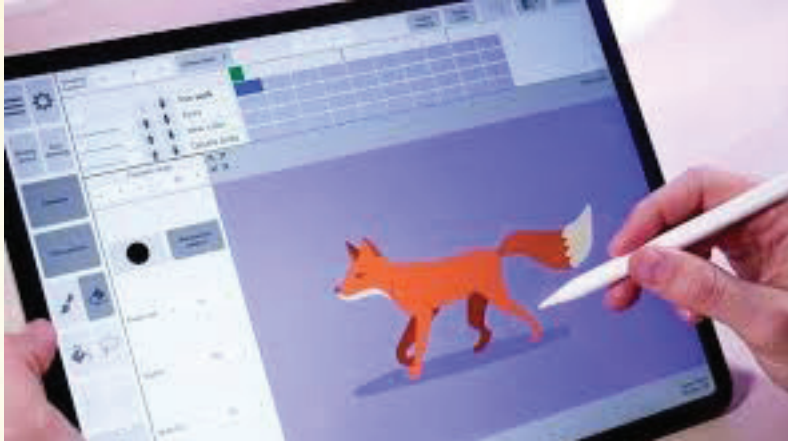
#### ***CONSULTING AND MEDIA TRAINING***

- Companies or individuals who do not work closely with the media are often taken aback by the sudden media interactions. At SSAfrica, we ease down this pressure for you with our consultation and media training services.
- Our consultancy services are levied by our team of experts who hold rich expertise in shaping and reshaping brand images for years; we make sure your question of “How should my company image be built in the market..?” is answered.
- Our media training services enable spokespersons, business owners or startup CEOs, government officials, actors, and other individuals to interact confidently with journalists, editors, reporters, and other media representatives.
- We train you to anticipate questions, prepare for press conferences, organize and relay thoughts, and convey messages effectively while maintaining optimistic body language.
- Consultation and media training by us allows your company to build and maintain high face value, under all circumstances. We help you keep yourself composed and upskill your game, to please the media.

STILL NOT SURE HOW PR CAN HELP BUILD YOUR BRAND?



## ANIMATIONS



Our animation specialists will work with your creative professionals staff including photographers, storytellers, designers to;

- i. Conceptualize ideas for characters, scenes, backgrounds and other animation elements
- ii. Create character sketches for new animations based on your design briefs
- iii. Develop storyboards for your animation projects
- iv. Design backgrounds, sets and other elements of the animated environment
- v. Develop timing and pacing of motion, based on audio requirements
- vi. Work with the story editors to merge the various layers of animation
- vii. Record dialogues for the animation.

We will help produce films, video games or graphics for commercials and other forms of TV entertainment that you may be in need of.

## AUDIO VISUAL (VIDEOGRAPHY / PHOTOGRAPHY)



### **SSAfrica offers**

- Sound and video communications.
- Video recording services and photography services
- Strategic advice, technical consultancy and project management for broadcasting and specialist audio/video facilities.
- You will see and hear examples of our work across radio, TV and internet media streaming
- We have wide experience in delivering video and sound projects for Radio, Television, Streaming, Archiving, Live Events and Debating.

SSAfrica works with our clientele's creative team to plan, film, and edit video content according to client briefs. We;

- Film videos on set or on location.
- Edit footage in post-production.
- Direct other camera operators so that the needed footage is acquired.

### ***In addition, we provide;***

- Photography
- Portrait photos
- Group photos
- Action-oriented photos
- High-resolution photos shared in real time for social media
- Raw and edited compressed photos



## ADVOCACY APPROACHES



Lobbying



Campaigns



Media advocacy



Coalition/movement  
building



Legal advocacy



Government relations





## CAMPAIGNS

- ✓ Media campaign (programs or media-worthy stunts)
- ✓ Protest or solidarity marches (make merry, have noise/music)
- ✓ Picketing (Making stakeholders aware of the issue)
- ✓ Sit-ins (passive resistance)
- ✓ Public meetings or workshops
- ✓ Public speeches at events
- ✓ Street information stalls
- ✓ Theatre performance about an issue (street theatre, film, TV or radio)
- ✓ Musical events or song about the issue
- ✓ Concerts (with a film about the issue playing in the background and/or to raise funds for the campaign)
- ✓ Product 'dumps' (e.g. throwing away or burning a product - for the media, to draw attention to a product that harms the environment, or uses child labor)
- ✓ Picture opportunities (for media)
- ✓ Leafleting
- ✓ Letter writing or postcard campaigns or petitions





## **IT SOLUTIONS AND SERVICES**

SSAfrica provides integrated IT solutions and services to organizations in Kenya and across Africa. We bring together the best technologies, skills and expertise, to help our Clients optimize efficiency and maximize returns on technology investment. SSAfrica brings together services and technology into solutions that solve critical problems for organizations. SSAfrica operates multi- site Wide Area Network infrastructure requiring complex information security & advanced data management solutions but also tailor solutions to meet clientele needs and budget. We personalize the task of understanding of your business IT needs We innovate, We are Competent, We are Simple. Our solution portfolio is extensive and comprises of proven technologies which can make a real, tangible difference to the people we work with.

**Our main solution areas include;**

## OUR UNIQUE IT SOLUTIONS







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