



COMPANY PROFILE

C O M P L E X S I M P L I C I T Y



ABOUT US

At Solidart Designs we are a brand centered creative company, we believe that every brand has a purpose; which we help bring the purpose to life. With a vast experience in creative branding since 2012, we have worked on amazing brands while building capacity across the East African region. Fulfilling commitments and exceeding customer expectations is core to our DNA. Going above and beyond is part of our lives. Nothing is trivial and everything is important. We find your consumers wherever they are and find the most effective way to share and sustain your brand experience

C O M P L E X S I M P L I C I T Y



WHAT WE DO.

Are you launching a new brand? Are you re-launching or updating your current brand? We can relief the burden! We develop names, logos, websites, packaging, products, retail merchandising, corporate environments, and more.

OUR SERVICES.

STRATEGY

- Research and Insights
- Brand Platform
- Brand Architecture
- Messaging Platform
- Brand Manifesto
- Monitoring & Evaluation

IDENTITY

- Naming & Logo
- Visual Style
- Voice and Tone
- Guidelines
- Environments
- Products

DIGITAL

- Digital Strategy
- Content Strategy
- Digital Design
- Programming
- Video Production
- Motion Graphics
- TVC / Radio Gingles

RETAIL

- On ground Activations
- Field Force Management
- In-store promotions
- Product Launches
- Trade Development
- Consumer Journey
- Retail Merchandising
- Packaging Systems
- E-Commerce Solutions

C O M P L E X S I M P L I C I T Y



OUR CLIENTS

DANONE

INTERCONSUMER PRODUCTS

MAYBELLINE NEWYORK

BEULA

DETTOL

NAKUMATT

KOTEX

BROOKSIDE



C O M P L E X S I M P L I C I T Y



BRAND DESIGN



Web Design



Start up Branding



Logo Designs

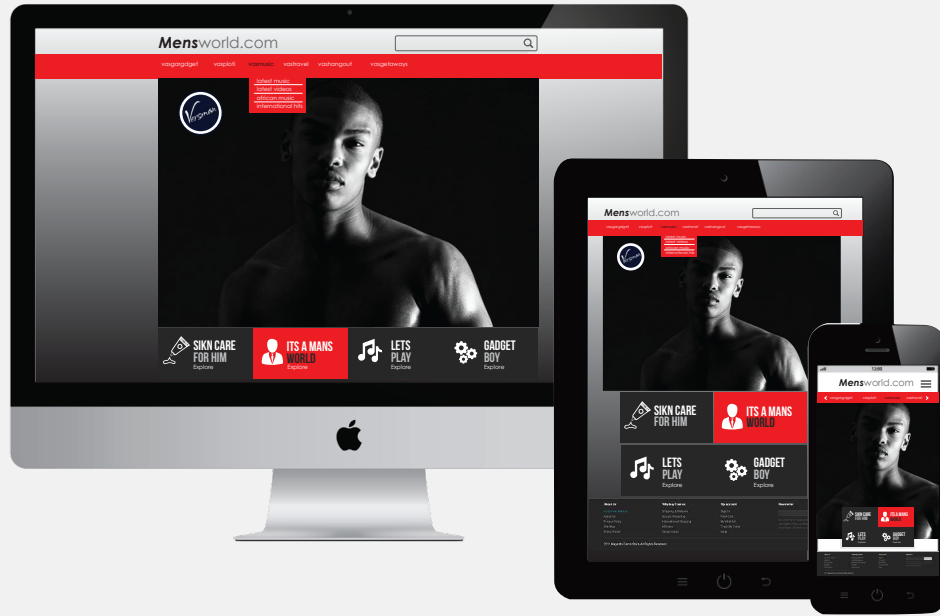


Product Design



Print

C O M P L E X S I M P L I C I T Y



Web Design



Start up Branding



Logo Designs

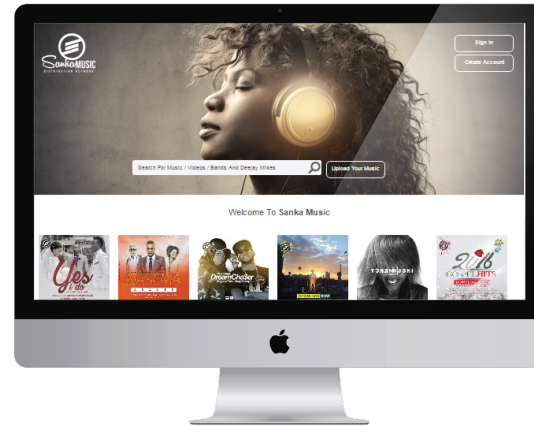
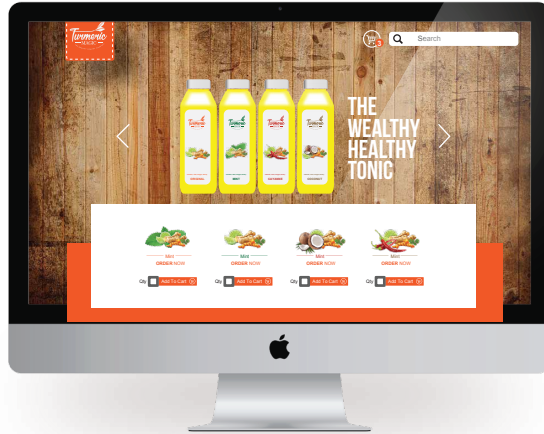


Product Design



Print

C O M P L E X S I M P L I C I T Y



WEBSITES AND MOBILE APP DEVELOPMENT



C O M P L E X S I M P L I C I T Y



LOGO DESIGN

C O M P L E X S I M P L I C I T Y



PACKAGE DESIGN (PRODUCT DESIGN AND STRATEGY)

In order for a brand to speak to the heart, it must have one of its own. From strategy to reality, we bring compelling brands to life. Across the industry we are known for our expert ability to simplify complex processes and promote clarity. Our beliefs and core competencies in user focused design across multidisciplinary areas allow for seamless consistency and a greater focus on the details that matter.



C O M P L E X S I M P L I C I T Y



PACKAGE BRAND DESIGN

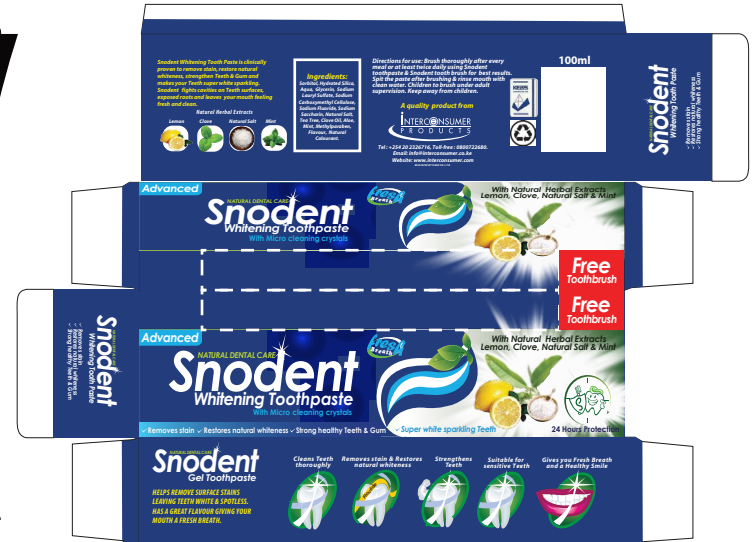
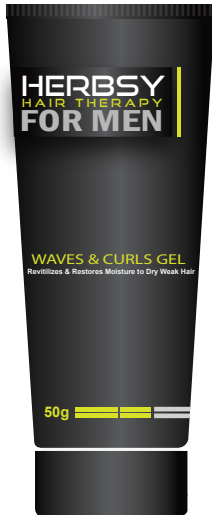
(PRODUCT DESIGN AND STRATEGY)

C O M P L E X S I M P L I C I T Y



SD

SOLIDART
DESIGN LTD



PACKAGE BRAND DESIGN

(PRODUCT DESIGN AND STRATEGY)

C O M P L E X S I M P L I C I T Y



PACKAGE BRAND DESIGN

(PRODUCT DESIGN AND STRATEGY)

C O M P L E X S I M P L I C I T Y



MODERN TRADE & MALL

C O M P L E X S I M P L I C I T Y



**INSTORE ACTIVATIONS
BLUE LABEL DETERGENT**

Nakumatt introduced their own products and our role was to market their products both in and out of the Nakumatt Stores



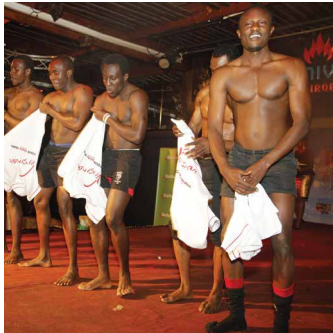
**MALL ACTIVATIONS
KOTEX**

Tasked with Sampling and educating consumers tampons targeting pads users and upgrade them to tampons.



SUPPLEMENT MARKET | SOSSI

Sossi leads in the soy supplement market in Kenya. Our brief was to develop a sampling experience that would allow both tasting and education on preparation.



CAMPUS ACTIVATIONS | VERSMAN LOTION

Solidbrands was tasked with introducing Versman product to campus. We selected Catholic University Rugby Team to be our Brand ambassadors for Versman. We toured campuses and the brand gained traction and talk-ability. At the same time we sampled in-store to induce trial



HOSPITAL PROGRAMS | BOUNCY BABY PRODUCTS

Solid Brands partnered with 180 both private and public hospitals countrywide to educate new mums on best baby care practices immunization and vaccination which involved nurses & new mums. The program reached over 6000 new mums who we sampled with bouncy



C O M P L E X S I M P L I C I T Y



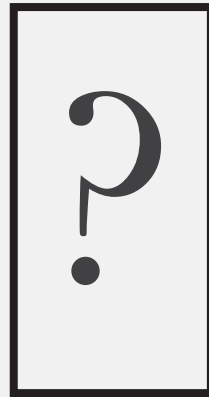
SCHOOL PROGRAMS | ALL TIME SANITARY PADS

Tasked with educating young school going girls from disadvantaged backgrounds with information about puberty and menstruation, free sanitary towels, educational resources, and motivational talks aimed at keeping them in school. We have been able to reach 1.21m girls countrywide.

SCHOOLS PROGRAMS | DETTOL

Solidbrands was tasked with educating school going kids on the importance of hygiene with an emphasis on washing hands with soap to date we have been able to reach 1million kids in the last 2year

C O M P L E X S I M P L I C I T Y



WHY
WORK
WITH US?

LET'S GET RIGHT TO IT

C O M P L E X S I M P L I C I T Y



Consumer Package Goods Savvy.

We walked in your shoes with extensive “in-house” experience in brand activation & brand marketing. We also understand the retail landscape. Comfortable working with your Sales, Shopper Marketing and cross-functional teams to facilitate “best in class” campaign results.

Brand Activation Specialization.

We live and breathe brand activation! We stay laser-focused on all of the new platforms and technologies in the mind-bending world of brand activation. It’s what we do.

Target Shopper Focused.

People are bombarded with media messages, making it difficult for brands to cut through the clutter and into the shoppers consideration set.

We believe in an Omni-Channel approach that maximizes impact and eliminates waste by targeting your best prospects.

Crunching Data & Creativity.

Our process balances “listening to clients”, accessing our robust activation data base, and adding a strong dash of creativity to deliver optimal ROI campaigns.

Shopper and Consumer Centric.

We know the shopper is king! With extensive understanding of shopper activation behavior, we always design our campaigns to enhance the shopper experience with the brand and maximize the impact.

Tech Survey.

We are Technology driven from tracking, reporting. No manual & paper work.

C O M P L E X S I M P L I C I T Y



"The simple act of paying
positive attention to people
has a great deal to do with
productivity." --Tom Peters

C O M P L E X S I M P L I C I T Y

THANK YOU

HQ

Tourism Fund Towers | Upperhill

P.O Box 53156-00200 GPO.

Cell +254 (725) 287523

Phone +254 (0719) 333444

C O M P L E X S I M P L I C I T Y