



**Wave360**  
AFRICA

**The Wave Creators**  
A 360 Integrated Solution Resource

# WHO WE ARE

Founded in 2022, Wave 360 is a mix of strategists, digital experts, and storytellers passionate about building brands that matter. We exist to solve the disconnect between brands and the rapidly evolving African consumer by making marketing human, culturally led, and results-oriented. We are a more than an agency we are your growth partner.



# Our Regional Footprint



Bugolobi, Nakawa  
Division, Kampala  
Office Wave 360  
**+256 790 480 051**



Risa Court ,Ngong  
road ,Kenya  
Office Wave 360  
**+254 706 658 760**



## Mission

To be Africa's most trusted partner for brands that shape the future.

## Vision

A business world where success is shared, and brands create waves of change for communities.

## Values

- ❖ **Creativity with Purpose:** Results over hype.
- ❖ **Continuous Innovation:** Setting up camp outside the box.
- ❖ **Integrity:** Trust is our currency.

# Our Core Beliefs



## CULTURE

We understand Africa deeply.  
We build brands that move  
people, not just markets.



## INTELLIGENCE

We use data, insights, and technology to  
remove guesswork.  
Every move is intentional. Every result  
is measurable.



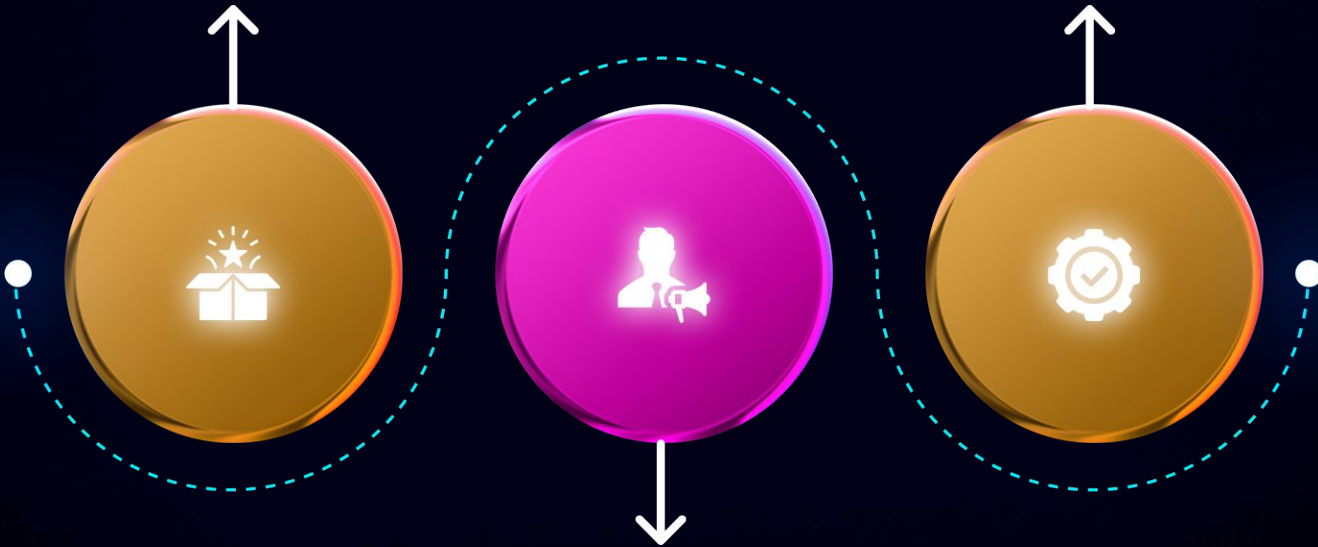
## IMPACT

We don't just create noise.  
We engineer growth, relevance, and  
long-term dominance.

# OUR APPROACH

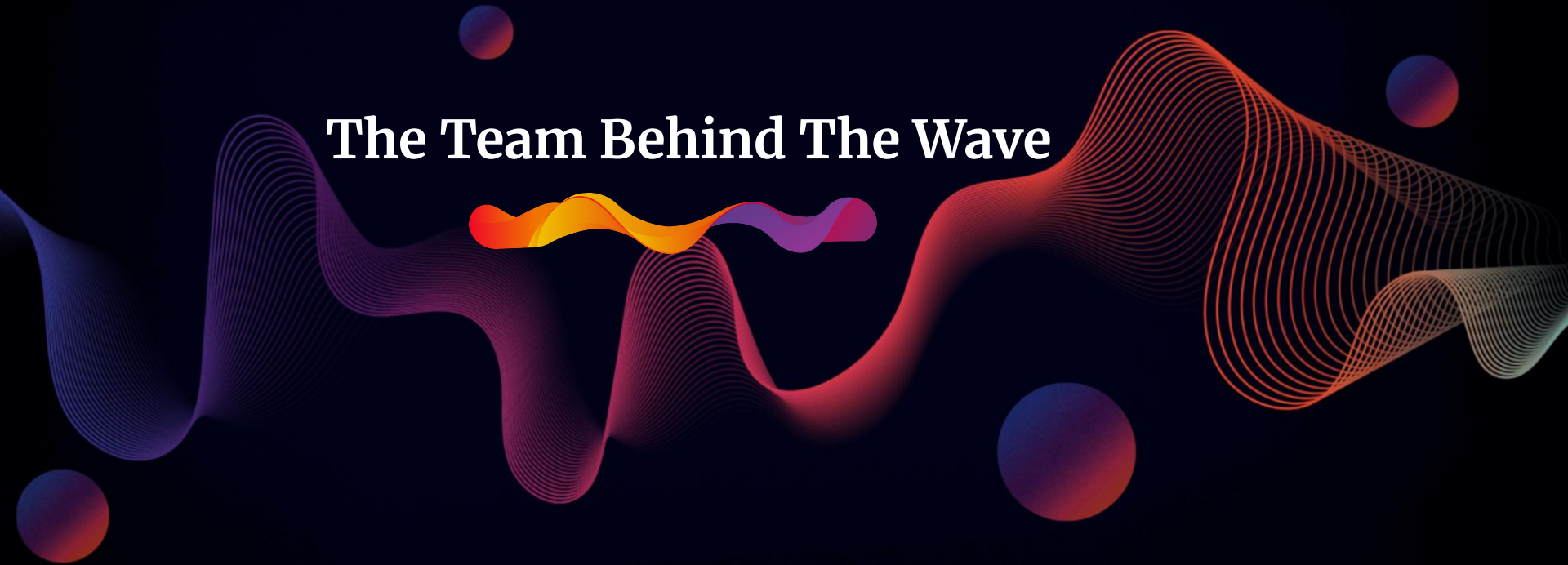
**Product Launch Planning (PLP):** A deep-dive methodology that covers discovery, localization, and regulatory compliance to maximize market uptake.

**End-to-End Execution:** From scripting high-octane documentaries to managing high-security protocols for executive visits.



**Professional Brand Ambassador Provision (BAP):** A risk-mitigation tool that deploys vetted talent who resonate authentically with your target demographic.

# The Team Behind The Wave



# Board of Directors



**ZEDD MUKOYA**

Seasoned Kenyan marketing and sales professional, driving Wave360's daily operations with experiential insight and passionate leadership.



**FLORENCE  
NABATEMWE**

Corporate lawyer specializing in real estate, infrastructure, and corporate relations, delivering governance, compliance, and people-focused leadership expertise



**FITTI GUIDO  
WEISGLASS**

Experienced technical leader and software engineer, guiding global teams in software, data engineering, and cloud infrastructure delivery.



**ELIZABETH ERICK**

HR professional advancing workforce development, organizational culture, and governance, ensuring sustainable people-centered growth and compliance

# Our Organogram

BOARD OF DIRECTORS

MANAGING DIRECTOR

PROCUREMENT

HR/LEGAL

OPERATIONS

DIGITAL COMMS

MARKETING

FINANCE

ADMIN

MCs,DJs,DANCERS ,SET  
UP CREW

PROJECT LEAD,BA,SALES  
REPS

CREATIVE

AUDIO VISUAL UNIT

BUSINESS DEV. UNIT

R&D



# **OUR SERVICES**

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# STRATEGY & GROWTH

1.

**We Build the Foundation Before the Spotlight.**

We define how brands position, compete, and scale. From identity systems to launch architecture, this is where clarity becomes competitive advantage.



**Brand Positioning**



**Market Intelligence**



**Product Launch  
Planning**



**ATL Strategy**

*"Clarity becomes competitive advantage."*

## Brand Positioning & Market Intelligence

We position the brand as **powerfully connected** present across leading national and regional TV and radio stations. From prime-time television to high-frequency drive-time radio, our presence signals scale, credibility, and cultural relevance.

Where the nation watches and listens, we are there. Embedded in trusted media, driving familiarity at scale, and owning the conversations that matter.



## Product Launch Planning (PLP)

With deep discovery, audience insight, competitive mapping, and cultural context. We define the launch narrative, build the visual and experiential world, then align digital, ATL, and on-ground activation for maximum impact. Every touchpoint is synchronized to create anticipation, visibility, and immediate uptake.



*Launch event for the Sting variants, with over 100,000+ sales in the first phase of the campaign.*

## ATL Media

Mass reach. Strategic precision. Cultural timing.

Our process begins with strategic media mapping: identifying where your audience lives, watches, listens, and moves. We align placement with cultural moments, high-traffic zones, and prime airtime to maximize relevance and recall. From concept adaptation to production oversight and media buying coordination, we ensure every ATL execution is intentional, not random.



*10 Over 10 - Citizen TV - Average weekly TV viewership: 800,000 - 1.5 Million viewers*



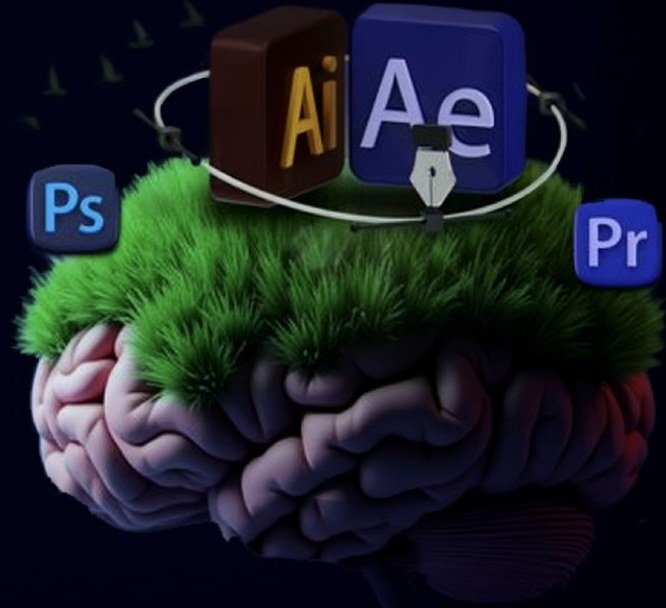
# CREATIVE DESIGN & SCIENCE

2.

Where creativity meets performance intelligence.

This pillar represents the fusion of bold storytelling and data-backed execution. We design compelling brand experiences then optimize them with measurable precision to ensure they don't just look good, but perform.

- Brand identity systems
- Campaign KVs & lock-ups
- Motion & animation
- ATL: OOH creative and Print



*Design is conversion architecture.*

## Brand Identity Systems

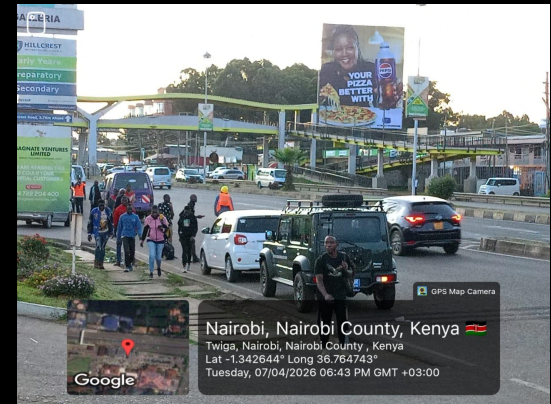
We define where your brand stands, what it stands for, and why it wins. Through sharp positioning and disciplined brand guidelines from identity systems to tone of voice we ensure every touchpoint is consistent, distinctive, and built to command the market.



# 2.2 Campaign Key Visuals



OOH Artworks



Live Locations

# 2.3

## OOH & Print

skyline-level visibility,

On a larger scale, we execute high-resolution large-format production including billboards, backdrops, booth branding, and outdoor installations. With precise color calibration, structural mounting considerations, and environmental durability planning, we ensure every printed surface maintains visual dominance at scale.



OOH



MIRINDA

# DIGITAL MARKETING



# Tools & Platforms

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3.1



**Meta Ads Manager**  
Facebook/Instagram



**Google Ads**  
Search, Display, YouTube



**SEO Tools**  
SEMrush, Ahrefs



**Analytics**  
Google Analytics, Data Studio dashboards



**Social Listening Tools**  
Brand monitoring & Engagement



**CRM & Automation**  
Integrated Systems

# SEO & Paid Performance

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3.2



## Search Engine Optimization (SEO)

Organic visibility and technical optimization



## Google Search & Display Ads

Targeted paid placement



## Conversion-focused Advertising

Driving measurable ROI actions



## Keyword Strategy & Growth

Ranking improvement & traffic scaling

# Strategy & Content Systems

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3.3



## Content Pillars Development

Strategic thematic framework



## Monthly Content Calendars

Planned scheduling and cadence



## Platform-Specific Strategy

TikTok, IG, LinkedIn optimization



## Campaign Messaging Architecture

Consistent narrative across channels

# Social Media Management

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3.4



## Account Management

Strategic profile oversight and brand voice maintenance



## Community Engagement

Active dialogue and relationship building with your audience



## Content Publishing & Optimization

Timed distribution and platform-specific formatting



## Growth Tracking & Reporting

Data-driven analytics and performance auditing

# Real-Time Coverage

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3.5



## Live Event Coverage

Stories, Reels, Streams & real-time engagement



## Instant Content Creation

Rapid production & immediate posting



## Real-time Trend Integration

Adapting content to viral moments instantly



# Influencer Marketing

3.6

Influencers are not an add-on, they are a **distribution system**.



## Strategy & Mapping

Influencer identification and alignment with brand goals.



## Talent Sourcing

Comprehensive Macro & Micro influencer recruitment.



## Campaign Integration

Seamless brand storytelling across influencer channels.



## Performance Tracking

Real-time analytics and ROI measurement.

### IMPACT:

- Mainstream Reach
- Youth Market Penetration
- Viral Visibility
- Premium Brand Positioning

# 3.6.1

## Influencers Corner Micro – over 1M+ combined followers In-house reach Micro influencers co-ordination



Luhya Heat  
IG: 75.7K

Impact:  
Mainstream  
Reach &  
Music-Driven  
Visibility



Ajib Gathoni  
IG: 698K

Impact:  
Youth Market  
Penetration & Viral  
Visibility



YBW Smith  
IG: 121K

Impact:  
Youth Market  
Domination &  
Trend  
Acceleration



Diana  
Mishjune  
IG: 71K

Impact:  
Premium  
Positioning &  
Aspirational  
Branding



Nimrod Nick  
IG: 62K

Impact:  
Bold Brand  
Amplification &  
High-Engagem  
nt Conversations



Kendi Q

Impact:  
Youth Market  
Domination &  
Trend  
Acceleration

# EXPERIENTIAL MARKETING

4.

## From Visibility to Physical Connection



### BTL Activations

Strategic direct engagement campaigns.



### Roadshows

Mobile brand experiences across locations.



### Sampling

Hands-on product trials for consumers.



### Campus Engagement

Targeted interaction within student communities.

*We turn audiences into participants*

# EXPERIENTIAL TECH

Turning strategy into lived experience.

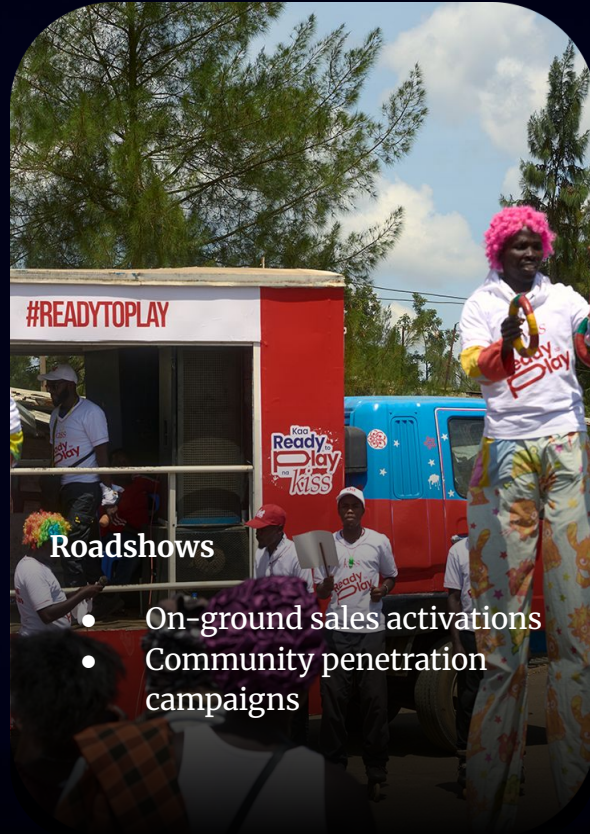
We bring brands together and move them from visibility to physical connection. By designing immersive, technology-enhanced environments that engage audiences in real time and convert interaction into loyalty.





### BTL Activations

- Kiss Safari Rally Naivasha
- Club activations
- Sampling & engagement moments



### Roadshows

- On-ground sales activations
- Community penetration campaigns



### Master classes

- 40+ campuses
- 200,000+ youth reached

# EVENT ORGANIZATION & SUPPLY MANAGEMENT

*Precision. Scale. Execution.*

5.



## Planning

End-to-End Event  
Planning



## Engineering

Venue & Site  
Engineering



## Production

Stage, Lighting & AV  
Production



## Merchandise

Branding & Gifting  
Solutions



## Logistics

Vendor & Logistics  
Management



## Safety

Crowd Flow & Safety  
Compliance

*We don't just run events, we build high-performance brand environments*

# Event Logistics & Vendors

Technical precision and operational discipline



# Event Set-up

5.2

*Before*



*After*



# Millennial Events Experientials





Stage setup



Lighting &amp; trussing



Technical coordination



Youth Event  
360 Coordination

# 5.6

## Merchandise and Gifting

Quality designs with Quality production assured.

Our Merchandise Branding division extends your brand beyond messaging into tangible visibility. We design and produce high-impact branded assets from premium gift hampers and promotional kits to fully customized Brand Ambassador uniforms engineered for consistency, durability, and on-ground presence.

Every material, fabric, print technique, and finish is selected to reflect brand integrity and withstand real-world activation environments.



# ENTERTAINMENT

6.



Event Host



Market Activation MC



In-bar and Outdoor Music  
DJs

# PRODUCTION

Content Is the Currency

7.



Videography



Photography



Documentary



Social Content

# TECHNOLOGY

Future-Forward Creativity

8.



AR/VR



AI  
Personalization



Interactive  
Experiences



Gamification

# Brand Oriented Gaming

Where the brand meets fun and games

With our in-house UX/UI designers and full stack developers, we are able to transform, huge chunks of data, and break it down for consumer uptake via games, be it virtual, touch or console, your fun ideas are applicable with us.



# CREATIVE DEVELOPMENT

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*Turning Ideas Into Scalable Brand Systems*

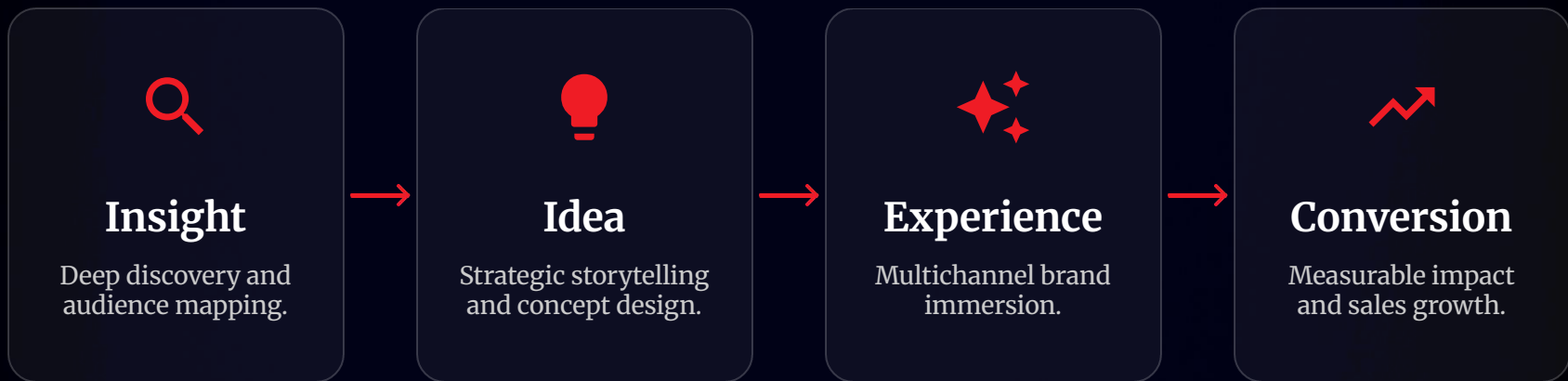
Creative development is one of our core engine, where storytelling meets strategy and drives measurable impact.

We build **connected ecosystems** where one idea flows seamlessly across all touchpoints.



# Our Creative Model

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Our Creative Model flows seamlessly across all touchpoints to turn ideas into scalable brand systems.

ORYX

1504

1652

1406

0980

Service

Car wash

ORYX C

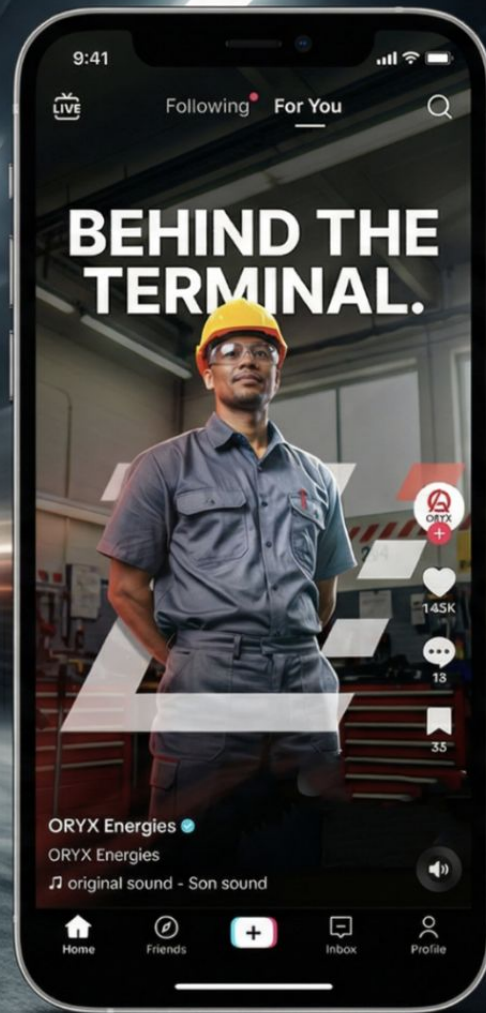
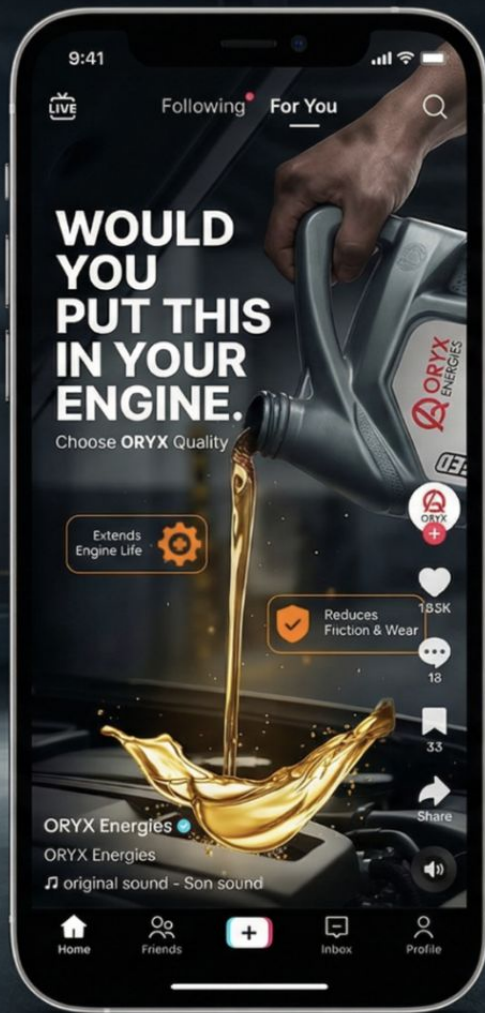
Lubr



Client



**DIGITAL REPOSITIONING  
& SALES ACCELERATION**



# Creative Digital Communications

The art of effective messaging. Turning your concepts into creative flyers and posters & scroll-stopping statements. It's not just design it's clarity, strategy, and impact in a single frame.



# OUR TOUCH POINTS

ONE BRAND.  
MULTIPLE CONNECTIONS.  
**MAXIMUM IMPACT.**





# **IMPACT & SUCCESS** **STORIES**

We have delivered impactful campaigns across FMCG, Tech,  
Lifestyle, and Corporate sectors.

## Pepsi Kenya (NITF 2025):

Secured the "Number One Non-Agro Based Stand" award. Executed a high-visibility activation during Kenya's hub designation, managing protocols for H.E. William Ruto.



## Sting Energy Drink:

Successfully introduced Red Rush and Gold Rush variants through integrated experiential rollouts and digital influence.





## Youth Reach:

Visited over 40 campuses, reaching 200,000+ students through gamified masterclasses and activations.



Condom day awareness campaign, with over 500,000+ attendees and 2,300,000+ online viewers, across multiple media platforms including Citizen TV 10/10 Show. This was accomplished through community Barazas in 96+ towns.





## Community Barazas

Depth over hype. This is where credibility is earned.

Theatre-for-development skits

Mobile clinic referrals

Local-language engagement

Respectful, culturally grounded conversations

What's cooking  
in 2026...





VIBES NA FORM  
**THIRSTY**  
FOR MORE

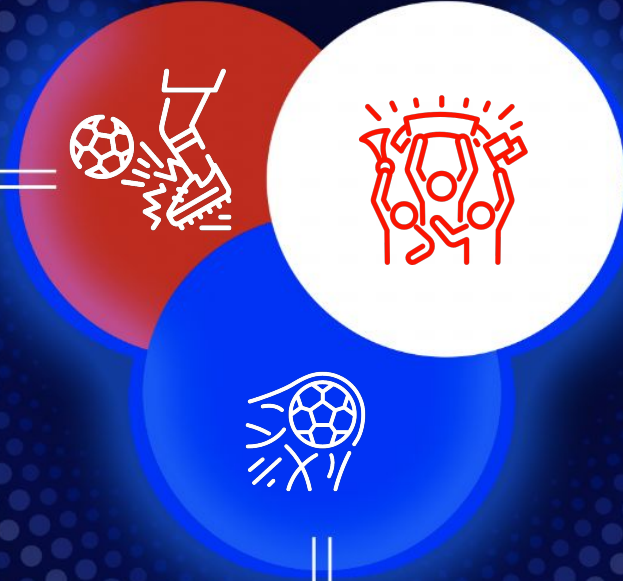


**Wave360**  
AFRICA

## WHAT THE CAMPAIGN SEEKS TO DO

**IGNITE**

IGNITE aspiration  
through visibility



**REWARD**

REWARD consumption  
with Pepsi branded  
merchandise, thus  
creating free publicity,  
(human billboards)

**ENGAGE**

ENGAGE Kenyans through  
repeatable meal combo offers

# CHEZA KICHAMPE



This becomes the simplified Kenyan language expression that travels into GT and MT. It is how the campaign lives in kiosks, viewing centres, shelves, QSR pairings, hawker trolleys, and meal-led consumption points. It makes Pepsi feel culturally current while staying anchored in the global **Thirsty For More** platform. It takes the energy of Champez na Pepsi and normalises it across **daily occasions**.

MIRINDA

SIP A  
**MIRINDA**  
SPREAD THE SMILE

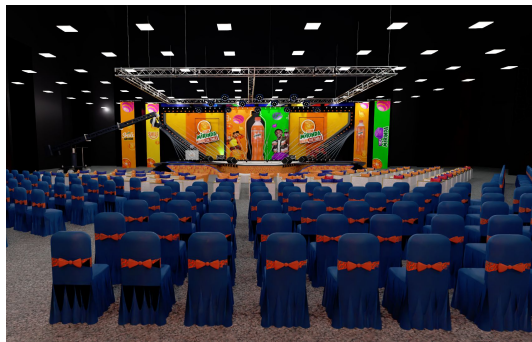


Making Kenya Smile,  
One Sip at a Time



MIRINDA





# THE USHERS



# Mall Activation





**From Hustle to Empire.**

National Entrepreneur Championship



**KINGDOM  
BANK**



**Wave360  
AFRICA**

Wave 360's vision is to intentionally deepen our presence in campuses not just as activators, but as ecosystem builders. We aim to embed ourselves across student life, entrepreneurship, tech, culture, and finance, creating platforms that nurture talent, spark innovation, and build lifelong brand relationships.



**Wave360**  
A F R I C A

# OUR CLIENTS



UNIVERSITY OF NAIROBI



# WHY WAVE 360

Integrated Execution

Strategic Intelligence

Operational Precision

Measurable

Accountability

Creative Depth

African Cultural Fluency

We do not follow culture. We move it.  
We do not chase growth. We engineer it.



Built for Africa.  
Powered by Intelligence.  
Defined by Impact.



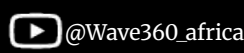
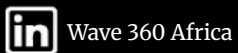
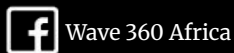
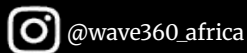
Ready to elevate your brand?  
Let's create together.

Contact :

+254 706 658 760 | +254 710 961 971

Kenya Office: Kenya, Rousa, Ngong  
Road (Opposite Impala Grounds).

Regional Presence: Expanding  
footprints in Kampala, Uganda.



[www.wave360africa.co.ke](http://www.wave360africa.co.ke)