

KAVIBE
YOUR STORY COUNTS



**BRANDING,
COMMUNICATIONS
AND MARKETING AGENCY**

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WE ARE KAVIBE



Stories inspire great content
----Your Story Counts



ABOUT US

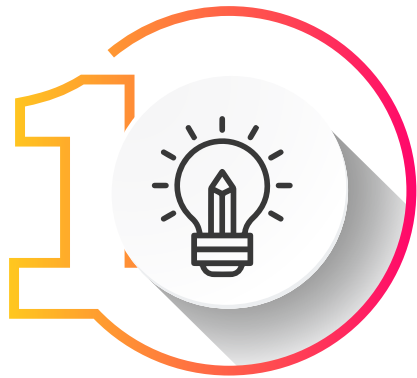
KAVIBE Uganda Limited is a registered Communications and Marketing Company in Uganda. KAVIBE pronounced as Ka-vibe loosely translates to **“Let us Talk.”** We influence how organizations connect and position themselves in the global space. Our services allow organizations to effectively Connect, Share and Engage both online and offline. We believe stories inspire great content hence our story-based content creation and sharing approach.

Our branding, communication and marketing approaches encourage people to have a say, participate and develop a sense of ownership at both individual and organizational levels. We believe people are better connected and understand information through stories hence our tagline - **Your Story Counts.**

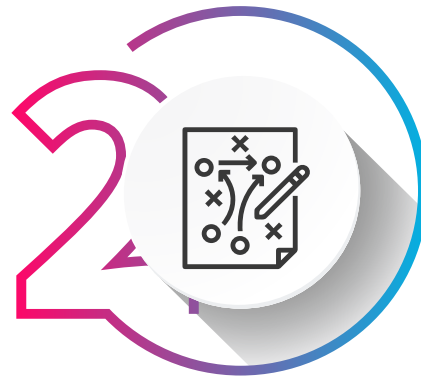
We at KAVIBE are passionate about creating long-lasting brands, communication products and developing marketing strategies that inspire and demonstrate impact for individuals and organizations.

We offer training and awareness sessions in these areas to equip organizations with the necessary knowledge as part of our sustainability approach.

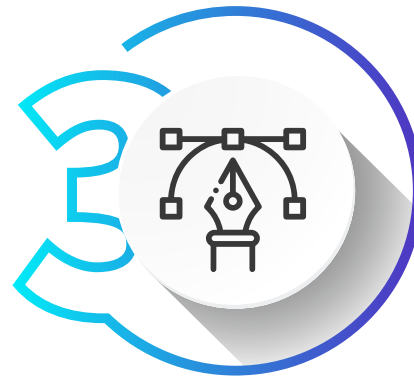
WHAT WE DO



Create



Plan

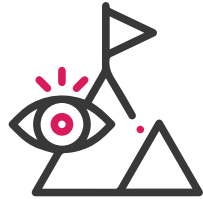


Design



Collaborate

OUR VISION, MISSION AND VALUES



Our vision

To transform how institutions, connect, engage and share knowledge for desired impact.



Our mission

To inspire creative and innovative ways people tell stories, share knowledge and engage their audiences to act.



Our values

- 01 Integrity:**
We do it Right, the first time every time.
- 02 Innovation:**
We look at a problem from a different viewpoint.
- 03 Team Work:**
We believe ideas are better when shared.

OUR GOAL AND CULTURE

Our goal

To find customers who believe in what we believe and work together so that we can both succeed. We're looking for people to stand shoulder-to-shoulder with us in pursuit of the same goal.

Our culture

We are a story driven team. We believe people connect and understand information better through stories.



WHO WE WORK WITH

”

Great things in business are never done by one person; they are done by a team of people. — Steve Jobs

MEET OUR ADVISORS

Bringing on board different Opinions, Perspectives, and Experiences



Nodumo Dhlamini
ITC Services & KM AAU



Peace N. Kuteesa
Entrepreneurship
Zimba Women



Elias Mukasa
Director of Operations
Andela

WE COLLABORATE

Working with the finest Freelance Creatives



Joan Apio
Communication
and Marketing



Ivan Ssebuuma
Cinematographer
and Photography



Gilbert Labeja
Graphics
and Design



Dorothy Antige
Social Community
Manager

WHY US



We believe people are better connected and understand information through stories hence our story-based approach in all that we do.



WHY WE EXIST

In all that we do, we believe in influencing how organizations Connect, Share and Engage. As a result, we create stunning products and great content that inspires change and demonstrates impact.

We empower organizations through story-based communication and marketing. Our creative communication and marketing approaches encourage people to have a say, participate and develop a sense of ownership at grassroot level which informs national and global priorities.

We work with organizations to develop creative, innovative and sustainable solutions that demonstrate impact and position organizations as leaders in their sectors.



WHY DO BUSINESS WITH US

We at KAVIBE evolve and invest time and resources in ensuring that we get better each day so as to collectively reach our full potential.

"Because the work we're doing now is better than the work we were doing six months ago. And the work we'll be doing six months from now."

Every day we are motivated to be better versions of ourselves so as to better serve our clients.



OUR PROCESS - HERE TO PLAY





OUR VIEW POINT

” To us the Glass is always half full.
We look at a problem from a
different viewpoint.

OUR APPROACH - WE ARE INCLUSIVE

We believe in a wholistic approach to addressing our customer's needs. We combine strategic branding, communication and marketing in what we do to ensure practical, consistent and sustainable solutions.

We also offer training opportunities, market surveys and data collection and presentation to both individuals and organizations as part of our approach to empowering organizations.





WE

BR

AND






When it comes to branding, consistency is everything.

OUR BRANDING SERVICES

We understand that effective branding affects everything you do – from your business strategy to closing sales deals to engaging with your customer. Our branding services empower organization to define their identity and how to best connect and engage with their audiences.

Our focus is to ensure creation of a cohesive brand, which creates trust both in the market and with the clients target audience.

Here is a summary of what we do;

-  **Design and make recommendations for marketing products:**
Includes designing brand guidelines, strategies, product launch and awareness campaigns
-  **Define your brand Story or Identity (includes brand elements):**
Self-awareness is key to successful rebranding
-  **Carry out Market Research and Surveys:**
Helps align the new brand with your intended audience
-  **Designing Brand Touch Points:**
Identify touch points with customer or potential customer for effectively visibility
-  **Design and execute brand Launch events:**
Generate publicity and engagement with customers

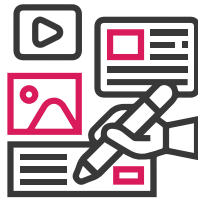


WE MARKET!

Our marketing is not just about the products that we make, but about the stories we tell.

OUR MARKETING SERVICES

We create marketing products that allow organizations to connect and resonate with their purpose. Here is a summary of what we offer;



Develop and design marketing strategies and plans for institutions and upcoming events:

To transform how institutions, connect, engage and share knowledge for desired impact.



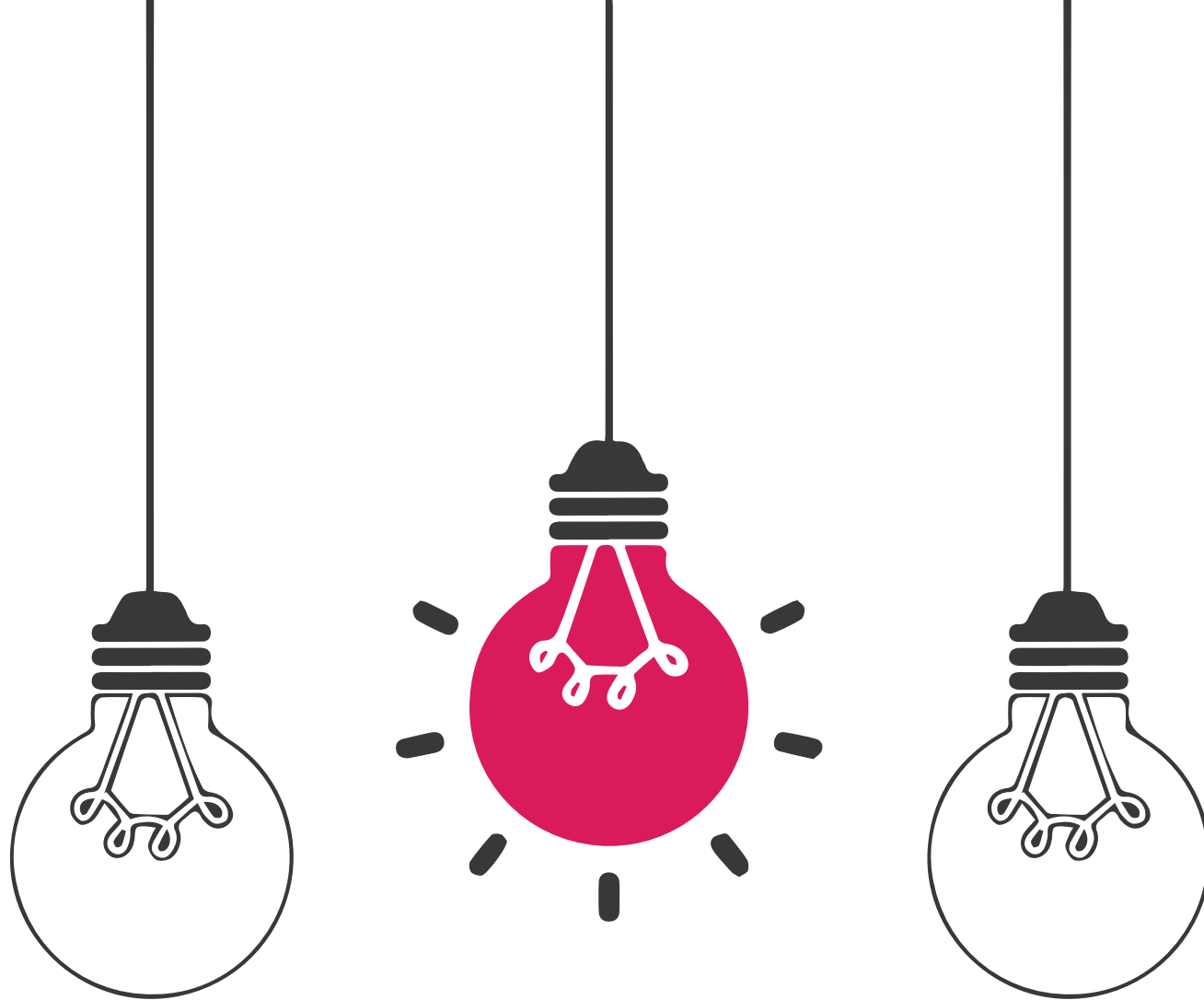
Content Creation, design and sharing for online platforms:

Includes creating content for Website and Social Media updates.



Design Promotional Materials:

Including developing Company profiles, Information, Communication and Educational materials for example Brochures, leaflets, Pullup, Infographics, Shareable media etc.



We help turn your thoughts and ideas in meaningful products to showcase your impact.

OUR COMMUNICATION SERVICES

Communication plays a vital role in effectively addressing issues of accountability, transparency and public relations.

Here is a summary of what we offer;



Communication Review and Assessment:

We review organizations communication products and services both online and print and provide tailored new strategies that effectively response to their mandate.



Develop communication strategies and plans:

We review target communication channels, audience and stakeholders to ensure that relevant information reaches the desired audience.



Content development, update and design (Includes graphics and layout):

Website, Press Releases, Newsletters, Social Media, Mail Marketing etc



Market Research and Analysis:

Includes carrying out institutional SWOT Analysis, assessing trends and adoption process for successful implementation.



Reporting Writing and formatting:

Includes editing, layout, formatting and designing of reports for a professional look.



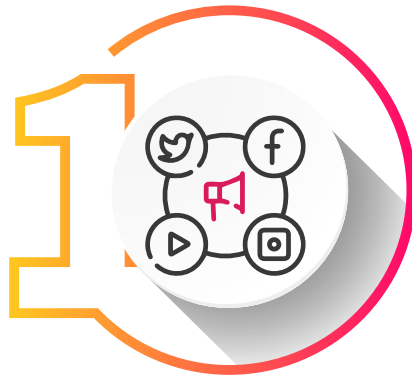
WE EMPOWER!

We are Skilling both individuals and institutions in the art of Social media, Branding, Communication and Marketing.

OUR SKILLING SERVICES

We offer training in Communication, Digital Marketing, Customer Care for focus groups, Individuals and Institutions to equip with the necessary skill set.

Here is a summary of what we offer;



Social Media
Training and
Upskilling



Content
Creation and
Copy Writing



Customer
Care
Services

SOME OF OUR WORK



Good content is not about good storytelling. It is about telling a true story well. — *Ann Handley*



Client: Regional Universities Forum for Capacity Building in Agriculture (RUFORUM)

The 7th Africa Higher Education Week and RUFORUM Triennial Conference, 2021



Location

Cotonou, Benin



The Opportunity

The 7th Africa Higher Education Week and RUFORUM Triennial Conference occurred during the post COVID-19 pandemic. Hence the need to promote the event online to boost participation globally engaging with various key players in media. As there were several sessions both online and onsite, coordination of the communication and advocacy activities was a priority. There was need to design and format communication content for the conference inform of reflective Thought Pieces and Conference News Digests.



Our Solution

To increase visibility and engagement of the event, we engaged embarked on training social media reporters in Benin to amplify key messages from the Conference, worked with both International and Local press and media to ensure a wider coverage of the event at national and continental level. This resulted into global reach of 15Milion people online, production of eighteen (18) communication products and over seventeen (17) news articles published online.



Their Reaction

KAVIBE has an excellent brand! Quick response to client has also been great.

Client: The University of Juba

Developing Branding, Communication and Marketing Products to Increase Visibility of the University



Location

Juba, South Sudan



The Opportunity

As the University of Juba turned 45 years 2020. It became critical to document and demonstrate its relevancy in teaching, research, innovation, and service to community through revamping its website which serves as the face of the university and focal communication channel; rebranding and creating a consistent image throughout its marketing and communication products and strategic communication for its work to be more visible.



Our Solution

Increase visibility, trust and transparency through creating a university brand identity, creating communication and marketing materials and website review. We designed Information, Educational and Communication (IEC) Materials such as pullups, posters, prospectus and website review/recommendation. Onsite professional photography to complement the work on the IEC materials was carried out.



Their Reaction

KAVIBE is an excellent branding company whose service can add value to your organization.

- Prof. John Akec (Vice chancellor)

Client: Uganda Christain University (UCU)

The Platform for African European Partnership on Agricultural Research for Development (PAEPARD)



Location

Mukono, Uganda



The Opportunity

PEAPARD is the Platform for African European Partnership on Agricultural Research for Development and supports research collaboration between a wide range of national and regional organizations in Africa and Europe. Through Afri-Sol, a network of scientists and other stakeholders with interest in Solanaceae species in Africa, we were consulted to document, showcase and increase visibility of the impact of this project upon its completion.

However, with AFRISOL having issues with website navigation, access to publications online, communication and promotional materials for exhibition purposes, they needed a simple and effective way to communicate the value of the investing in Indigenous Vegetables both at national and global level.



Our Solution

PEAPARD is the Platform for African European Partnership on Agricultural Research for Development and supports research collaboration between a wide range of national and regional organizations in Africa and Europe. Through Afri-Sol, a network of scientists and other stakeholders with interest in Solanaceae species in Africa, we were consulted to document, showcase and increase visibility of the impact of this project upon its completion.

They needed to launch the various products during the end of project event and we supported the event through social media campaign as well as report writing and editing.



Their Reaction

We have really enjoyed working with KAVIBE! Their staff demonstrated sincerity and practicality in all business dealings. They listened actively, were very respectful as they built consensus with our team while developing the communication strategies for our project. They did well at managing our expectations with timely, appropriate and honest communication. Ultimately, they have delivered outstanding products for us and we would not hesitate to recommend them to others!

- Dr. Elizabeth Kizito (Principal investigator -PAEPARD Project)



Client: RUFORUM Biennial Conference 2018

Regional Universities Forum for Capacity Building in Agriculture (RUFORUM)



Location

Nairobi, Kenya



The Opportunity

The Regional Universities Forum for Capacity Building in Agriculture (RUFORUM), is a consortium of 113 African universities operating within 38 countries spanning the African continent. It is an African led and managed International Non-Governmental Organization (NGO) with a mandate to oversee graduate training in Africa. It supports universities to address the important and largely unfulfilled role that universities play in contributing to the well-being of small-scale farmers and economic development of countries throughout the Sub-Saharan Africa region.

Every after two years, RUFORUM holds its biennial, now tri-annual conferences that bring together over 450 stakeholders across Africa and Europe to further the Higher Education Agenda in Africa. We were consulted to support the development, editing and formatting of Information, Educational and Communication (IEC) Materials that would be used during the event and other exhibition events after the event.



Our Solution

We designed and mounted the promotional materials for exhibition (pullups, infographics, flyers etc) allowing for a clear well thought out storytelling experience for visitors who visited the RUFORUM exhibition area.

Developed, edited and formatted communication materials that show cased RUFORUM's contribution and impact on the African continent. Though our engagement, we offered professional advice for event marketing and supported their social media campaign for the African Higher Education Week.



Their Reaction

The RUFORUM Team worked closely with the CEO of KAVIBE and there is no doubt that the biggest strength lies in branding, especially conveying messages through visual representation. That was impressive.

- Ms. Maureen Agena (Corporate Communications and Advocacy Officer)



Client: Carnegie Corporation of New York Africa (CCYN)

Africa Humanities Program (AHP) Phase II



Location

Dar es Salaam, Tanzania



The Opportunity

Carnegie Corporation of New York (CCYN) is America's oldest grantmaking foundation. Established in 1911 by Andrew Carnegie to promote the advancement and diffusion of knowledge and understanding. In keeping with this mandate, the Corporation's work focuses on the issues that Andrew Carnegie considered of paramount importance: international peace, the advancement of education and knowledge, and the strength of our democracy.

The African Humanities Program is one of the corporation's flagship programs seeking to support the revitalization of higher education and research in Africa through two fellowship competitions. One program promotes the completion of Ph.D. dissertations in the humanities by providing a stipend to support the final year of writing. The second fellowship competition supports ongoing research and publication by early-career scholars in the humanities by providing one-year leaves from teaching in the form of a postdoctoral fellowship. The postdoctoral fellowship competition is open to humanities scholars in Ghana, Nigeria, South Africa, Tanzania, and Uganda. We were consulted to assess the work of the Corporation's Africa Humanities Program through attending AHP summit in Tanzania to provide project strategic insights from AHP regional leaders and stakeholders.

Client: International Potato Center (CIP)

RTBfoods Project (Gendered Food Mapping for Boiled Sweet Potato)



Location

Kampala, Uganda



The Opportunity

With more than 45 years of research for development work in potato and sweet potato, the International Potato Center (CIP) has contributed to greater food and nutrition security, economic growth and prosperity. CIP breeders and plant scientists work with local partners and farmers to develop and manage potato and sweet potato varieties that are more resilient to the extremes of climate, pests and diseases, produce higher yields and better nutritional and culinary qualities.

CIP's social, nutrition and food scientists bring the same dedication to helping rural farmers and communities understand, adopt, and profit from agricultural and postharvest technologies and best practices tailored for different agro-ecologies, production systems and value chains. In partnership with governments, businesses and international organization, CIP is scaling these science innovations and approaches, putting the tools for better harvests, incomes and health into the hands of millions of farmers, processors, traders and their communities. RTBfoods project, under Work Package (WP) One has a main objective to deploy RTB varieties that meet user-preferred quality traits to increase the adoption and impact of improved RTB varieties in sub-Saharan Africa (SSA).



Our Solution

Working with the organisation, we edited and formatted the RTBfood project report ensuring that the most important elements of the report are highlighted. This includes a professional look and layout that resonate with the project branding.

Client: The RED CODE

RED SOFA Sessions



Location

Kampala, Uganda



The Opportunity

The RED SOFA is a Multi-dimensional Platform for people to interact with Christian achievers, with the purpose of inspiring people to live life to the fullest. Red Sofa creatively stirs up people to aspire for something greater than they have settled for by profiling inspiration trail blazers who have walked or are walking a desirable path. RED SOFA Sessions focus on three activities namely; Networking, Conversation and Performance.

We were consulted to support the development, editing and formatting of their company profile, creating of social media promotional materials that would be used to increase visibility of the sessions and content creation for the social media campaigns. Part of this task was to cover the event through offering our professional photography services that captured moments during the sessions.



Our Solution

We designed the RED SOFA company profile giving it a simply yet compiling storyline as well as designing social media promotional materials.

Though our engagement, we offered professional advice for event marketing and supported their social media campaign for the RED SOFA Sessions. As part of increasing partnership and funding, we produced a documentary on the need to partner and increase the reach of the RED SOFA influence.



Their Reaction

During the time we worked with KAVIBE, we found their service to be very professional timely and very much to our satisfaction. I would recommend any brand that seeks to grow its online presence to associate with KAVIBE. - **Mr. Ronnie Habasa**





OUR CLIENTS



Everything starts with the
CUSTOMER — Lou Gerstner

BRANDS WE'VE WORKED WITH





We look forward to hearing from you!

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