



SKYNET MEDIA LTD

where brands find creativity



COMPANY PROFILE

ADVERTISING | BRANDING | COMMUNICATIONS | EVENTS | MEDIA

NOTHING SHOUTS LIKE OUTDOOR!



OUT-OF-HOME



SKYNET MEDIA LTD

where brands find creativity

SKYNET MEDIA AFRICA LTD,
Sapamo Building, Kabarnet Road
(off Ngong Road).

Box 55645 - 00200 Nairobi, Kenya.

Tel : +254(020) 2593123

Cell : +254(0)739 550 000

Email: info@skynetmediald.com

skynetmediald@gmail.com

www.skynetmediald.com

about us

Welcome to SKYNET MEDIA LTD. We are an independent, creatively driven advertising company that creates strong and permanent relationships between companies and their clients. And we do it passionately with much ease! Having deep roots in the discipline of design, we explore the boundaries of our projects in order to effectively execute strategic marketing plans and develop a distinct market presence for our clients. We pride ourselves in thinking creatively and combining this with strategic discussions with our clients.

MISSION AND VISION

Our vision and mission is an amalgamation of our corporate philosophy and our motto of providing next generation and above par advertising, branding, media and event services. To envision, create, design and construct the most magnificent and creative advertising services; to contribute tangibly in overall success and provide highest Return on Investment to our clients. Creative, Quality, Client Satisfaction, top of the range and Corporate Responsibility are the pillars of our vision and mission and form the cornerstone of our approach that we bring to every engagement. In short our Vision & Mission can be easily summed up as "To use our industry insights and domain experience to our advantage and provide innovative, high quality, superior and cost effective solutions that brings overall growth to our customers."

OUR ETHICS

At SKYNET MEDIA LTD, we believe when creativity, branding and marketing combine through strategic planning incredible results are achievable. With the best interest of our clients in mind, our actions are always focused on conversions and business growth.

CORE VALUES:

Professionalism, Integrity, Efficiency: Commitment, Quality Services, Effectiveness: Responsiveness.

OUR SPECIALITY

Advertising | Branding | Events | Media/PR



advertising

At SKYNET MEDIA LTD we work confidently to give you the best in creative design and communication through appealing and well executed advertisements that will entice your consumers. We work across many disciplines including design and Production, art direction, building sign, Sign design and for each project we choose the method that has the most impact. SKYNET MEDIA Ltd offers choice with different types of outdoor advertising options. Outdoor advertising is only one of its kinds as it works in different levels to command attention, engage consumers, and get results. SKYNET MEDIA Ltd offers choice with different types of outdoor advertising options. We specialize in Billboards, Digital signage, facade signs neon signage, transit signs and media, jumbotrons, pylon signs and so on.

CREATIVITY

SKY MEDIA LTD is a laboratory of ideas, creative workshop, a factory experiments in communication. SKYNET MEDIA LTD is the place where creativity takes shape and is realized with the aim of achieving the objectives set by the marketing plan in full compliance with budget and timing, optimizing resources and assets, achieving results that are characterized by freshness, innovation and, when necessary, irony.

O1 Logos

- Logos Design
- Drafting Manual Of Use
- Protection And Registration Of Trademarks

O2 Advertising

- Communication Campaigns
- Photo Sessions And Post Production
- Advertising Campaign Planning

O3 Corporate

- Corporate Identity Design
- Company Profile
- Corporate Social Responsibility & Publications

O4 Below The Line

- Product Catalogs
- Folders And Brochures
- Price Lists And Technical Manuals

O5 News

- Newsletter
- House Organ
- Company Magazines

#PUBLIC RELATIONS

SKYNET MEDIA LTD creates and develops relationships between people, companies, government agencies, and their target audience. It is SKYNET MEDIA Ltd's objective to identify the best target audience where the client's goals will best succeed whether they are private individuals, institutions, companies, the press or media. SKYNET MEDIA LTD aims to uphold the reputation of the client by helping to create a specific identity. This is achieved through a well targeted and implemented communication campaign, which plays a leading role in perception and reputation of the client. The company plans the most appropriate communication strategies to achieve the goal at hand.

O1 Mailing List

- Management, Sending Invitations And Recall
- Door Selection

O2 Product Placement And Endorsement

- Testimonials And Celebrity Endorsement
- Product Placement And Product Plug
- Wardrobe Management

O3 Communication

- Internal Communication
- Communication With The Public
- Social, Environmental And Local Communications

O4 Operational Strategy

- Sponsorship
- Co-marketing

Creative, Design + Production

- Concept Development
- Copywriting
- Broadcast Production (TV)
- Corporate and Promotional Videos
- Broadcast Production (Radio)
- Print Production
- Direct Mail and Production (List Purchasing)
- Collateral Materials Design and Production
- Sales Promotion
- Signage, Point-of-Purchase
- Intergrated Campaign Development
- Brand Development
- Content Development
- User Experience Design
- Interactive and Motion Design
- Video Production

O5 Promotion And Representation

- Direct Representation
- Location / Shops / Showrooms Search
- East Africa Market Penetration

Public Relations + Promotions

- Trade and Consumer Media Relations
- Press Kits
- Media Training
- Event Planning & Promotions
- Crisis Management
- Strategic Partnering
- Media Liason and Relations
- Viral Marketing
- Social Media / Social Networking / Blogging

#PRESS OFFICE

SKYNET MEDIA LTD manages public relations with traditional and digital media. This is done by selecting, filtering and organizing the information flow according to its objectives and needs of the media in order to ensure proper representation of the client in their target audience. SKYNET MEDIA LTD identifies and classifies the information centers of interest for the client, with the aim to emphasize the strategies for short, medium and long term objectives. Moreover, this strategy differentiates the client from the competition by establishing and maintaining an accurate image of the product which further increases the perceived value in the market.

O1 Relations

- Corporate Identity, Information And Objectives Analysis
- Direct Relations With Journalists And Editors
- Monitoring The Publishing Industry

O2 Copy

- Press Kit
- Press Release
- Press Information

O3 Organization

- Press Conferences
- Presence At Exhibitions
- Press Day And Interviews

O4 Press Review

- Media Monitoring
- Digital Press Review
- Economic Quantification



ADVERTISING SITES

- Digital and Screen Advertising
- Billboards
- Street Light Poles
- Radio & TV advertisements
- Mall Advertising
- Mini Billboards
- Banners



ADVERTISING





LANDMARK

UNIQUE HIGH IMPACT SIGNAGE

DISTRIBUTION

- Potential sites are selected for their appropriateness and/or their uniqueness
- Many of the major out-of-home companies include a Landmark site as part of their inventory

BENEFITS

- High profile and high exposure
- Maximum visibility and impact

SIZE

- Custom sizing and formats



Creatively designed, Strategically positioned advertisements at Prime High Traffic areas increasing brand visibility.



BUILDINGWRAP

BIG, BOLD & BEAUTIFUL

BENEFITS

- SKYNET MEDIA LTD enables you to rise above the clutter with high quality large building wraps.
- Vibrant graphics placed on prominent buildings promote your message on an extra large scale.
- High profile, high exposure
- Basing our success on progressive thinking SKYNET MEDIA LTD's Research and Development department constantly creates and refines new technologies. This kind of innovation makes it possible for SKYNET MEDIA LTD to excel at any kind of bespoke project.

DISTRIBUTION

- Potential sites are selected for their appropriateness and/or their uniqueness

SIZE

- Custom sizing and formats

DISTRIBUTION

- Major cities in the country and even in developing town centres.

BENEFITS

- High profile and high exposure
- Maximum visibility and impact

SOLAR POWERED STREET LIGHTS

SIZE

- Custom sizing and formats



HIGH IMPACT STREET SIGNAGE



PORTRAIT

HIGH IMPACT VISIBILITY

BENEFITS

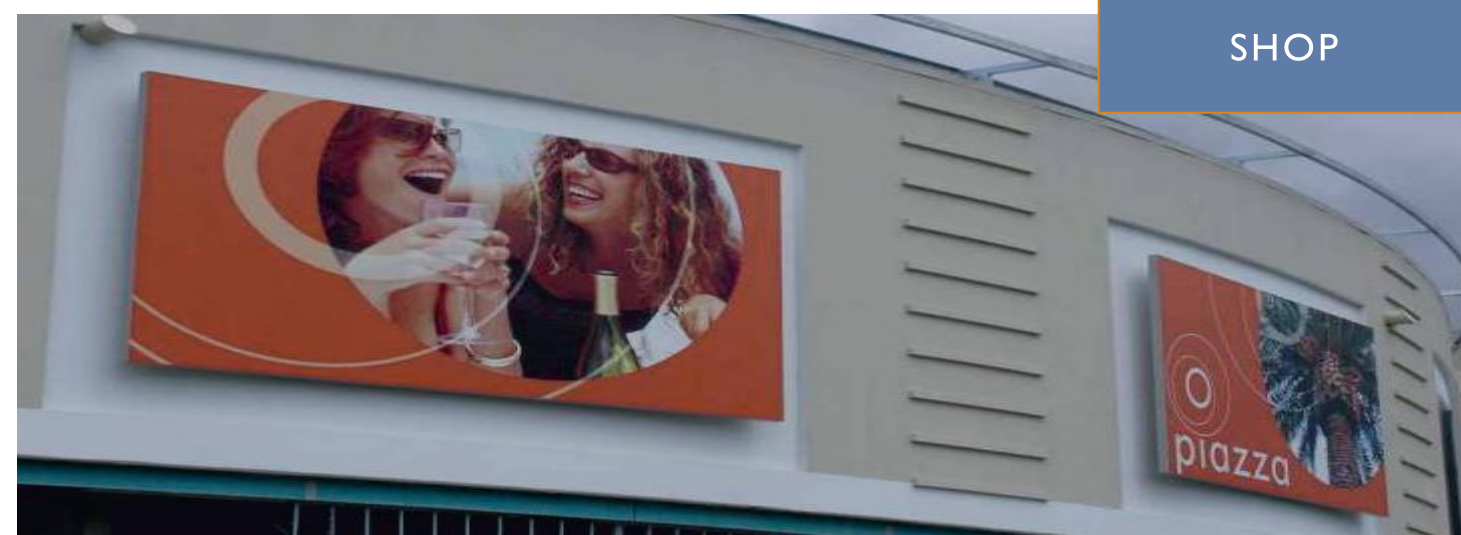
- The portrait format enhances the availability of prominently positioned sites and is ideal for such product areas as food, beverages, fashion, cosmetics and entertainment.
- These sites have been specifically targeted for their ability to deliver high impact visibility and give maximum traffic and pedestrian exposure to advertisers.

DISTRIBUTION

- Mainly located in suburban neighbourhoods.
- Concentrated around shopping areas.

SIZE

- 6.0 metres x 4.0 metres



SHOP

ENHANCE THE SHOPPING EXPERIENCE & INCREASE SALES

BENEFITS

- Enables clients to advertise in an environment conducive to consumer spending.
- Impacts at the point of purchase.
- POP displays, signage and in-store imaging educate and inform consumers about a product's availability and attributes. This strategic medium—that builds brands and stimulates impulse purchases - is a critical component of any integrated marketing campaign.

DISTRIBUTION

- All major malls nationally

SIZE

- Varying sizes and formats.



SPECTACULAR

DOMINATE THE LANDSCAPE - BE SPECTACULAR!

- Maximum visibility and impact
- Flexibility to customise the format of the signage using cut outs and extensions
- Dominate the landscape

DISTRIBUTION

- Located on major traffic corridors and mo-
- Wide distribution throughout markets reflecting constant traffic patterns
- Traditionally spectacular signs measure 18.99m x 4.57m. However they can also include any poster display over 50 square metres



AIRPORT

MAXIMUM BRAND EXPOSURE

BENEFITS

- Captive media environment
- High dwell times
- High end audience

SIZE

- Varying sizes and formats

DISTRIBUTION

- Both external and internal media opportunities appear throughout all major airports nationally - both domestic and international.
- Formats include illuminated external outdoor billboards, backlit light-boxes inside the terminals, interactive promotional displays, baggage belt adhesives to light projections and much more.



BUSWRAPS

BILLBOARDS ON THE MOVE!

BENEFITS

- Vehicle wraps provide an innovative and cost effective means of advertising in a 3-dimensional format.

DISTRIBUTION

- Wide distribution as they appear on the majority of bus routes nationally.

SIZE

- Varying sizes and formats - depending on vehicle.



SUPERSITE

COMMAND COMPLETE ATTENTION

DISTRIBUTION

- Located on major traffic corridors and motorways.
- Wide distribution throughout markets reflecting constant traffic patterns.

SIZES

- Supersites are a standard size of 12.66m x 3.35m across all national markets

BENEFITS

- Big, bold and beautiful
- Offers versatility for short-term and national
- All Supersites are illuminated meaning that your message is impacting 24-hours a day, 7 days a week
- As a standard size display Supersites allow advertisers greater flexibility as they can add mileage to their campaign through site rotation and branding presence.
- Achieve great market reach and tactical



CARWRAPS

RAISES COMPANY PROFILE & REINFORCES IDENTITY

BENEFITS

- The wraps provide you with a three dimensional billboard moving around the country's metropolitan areas.
- Deliver huge impact at a cost-effective rate
- Helps build your brand and make a long lasting impression on your potential customers.

PRODUCTION

- Car wraps are produced using TWIST - High Resolution imaging
- The most common substrates used for car wraps is SelfAdhesive Vinyl and Coformable Vinyl.

SIZE

- Varying sizes and formats - depends on vehicle.

DISTRIBUTION

- Targeted to the advertisers brief.



FLEET

TRUCKS ARE HARD TO MISS

DISTRIBUTION

- Wide distribution

SIZE

- Varying sizes and formats
- The most common substrates used for fleet graphics is truck vinyl (coated) and SelfAdhesive Vinyl

BENEFITS

- Trucks carry messages to areas other media cannot reach. Unlike stationary billboards, truck side billboards move.
- Trucks drive a hard bargain and present a cost effective advertising solution.
- The use of self-adhesive vinyl graphics, as well as vinyl "billboards" attached to truck sides with an extrusion system, allow advertising on trucks to be easily changed and/or reused.



BRANDING

Brand Creation | Conceptualization | Corporate Identity | Brand Certification | Brand Positioning | Brand Research

WEB DESIGN | CORPORATE IDENTITY | DESIGN & PRINTING | PROMOTIONAL MATERIALS
BROCHURES | CALENDARS | INDOOR & OUTDOOR SIGNS

At SKYNET MEDIA we develop corporate brand strategy. In essence we believe that a brand essence should be carried through the entire brand contacts points. We will turn your brand into an unforgettable, emotional experience –this we can promise you! We develop authentic adventure-environments in which brand and product messages can grow and unfold to effectively reach the target group. We provide strategic branding & communication services for companies interested in accessing the money markets and capital markets. We design Visual identities: Logos, trademarks, corporate function materials etc. We innovate ideas and develop new products.

We conduct brand research.

We measure the brand value of corporate & product assets.

We provide assessment tools to measure the entrepreneurial and creative abilities of organizations.

Event Branding

Corporate Branding : Under Corporate Branding we do:

- Brand Development
- Idea Development & Opportunity Mapping
- Brand Certification

Personal Branding

OFFICE MERCHANDISE

- RECEIPT BOOKS/INVOICES
- ENVELOPES
- LETTERHEADS
- BUSINESS CARDS
- T-SHIRTS
- PENS
- FILES
- COFFEE MUGS
- MOUSE PADS
- INVITES
- BROCHURES
- CAPS
- CALENDARS
- DIARIES

GRAPHICS

- LAYOUT
- PDF PRESENTATION
- BRANDING CONCEPTS

PLUS MORE

CORPORATE IDENTITY

Logos, business Cards, Posters, Flyers

LOGOS



LETTER HEADS



Posters, Flyers, T-Shirts



BUSINESS CARDS



VEHICLE BRANDING

- Fleet Marking Stickers
- Carplates



DOOR BRANDING

Doors greet customers at all entrances, making a strong impression as you enter or exit any office. Doors are used for brand identification and to alert the consumer for the product/service offering.

- Benefits
- ? Eye level positioning grabs the attention of shoppers and transmits the ad message
 - ? Doors present the ad upfront, prior to other message exposures inside the mall
 - ? Doors complement and integrate with other in mall advertising products
 - ? Large quantities of doors create significant awareness



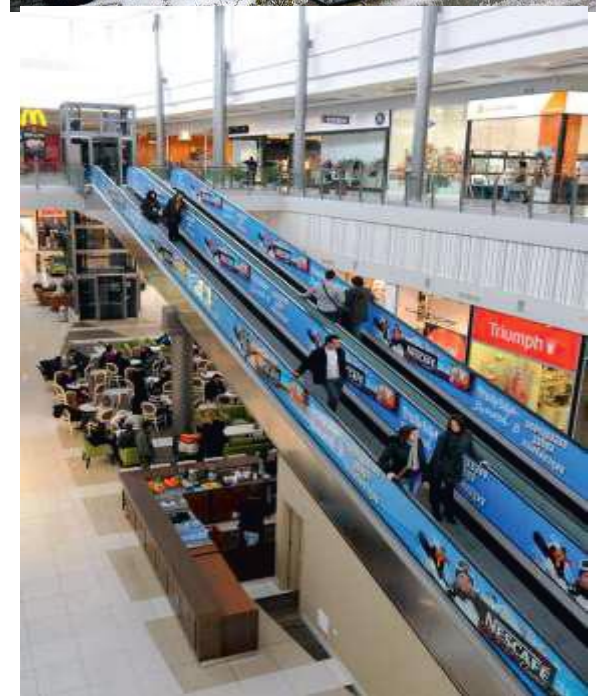


MALL BRANDING

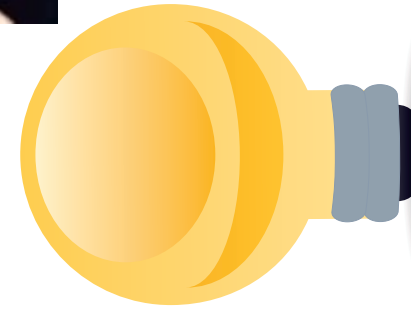
A wide range of sizes, shapes and locations are available in most malls. The constructions branding dominates the mall environment and create extraordinary impact. Mall advertising is available in all leading malls in Kenya.

Benefits

- Unique positioning and extensive creative flexibility of shapes and sizes creates a "wow" effect
- Ability to tell a story through multiple creative executions that improve visibility
- An effective campaign extension from other mall media that enhances intrusiveness and creates a real "buzz" with shoppers



LIGHTS



Installation/fitting Of Electricity & Solar Powered Street Light Poles

We do production of street lights. Some Units are located at all major entrances through the mall, towns and public gathering areas as well as key high traffic areas-both inside and outside.

Benefits

- Positioned at eye level, each city light provides excellent view for maximum visibility and awareness.
- Comprehensive coverage generates high overall reach and virtually 100% coverage of all mall shoppers.
- Key, high traffic locations ensure repeated exposures to consumers while they shop, increasing overall interaction.
- Backlighting creates drama and enhances the visibility of each ad, improving awareness.





FLOOR GRAPHICS

Floor graphics can be in various shapes and sizes and offer extensive flexibility. Units are located at store entrances, escalators or elevators and are highly eye catching.

Benefits

- Unique positioning and presentation of floor graphics creates a "wow" effect.
- Extensive creative flexibility –by modifying sizes, shapes and locations, creative team can enhance the impact of each image and improve overall campaign awareness
- Complements other mall media and enhances intrusiveness, creating a real "buzz".



MESHES

- Large formats, visible from the whole mall surrounding. Possibility to expose the ad message on a big area, in order to get higher reach of the target.



SIGNAGES

- Aluminium Lightboxes
- Perspex Signage
- Neon Signage
- Fabricated Letters: Perspex
- Proflex Signage
- Banners
- Under Awnings
- Billboards
- Illuminated Fascia Signs

DECALS

- Window Decals
- Information Signs
- Directional Signs
- Safety Signs

VINYLS

- Sandblast Vinyls
- Frosted Graphics
- Lifestyle Graphics
- Protective Window Films / Tinting
- Cut Out Letters
- Digital Prints
- Vehicle Wrapping / Branding
- Sunscreens





EXHIBITION STANDS

FOR CUSTOM MADE TRADE SHOWS & EXHIBITION

Exhibitions are a great way to present your business and with proper research and planning, they work even better! Combined with an effective design language, a company can meet the challenges in its marketing communications. Your exhibition is not successful without a creative and outstanding Exhibition stands. Your company exhibition stand should reflect the brand image as well as an ambiance. To design an exhibition stand that attracts visitors, the exhibition design needs to be planned to the last detail and SKYNET MEDIA Ltd does this all for you. Whether you need a custom exhibition stand built according to your specifications or a simple shell scheme exhibition stand, we at SKYNET MEDIA Ltd plan, design and construct it in a proper manner for you.



Achieve your marketing goals with the right exhibition stand.

Tradeshow Exhibits + Collateral

- Concept, Design and Production
- Coordinate Logistics
- Develop Sales Collateral
- Promotional Items
- Content Development





EVENTS

Creation | Conceptualization | Management | Sponsorship | Leveraging | Hospitality | Infrastructure



EVENT MEDIA PRODUCTION



EVENT PRODUCTION

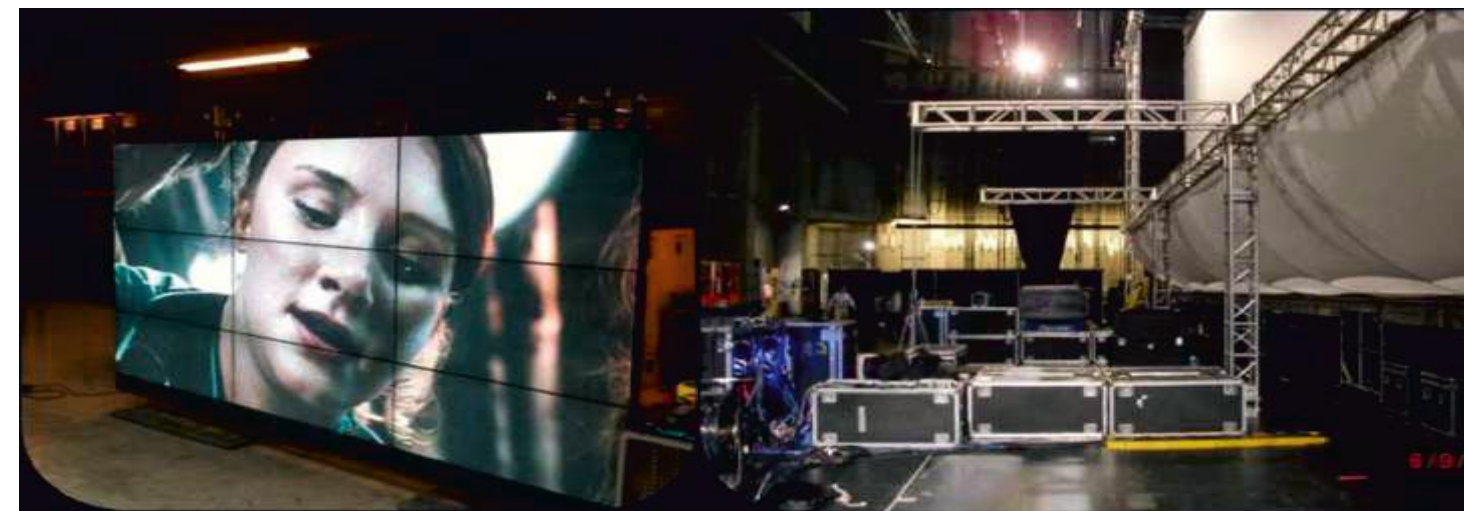
We pride ourselves with the state of the art:

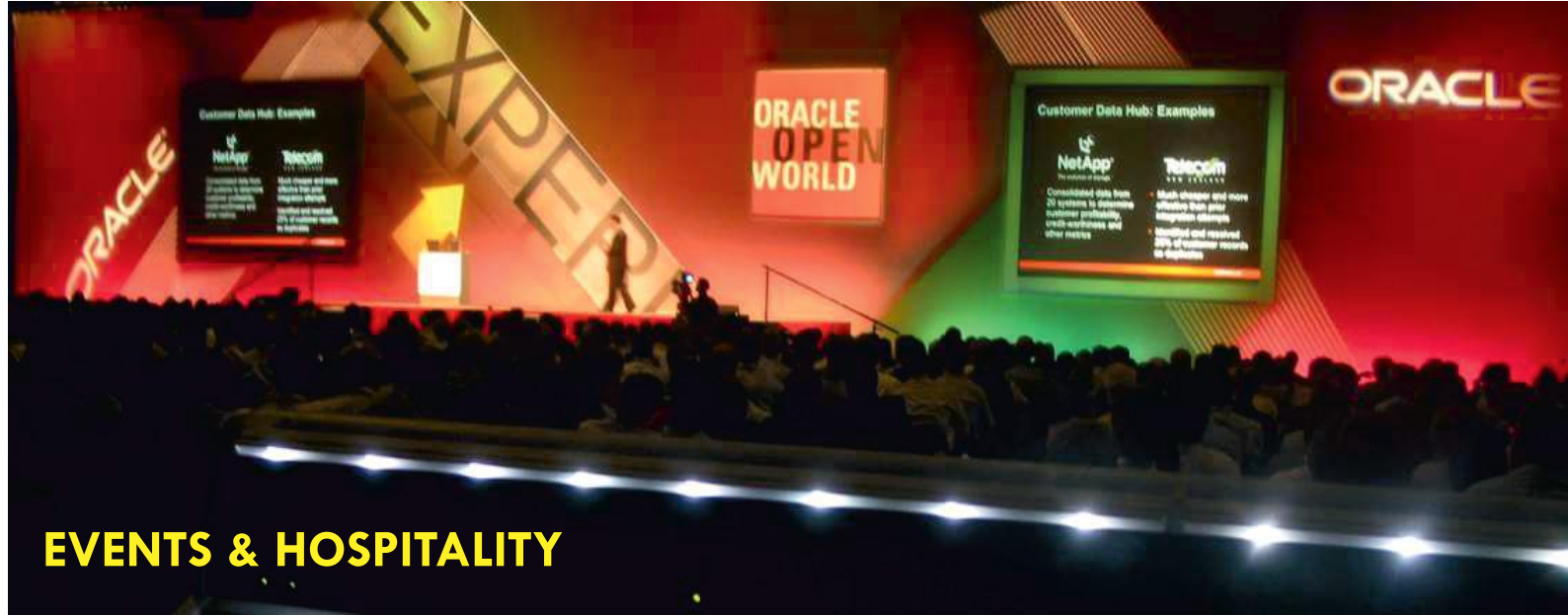
- Audio-Visual Equipments (Sound Systems & Video Production)
- LED screens/Projections
- Technical Facilities & Décor
- Backdrop & Staging
- Entertainment (Event entertainers)



EVENT SCREENS

We are also a multimedia presentation specialist and we help our client deliver a clear message using appropriate mediums. Multimedia presentations, 3D graphics and animations, pre-visualization walk through, launch AV shows, interactive CD-ROM development & design. We think in terms of solutions and innovations and look to improve all audio-visual aspects of your event. We supply professional audio, lighting & visual equipment and provide our utmost service in the areas of producing, editing, animation, TV design, direction & launch and event AV. This includes post-production supervision mainly for corporate videos, documentaries, launch & event AV, animation works etc...





EVENTS & HOSPITALITY

SKYNET MEDIA LTD is a well experienced events company in Kenya. We are one stop shop fully equipped to produce a range of top notch events from conception to completion. Fuelled by passion and BIG ideas, SKYNET MEDIA LTD provides customized, strategic event experiences where guests connect with our clients' brands and products in ways that are personally relevant and memorable. We believe SKYNET MEDIA LTD is one of Kenya's most innovative event management companies around and have been producing various events that are admired. We have the balance of creativity and competent execution. These are the elements we fuse together to achieve outstanding results. Dedicated and experienced professionals and state of the art equipment are the cornerstones of our company and the essential pre-conditions for our success. Making the difference by passion, originality and quality that's what we stand for. Our team offers the creative vision, professionalism and expertise to create the best –with a constant eye towards detail, quality, originality and results. Our Events & Hospitality expertise in managing events of any scale and nature is channeled through professional project management teams to ensure a well planned, perfectly executed, stylish and memorable occasion for clients and their guests. We conceptualize, plan, coordinate & execute launches, ground breaking ceremonies, promotional events, road shows, award presentation shows, dinner functions, conventions, conferences & exhibitions. We also organize special events according to the specific requirements of our clients.

OUR SERVICES

Our services, from design to implementation include:

- > Event Creation and Creative Conceptualization;
- > Full Event Project Management;
- > Sponsorship Management & Leveraging;
- > Hospitality Management;
- > Ticket and Hospitality Package Sales;
- > Infrastructure Rental Services;
- > Logistics and Event Management

OUR CAPABILITIES

- Event Planning + Execution
- Coordinate Logistics and Accommodations
- Procurement of Contractors
- Hospitality
- Conduct Research
- Themes and Décor
- Location and Site Scouting
- Invitations and Management of Attendees
- Site Supervision
- Event Evaluations and Surveys
- Event Security



THE EVENTS WE HANDLE INCLUDE:

Conferences: For Private and Public Sector.

Corporate Events:

Team buildings | Activity days | Company Fun days | Product Launches
Road Shows/Caravans | Annual conferences | Exhibitions | Breakfast Presentations |
Banquets | End-Year Functions | Annual Parties | Corporate Office Parties

Social Events:

Weddings | Music Concerts | Brand orientated events | Festivals |
Community outreach events | Sports Events | Parties

Charitable events: Company Social Responsibility events





MEDIA

AUDIO & VISUAL PRODUCTION | PUBLIC RELATIONS | SOCIAL MEDIA CAMPAIGN





Media Planning + Placement

- Radio, Television & Print
- Outdoor / Billboards
- Indoor Advertising
- Electronic, Digital & On-line
- Interactive Marketing

MEDIA LIASON

- Arrange Press Conferences
- Prepare Press Statements
- Arrange Press Interviews
- Publicity
- Social Media Campaigns



Mass Media campaign worth millions

PRODUCTION

- Documentaries | Film/Movies
- TV/ Radio Programmes
- Music Videos
- Corporate Video Profiles
- Marketing Videos
- Training Videos
- Product Videos
- Infomercials
- Commercials
- PR & Media Communications
- Event Coverage



Creative, Design + Production

- Concept Development
- Copywriting
- Broadcast Production (TV)
- Corporate and Promotional Videos
- Broadcast Production (Radio)
- Print Production
- Direct Mail and Production (List Purchasing)
- Collateral Materials Design and Production
- Signage, Point-of-Purchase



PUBLIC RELATIONS

- Liaison with media
- Press releases and conferences
- Presence in main industry events
- Regular newsletters
- Press kits
- Customer Relationship Management (CRM)
- Media familiarization trips
- Monitoring of local media
- Customer claims processing



MEDIA PRODUCTION;FILM/COMMERCIALS/DOCUMENTARIES



talk to us today!

SKYNET MEDIA AFRICA LTD,
Sapamo Building, Kabarnet Road
(off Ngong Road).

Contact Person: **Hezron Obadiah**
Cell : +254(0)739 550 000
Email: hobadiah@skynetmedialtd.com

Box 55645 - 00200 Nairobi, Kenya.
Tel : +254(020) 2593123
Cell : +254(0)739 550 000

Dar es Salaam Office: White Hse
Adjacent to Vatican Hotel-Off Tandale/Uzuri Rd
Sinza, Tanzania.

Email: info@skynetmedialtd.com
[:skynetmedialtd@gmail.com](mailto:skynetmedialtd@gmail.com)
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