

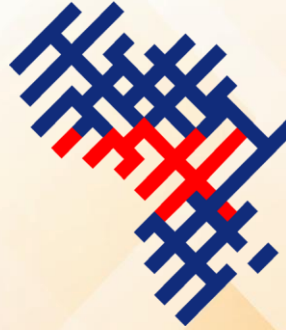


# DOOH FOR PARTNERS & BRANDS





Light up your brand messaging and reach your audiences in the real world with captivating digital out-of-home advertising imagery



## Why DOOH for your brands

---

- Dynamic
- Flexible
- Targeted
- Consistent
- Cost-effective
- Reach
- Unique
- Measurable
- Engaging
- Enhanced



# Yaya Centre

Spectacular



286,200

Impressions

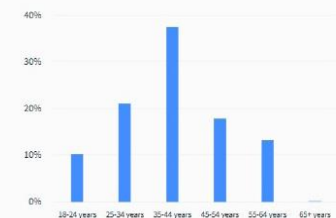
65,291

Reach

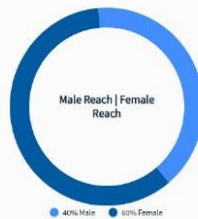
4.38

Average Frequency

Age (in %)



Gender



Located at the intersection of Ring Road, Cotton Avenue and Argwings Kodhek road.

## Demographics:

1. Affluent residents of Kilimani, Kileleshwa and Lavington
2. Shoppers and leisure seekers around Kilimani
3. Young professionals: great proximity to surrounding high end offices
4. Daily commuters of Kawangware and Kibera



# Westgate Icons

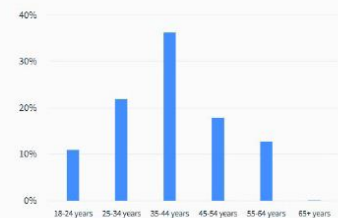


 **78,000**  
Impressions

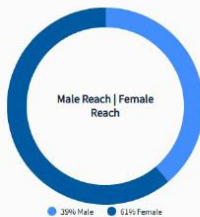
 **23,318**  
Reach

 **3.34**  
Average Frequency

Age (in %)



Gender



## Overview / Rationale

An upscale shopping mall in the Westlands area of Nairobi along Mwanzi road. A one-stop shop for high end shoppers, leisure seekers and corporates.

The mall is furnished with 9 strategic screens.

**600,000 people per month**



# Daystar

University - Ngong Road

## Strategic



Located at the roundabout connecting Valley Road, Ngong Rd and Raila Odinga way.

### Demographics:

Affluent corporates of upperhill, Ngong Road, Kilimani, Nairobi Hospital, and the surrounding.

Commuters: the busy intersection Ngong Rd, Valley Rd and Raila Odinga way ensures high visibility for different commuters.

Heavy student community; the screen has a direct touch with Daystar University and Nairobi KMTCC campus.



379,800

Impressions



85,584

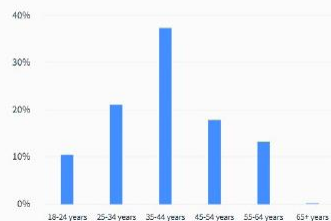
Reach



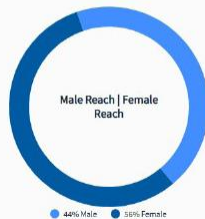
4.44

Average Frequency

Age (in %)



Gender





# August 7<sup>th</sup>

Memorial Park (Bomb Blast)

## Prime



471,600

Impressions



114,656

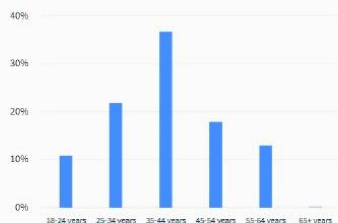
Reach



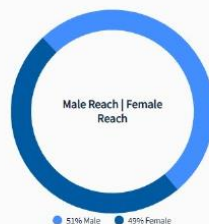
4.11

Average Frequency

Age (in %)



Gender



Located at the roundabout connecting Haile Selassie avenue and Moi Avenue in heart of Nairobi City.

### Demographic.

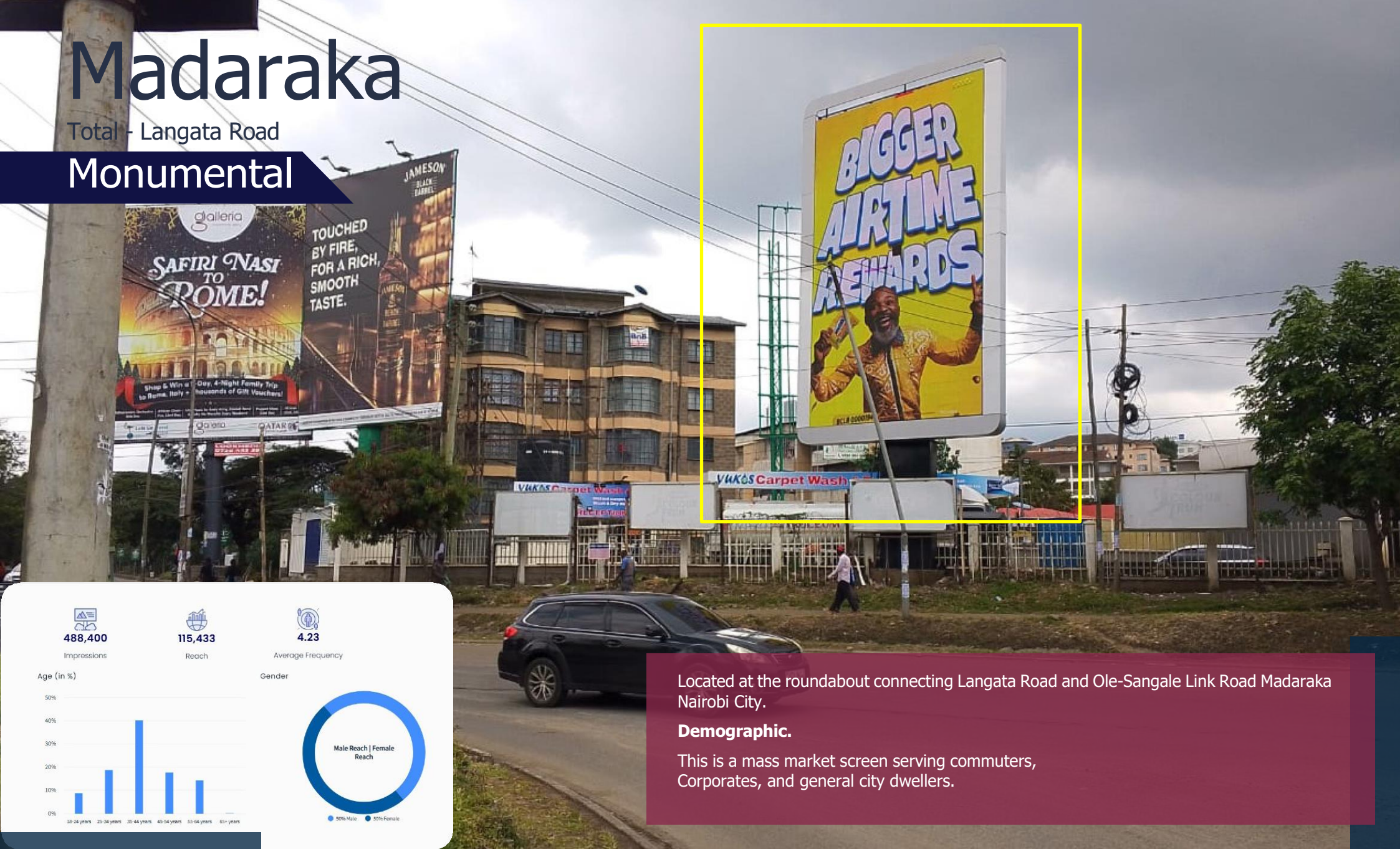
This is a mass market screen serving commuters, corporates, and general city dwellers.



# Madaraka

Total - Langata Road

Monumental



488,400

Impressions



115,433

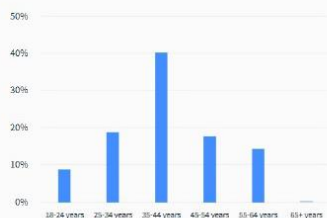
Reach



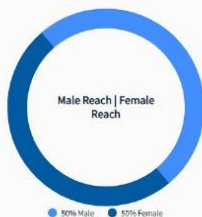
4.23

Average Frequency

Age (in %)



Gender



Located at the roundabout connecting Langata Road and Ole-Sangale Link Road Madaraka Nairobi City.

## Demographic.

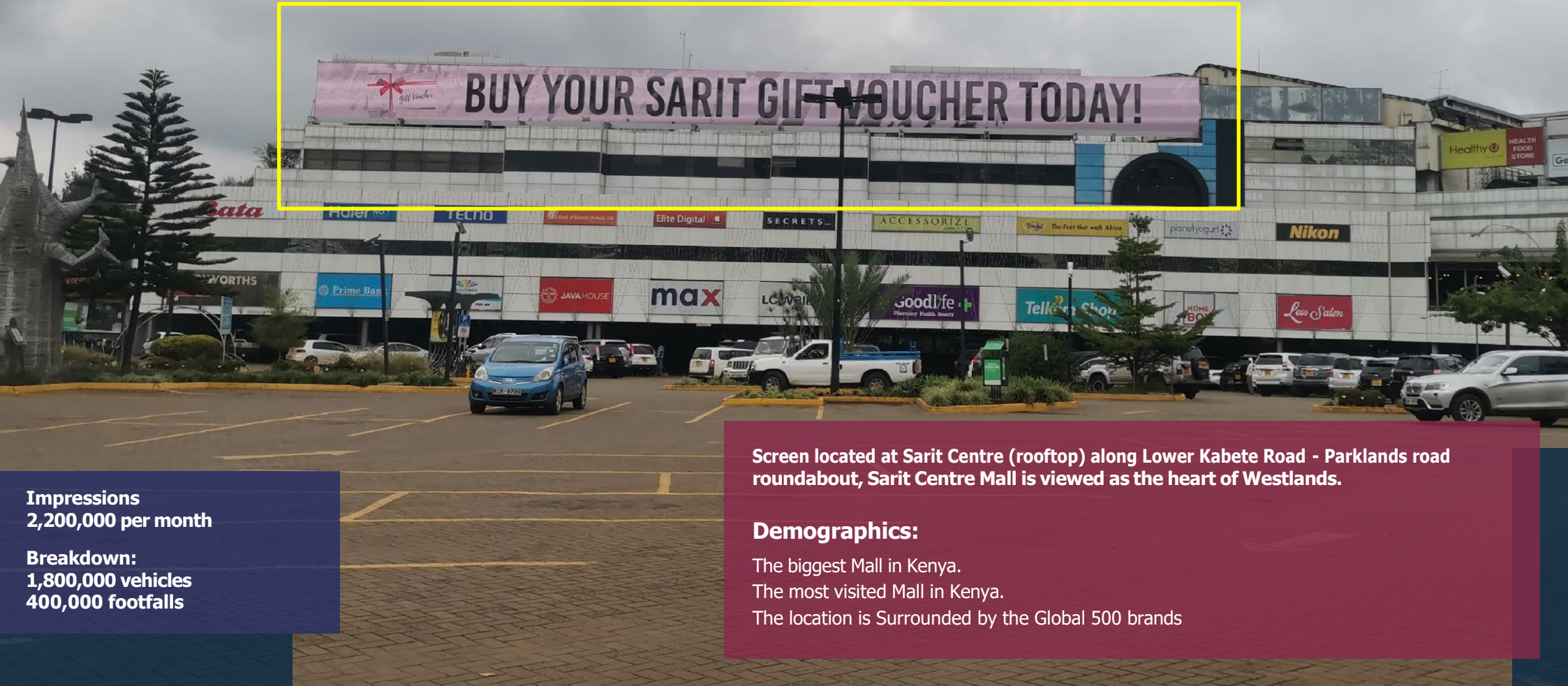
This is a mass market screen serving commuters, Corporates, and general city dwellers.



# Sarit Centre

Westlands - Nairobi

Large



**Impressions**  
2,200,000 per month

**Breakdown:**  
1,800,000 vehicles  
400,000 footfalls

Screen located at Sarit Centre (rooftop) along Lower Kabete Road - Parklands road roundabout, Sarit Centre Mall is viewed as the heart of Westlands.

## Demographics:

The biggest Mall in Kenya.  
The most visited Mall in Kenya.  
The location is Surrounded by the Global 500 brands



# TRM Mall

Thika Super Highway - Nairobi

Trendy

**TRM**  
THIKA ROAD MALL



**Carrefour**

MATER MISERICORDIAE  
HOSPITAL  
THE KARIAKI HOSPITAL TRUST

**SAMSUNG**

HYE-DO LTD.

**ANISUMA**

WILLADIN

**Willadin**

**qzone**

**Bata**

Electro  
**MI**

FLORIST

FLORIST

**FLO**

**Impressions**  
1,200,000 per month

**Breakdown:**  
300,000 vehicles  
900,000 footfalls

Screen located at Thika Road Mall, along Thika Super Highway, this is the most preferred shopping mall by middle class families in Nairobi and Kiambu.

## Demographics:

More than 30,000 daily footfalls.  
Alongside the Thika Super Highway.





# Luthuli Avenue

Busiest



**Impressions**  
2,800,000 per month

**Breakdown:**  
300,000 vehicles  
2,500,000 footfalls

Screen located at Luthuli Avenue - The biggest Electronics, Mobile Phones, and home appliances Market in EA

**Demographics:**  
More than 80,000 daily footfalls.  
Prime location for the top brands



# Waterfront

Nairobi - Karen

Trendy



**Impressions**  
450,000 per month

**Breakdown:**  
200,000 vehicles  
150,000 footfalls

**Screen located at Waterfront Mall in Karen Nairobi, this is the most preferred shopping mall by Upper and Middle class families in Nairobi, Kajiado and Kiambu counties.**

## **Demographics:**

More than 5,000 daily footfalls.  
Alongside the Karen Road and in the mall.



# Meru

Meru Nairobi Highway / Tom Mboya Avenue Junction

Trendy



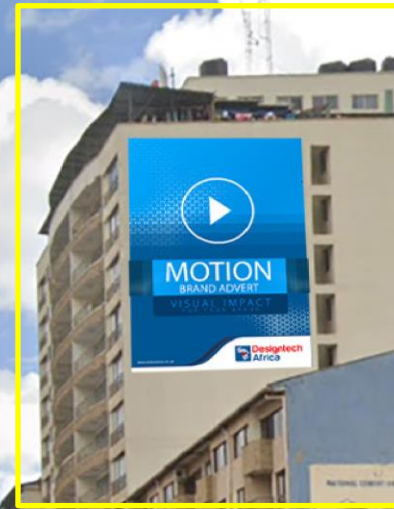
Coming Soon



# Nairobi

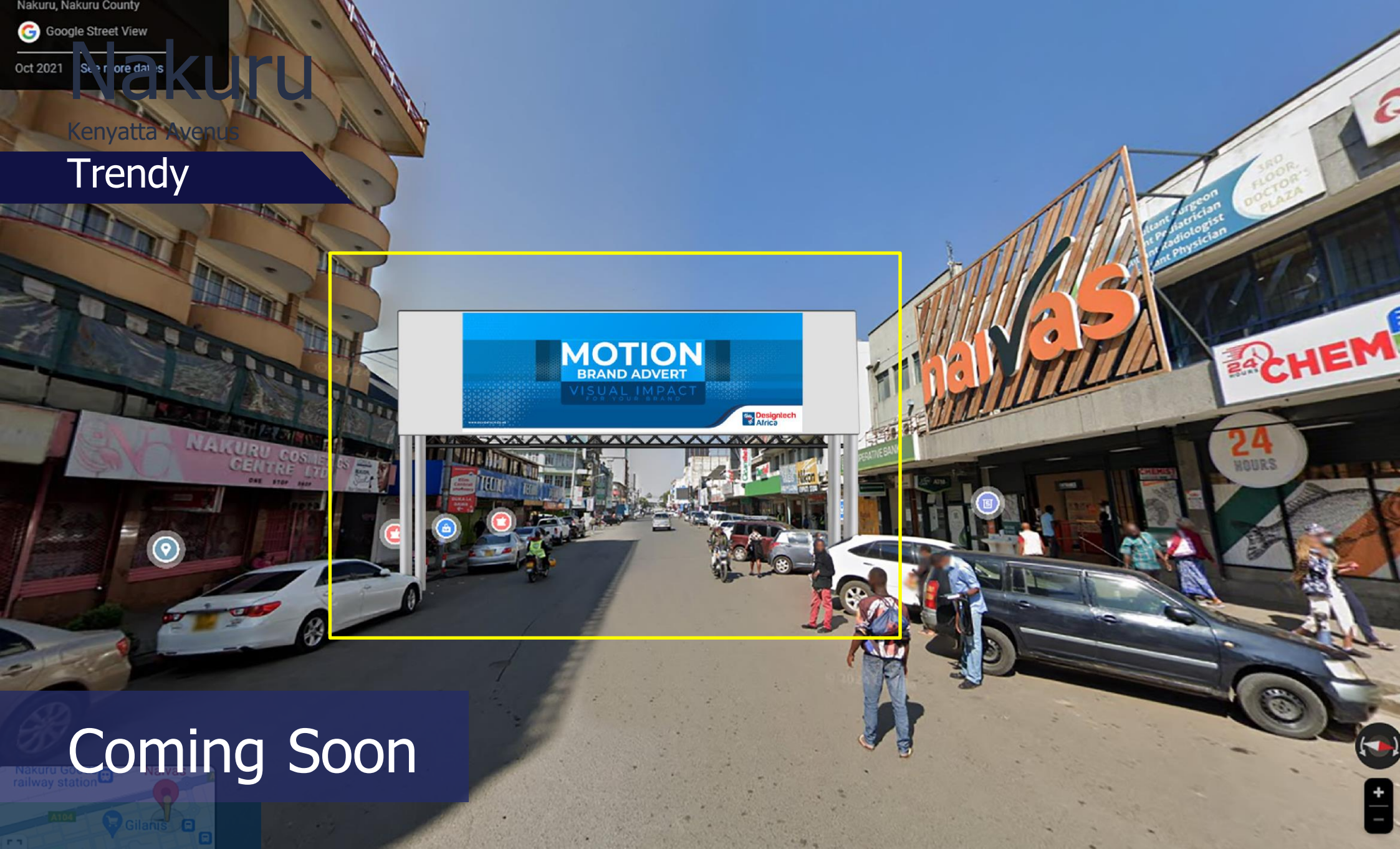
Parklands - Limuru Road

Trendy



Coming Soon





# Nakuru

Kenyatta Avenue

Trendy

Coming Soon



# Shopping Mall - Medium Sized **LED** Screens

- Full series advertisement screens
- Biggest advertise screens network
- Screens located at landmark buildings



# Westgate

## Icons 4 Flagpoles



### Overview / Rationale

An upscale shopping mall in the Westlands area of Nairobi along Mwanzi road. A one-stop shop for high end shoppers, leisure seekers and corporates.

The mall is furnished with 9 strategic screens.

**440,000 people per month**



# Westgate

## Icons



58,200

Impressions



25,478

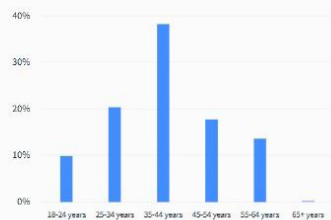
Reach



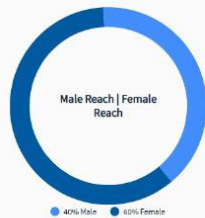
2.28

Average Frequency

Age (in %)



Gender



## Overview / Rationale

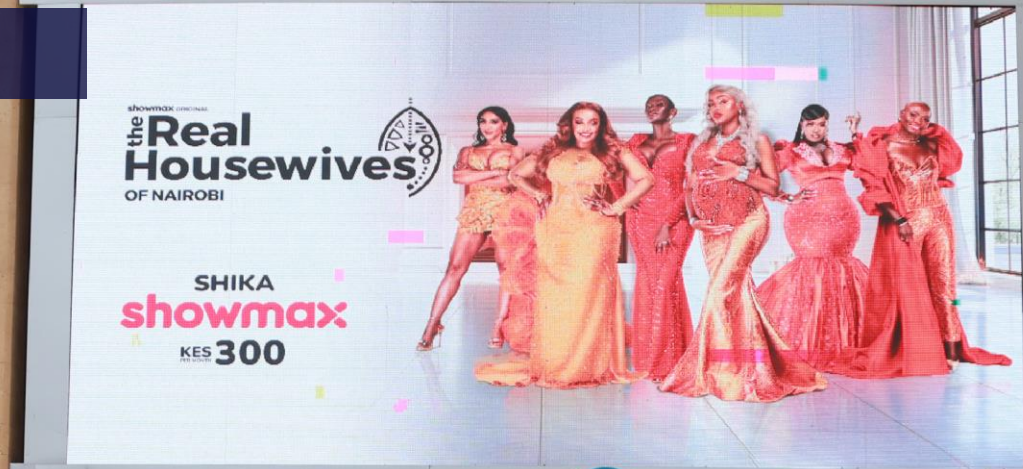
An upscale shopping mall in the Westlands area of Nairobi along Mwanzi road. A one-stop shop for high end shoppers, leisure seekers and corporates.

Serves 800 gym visitors per day. Over 1300 corporate visitors per day.



# The Hub

## Premier LED



32,400

Impressions



13,306

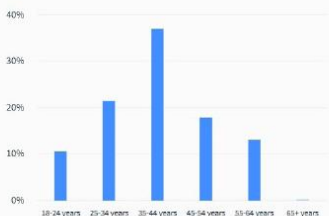
Reach



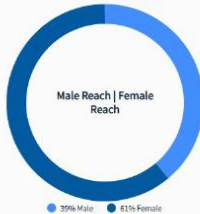
2.43

Average Frequency

Age (in %)



Gender



### Overview / Rationale

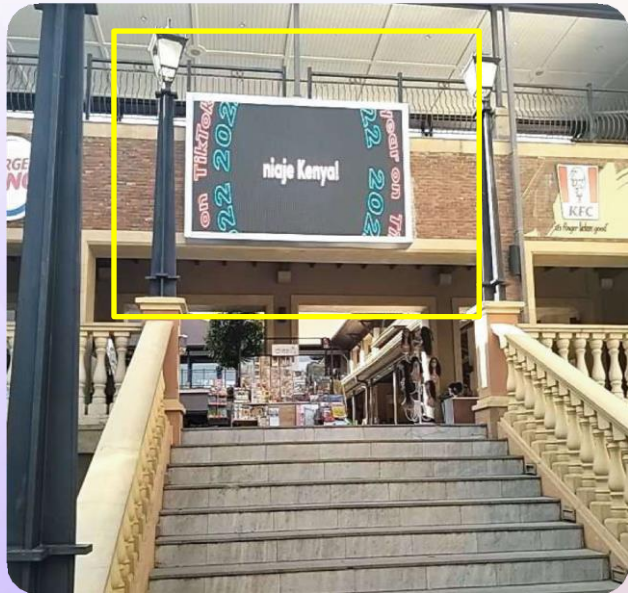
At the heart of Karen residency along Magadi Road. The mall has a total of 6 diverse screens to capture one of City's high-end shoppers.

**340,000 people per month**



# The Hub

## Premier LED



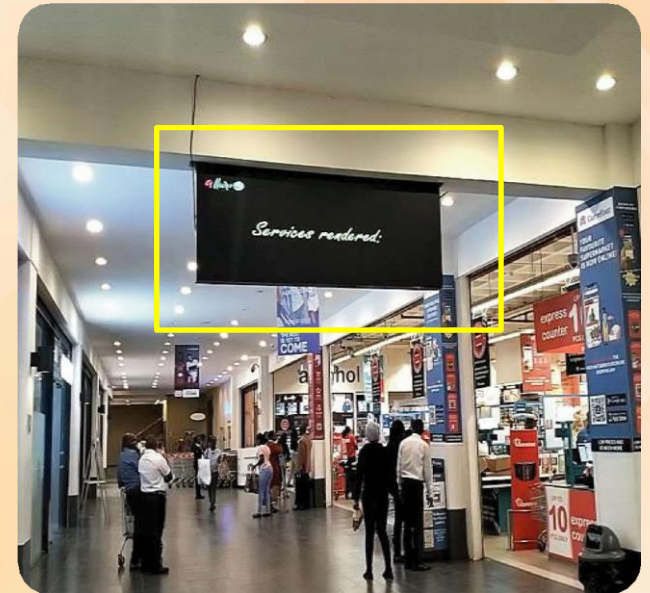
Screen located at the grand stair cases entrance, visible to the people on foot heading towards Burger King into the mall.

Over 1000 corporate visitors per day.



Screen located at the escalators, visible to the people going up and down the travelator inside the mall.

Over 1100 corporate visitors per day.



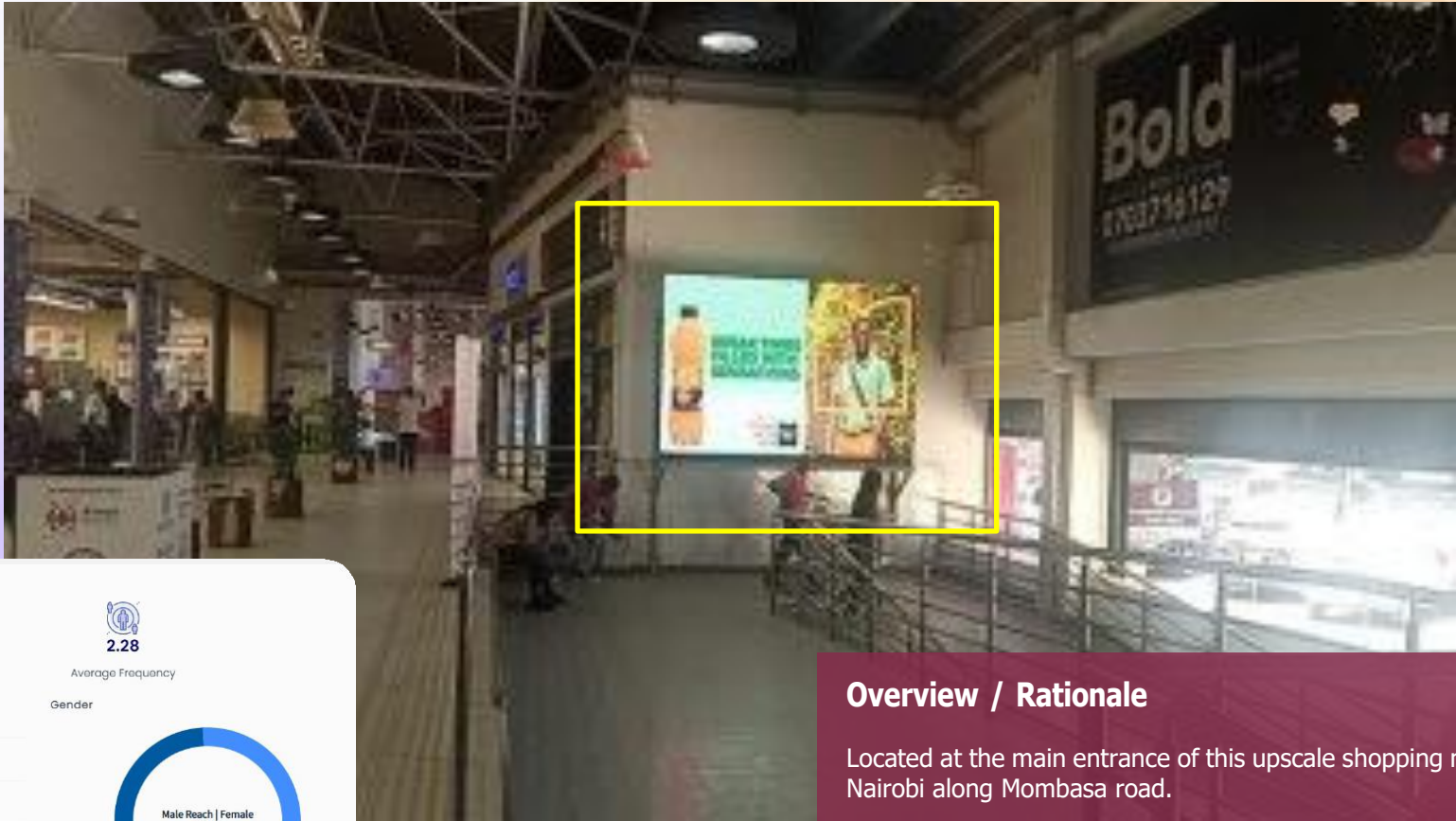
Screen located at the ground floor near Carrefour entrance, visible to the people visiting the supermarket

Over 1100 corporate visitors per day.



# Mega Mall

Premier LED



58,200

Impressions



25,478

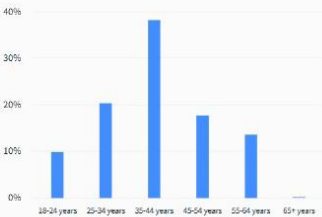
Reach



2.28

Average Frequency

Age (in %)



Gender



## Overview / Rationale

Located at the main entrance of this upscale shopping mall in Nairobi along Mombasa road.

Serves over 1,000 visitors per day.



# Sarit Centre

## Premier LED



57,600

Impressions



24,586

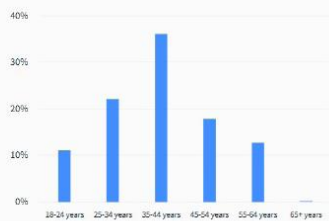
Reach



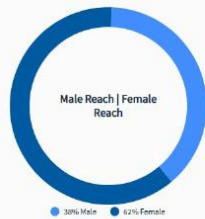
2.34

Average Frequency

Age (in %)



Gender



### Overview / Rationale

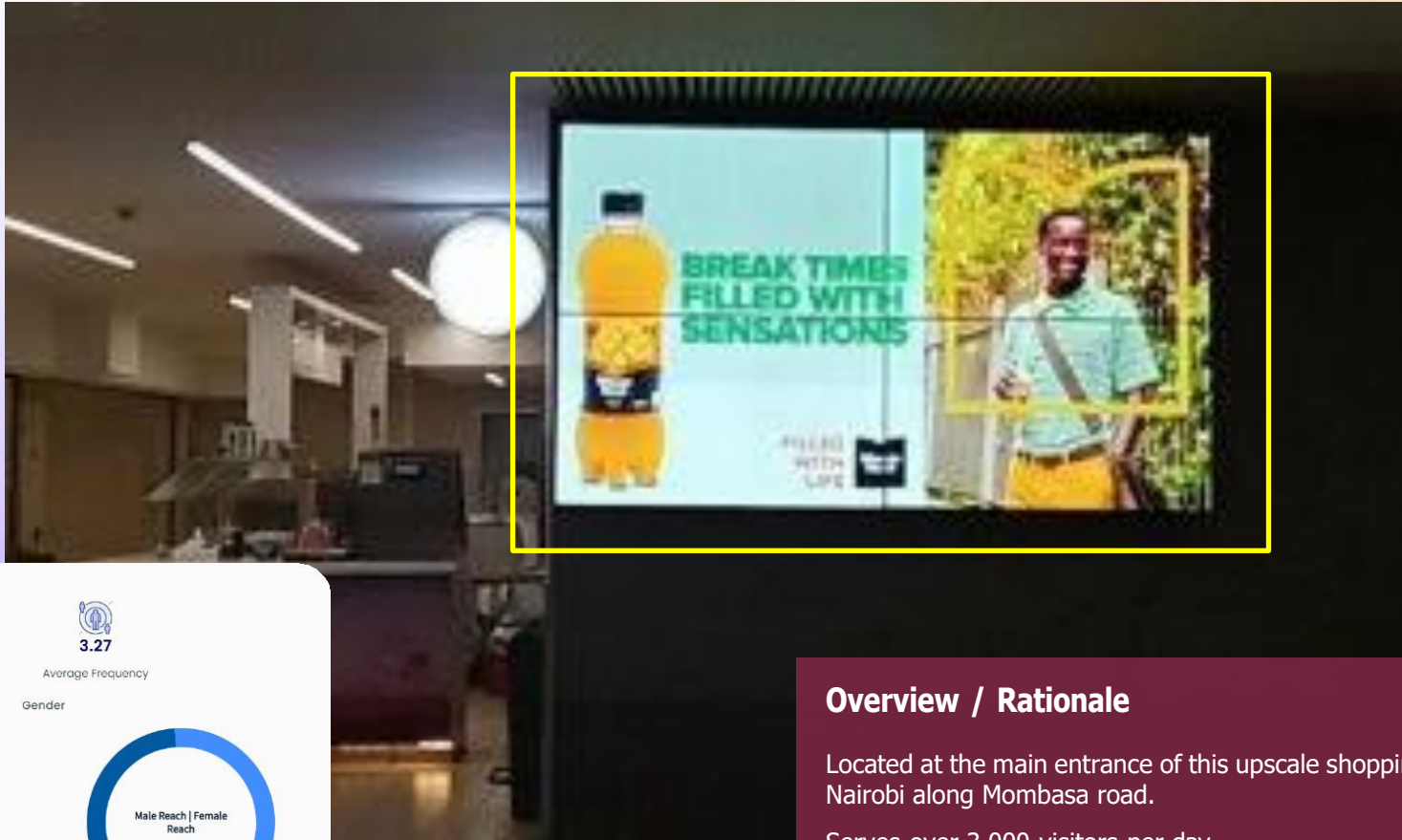
Located at the main entrance of this upscale shopping mall in Nairobi along Mombasa road.

Serves over 1,000 visitors per day.



# Garden City

## Premier LED



79,800

Impressions



24,411

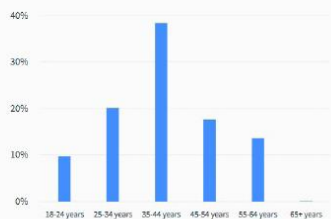
Reach



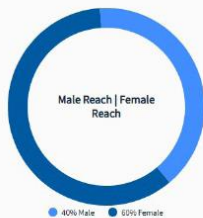
3.27

Average Frequency

Age (in %)



Gender



### Overview / Rationale

Located at the main entrance of this upscale shopping mall in Nairobi along Mombasa road.

Serves over 3,000 visitors per day.

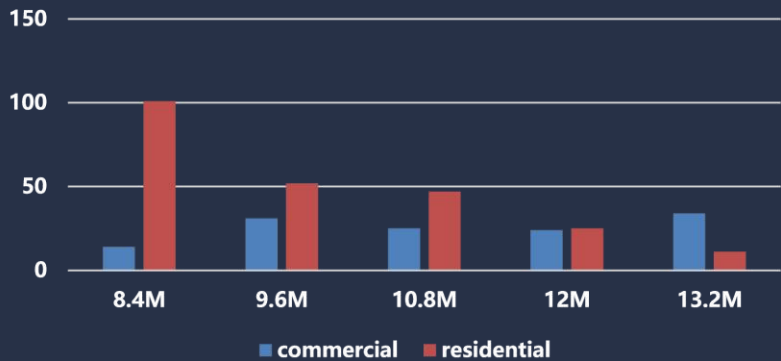


# Residential Building

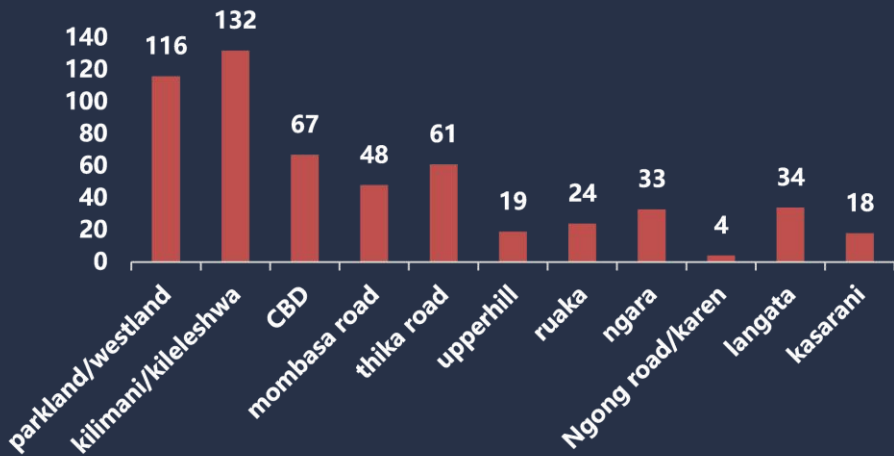
Premier LCD



SCREEN LOACED IN THE BUILDING THAT  
RENTAL COST FOR . 1000 sq.ft.KES



SCREEN QUANTITY LOCATED IN EACH AREA







THANK YOU!



To Book Now, Call

0798 111 222



DesignTech  
Africa







# About us

Designtech Africa is a creative house incepted in 1999 and incorporated in 2008.

Our adept specialty is to continuously provide new and OOH and DOOH advertising solutions, innovative media branding/ signage solutions, creative advertising/marketing solutions, Retail design solutions in design and full project installations. As well, we offer edgy merchandising Solutions, to innovatively tell your brand's' story to your target market above and below.

We have a wide network serving the Kenyan market and East Africa as well.

”

THE MOST  
POWERFUL  
AND ENDURING  
BRANDS ARE  
BUILT FORM  
THE HEART.



# Redefining signage

---

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





# Spreading REGIONALLY

working with global brands

At designtech we understand your need to expand your brands' vision and reach to meet the ever growing African market potential.

**We share that vision as well, infact thats what drives our passion. Hence our drive to spread wide and work seamlessly with you to achieve and surpass your brands' vision, goals and objectives.**

# Our Hands on-speciality



- . Indoor S Outdoor Advertising (Digital S Static)
- . Signage 2D / 3D design Fabrication S maintenance
- . General Branding solutions
- . Creative Graphic Design
  - . Road Show Activations
  - . Innovative Merchandising Solutions
  - . Event Activations
- . Metal Works / Fabrication
- . Interior and Spatial Design
- . Large Format / Flatbed Printing
- . Retail Display (Stands / Shelves S Category Branding)
- . Signage Maintenance

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



# Outdoor Advertising

A long-exposure photograph of a city street at night. The image shows multiple lanes of traffic with light trails from cars and buses. In the background, several tall skyscrapers are illuminated with blue and white lights. A pedestrian bridge is visible on the left side of the road. The overall scene is a vibrant urban environment.





# Outdoor

## Static Advertising

Due to the unique nature of fabricated 2D / 3D signs they are often perceived as a mark of quality and a reflection of the success of a business. Whether it be metal, acrylic, timber, stone, or a mix of various materials, Designtech signage team can recommend the best solution for your needs. Large 3 dimensional logos and letters really do make you stand out in the crowd.





# Outdoor

## Static Advertising

Our billboards are situated in high traffic areas, busy roads and cities. This gives our clients maximum visibility as their adverts are seen by many drivers and pedestrians. We have different types of billboards to serve different needs.

# Outdoor

## Static Advertising



Some of the types of billboards we have

- » Regular Billboards
- » Skysigns
- » Tri-vision signs
- » Vertical Signs
- » Wall wraps

Some uses of billboards

- » Building brand awareness
- » Maintaining a brand image
- » New product or service awareness
- » Special campaigns e.g promotions





# Outdoor

## Static Advertising

Passionately  
serving and growing  
our brand partners  
with great  
partnerships.



# INSTORE FIXTURES 3D ADVERTISING SOLUTIONS







# Retail &

## Exhibition Solution

Whether it be metal, acrylic, timber, stone, or a mix of various materials, Designtech signage team can recommend the best solution for your needs.

# Retail &

## Exhibition Solution



Due to the unique nature of fabricated 2D / 3D signs they are often perceived as a mark of quality and a reflection of the success of a business.





# Retail &

## Exhibition Solution

With Gen Z taking a bigger share of the retail shopping more and more retail brands have felt the need to adjust their brand narrative. No longer is it enough to simply trust that your brand is repeating the same message. No, that message has to actually STANDOUT

# Retail &





# Solution

All retailers need to look beyond the number of stores they have, the number of products they sell, omnichannel tactics, or the price points they sell at. They need to define why they exist in the first place.





Annabel's

REDEFINING  
SIGNAGE



# Signage

Business signs are often the first interaction that a potential customer has with a company / Business.

The signage comes in different makes the major once being **3D** and **2D** signage

*Digital Signs Outdoor  
signs Informational signage  
Persuasive signage Compliant  
signage*



# Signage

Outdoor / Indoor signage helps increase footfall and new customers.

You can use various types of signboards and visual displays to help customers find your business. For example, a large sign displaying your business logo and brand name will be instantly recognizable. This informative sign will direct shoppers to your premises.





# THE CORPORATE WORLD





# Brand **Activation**



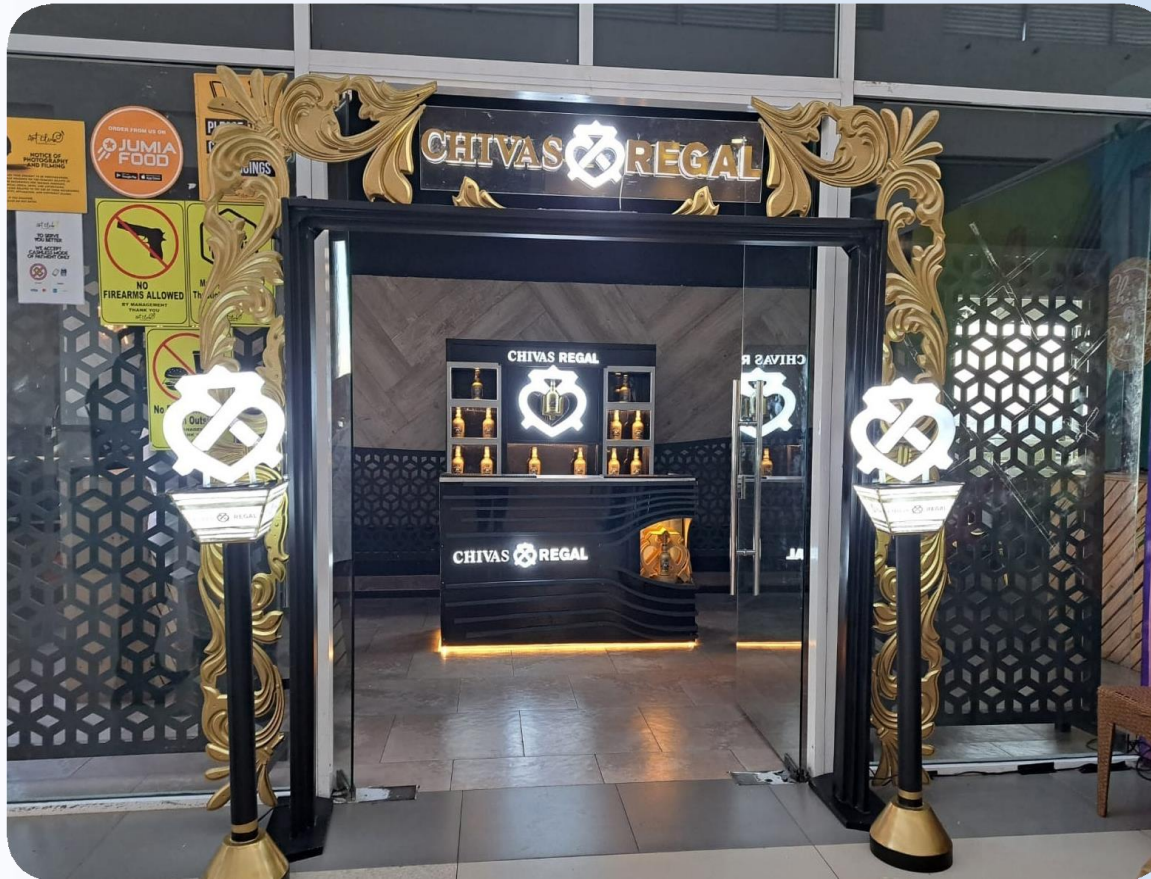
*Fixtures design, Fabrication & Installation*



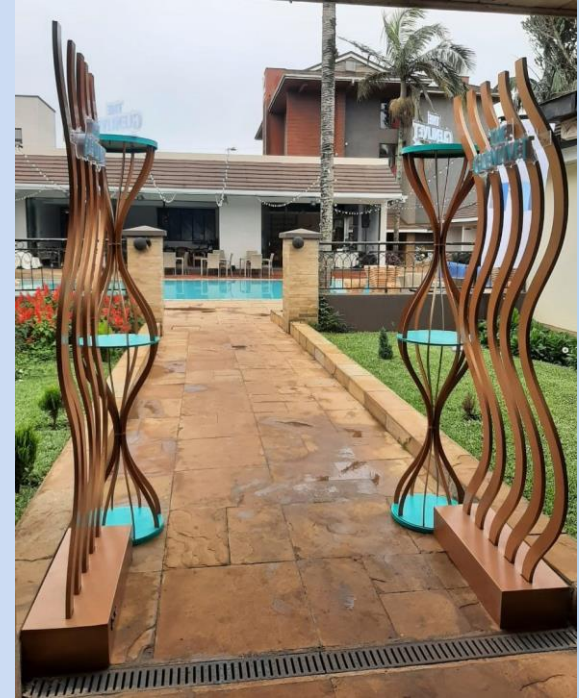
In an increasingly competitive and dynamic marketing world, companies must continually innovate to capture the attention and loyalty of consumers. One effective strategy for achieving this goal is Brand Activation. Through an interactive and direct approach, Brand Activation enables brands to create unforgettable experiences for consumers, build strong emotional connections, and foster long-term loyalty.



# Brand **Activation**



*Fixtures design, Fabrication & Installation*



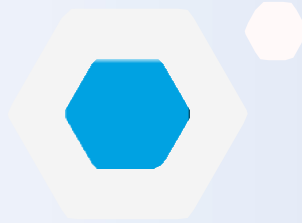
How Does Brand Activation Work?

## **Strategic Planning**

- a. Identifying Objectives
- b. Understanding the Audience
- c. Developing Concepts
- d. Creative Execution

# Experiential

## Marketing



### ROADSHOWS

A roadshow is an experience that leaves a lasting impression. Take your company's message and brand on the road to success. Choose the moment you want to interact with your target audience wherever they might be. With a roadshow you gain mobility, undivided attention from your visitors at any desired location, unique experience, deep impression and maximum marketing efficiency.

#01



#02



### IN-STORE ACTIVATIONS

Most buying decisions are made in-store. Our point of purchase promotions will enable your brand to be activated using point of purchase displays, attractive design or hosting and retail product launch experiences that allow consumers to experience and try your product.

### STREET MARKETING

Our goal is to create experiences that meet the expectations for advertising. Our street marketing doesn't just use ads but also uses young and enthusiastic brand ambassadors who give out samples and coupons to customers who stop and take time to answer questions. Giving these customers a choice of interacting with your product or brand makes a stronger impact on deciding to buy a certain item that passive advertising may not. We undertake shopping mall activations, campus activations, roundabout activations, estate activations, street activations, park activations and bar storm activations.

#03





# Roadshow / Awareness

Campaign



Our roadshow team propel your campaign into the customer's surroundings, raising brand exposure and providing a competitive advantage through this innovative marketing solution. In comparison to a single, one-day event, a roadshow can last for months, or even years!

# Promotional



We offer a wide range of branded promotional items in different categories, whether as corporate gifts, print promotional items, or branded corporate gifts and other printing campaigns and giveaways. Our quality print work guarantees that your marketing message will appear on everyday promotional items in an impressive way that will attract your target market. Used well, branded promotional items will assist in building your brand and give you a strong presence in the market place.



# Audio / Visual

Production

## AUDIO & VISUAL PRODUCTION

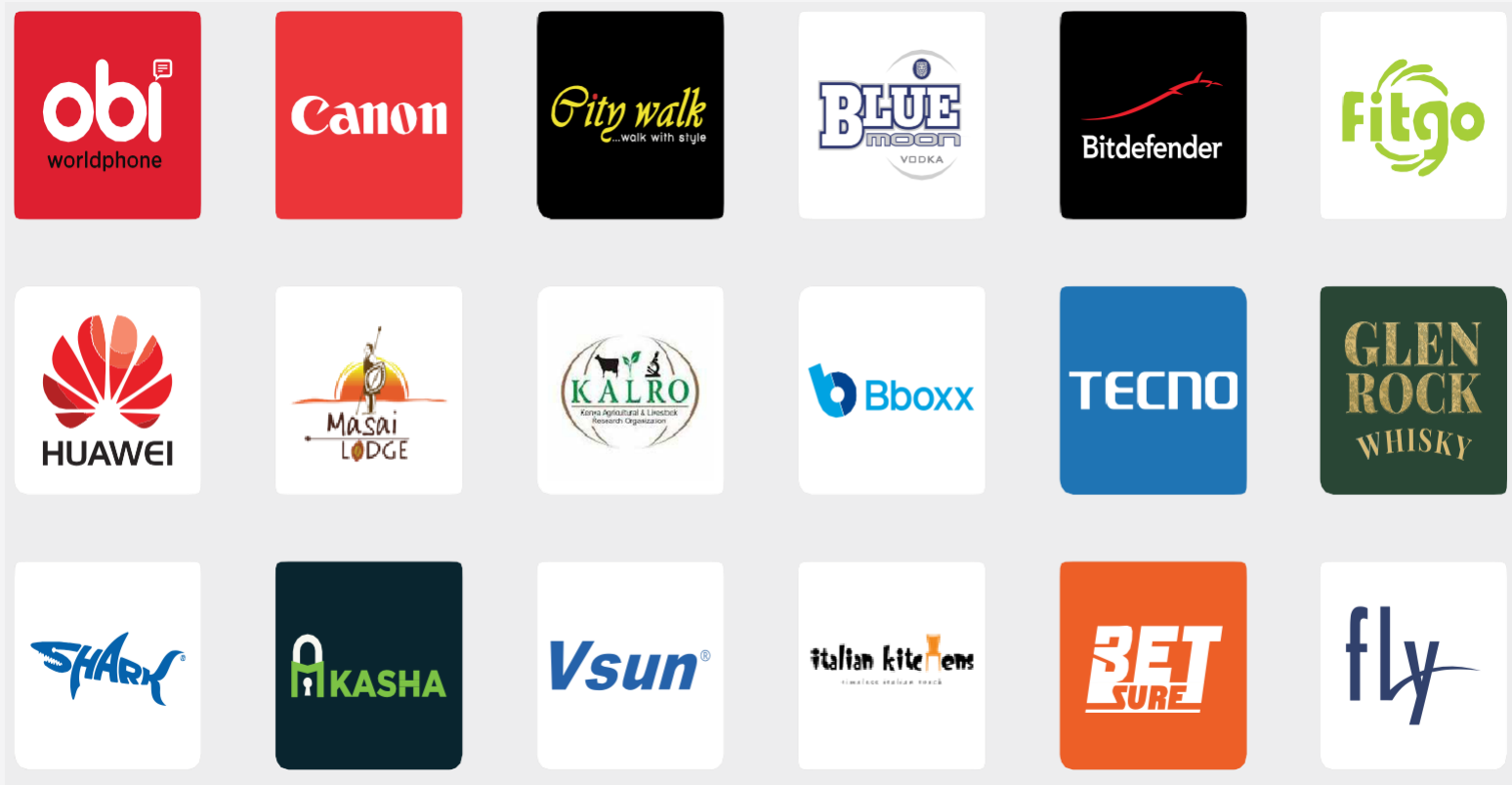
We handle your studio production process to write and generate impactfully memorable content to push your brand on radio, tv, mobile and internet. From Ads, product and service documentaries, showcasing, to live and recorded event coverage with recording, editing, mixing and streaming



## MEDIA

Your brands needs to speak volumes across all the channels available. From TV, Radio, Press Podcasts, Web, social media, outdoor and digital (video/motion/animation). You need a plan of how this plan comes together to maximize reach and impact without breaking a sweat. We have the plan to make you win!

# Brands we have worked with





# DESIGNTECH AFRICA



Pacific Park - Godown 2A  
Mombasa road, Nairobi.  
P.O. Box 18248-00100, Nbi, Kenya  
+254 798 111 222  
+254 750 111 221  
[info@designtech.co.ke](mailto:info@designtech.co.ke)  
[www.designtech.co.ke](http://www.designtech.co.ke)