

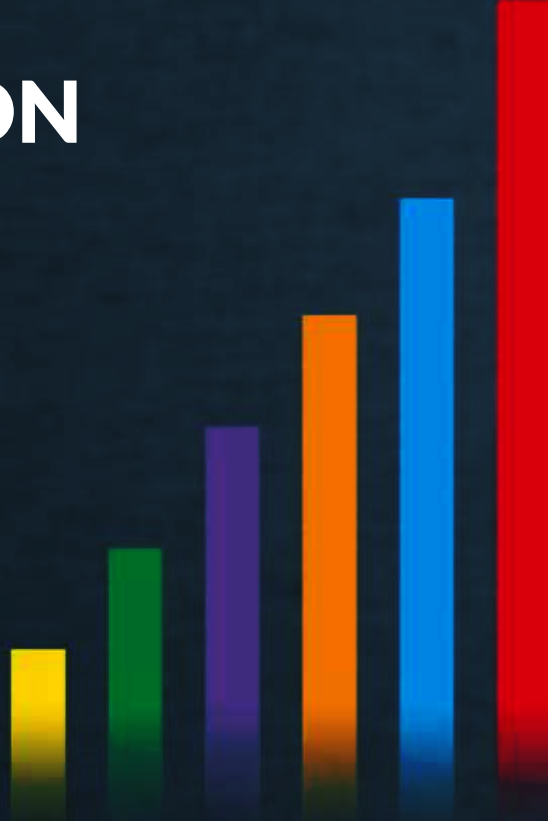


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*Researched Intelligence*

**COMPANY PROFILE**

# INTRODUCTION



**E**stablished in February 2016, Avant Communications Limited is a professionally run Public Relations and Marketing firm that is dedicated to the effective use of communication to achieve set objectives for our clients.

For over 10 years, we have offered tailored solutions to our clients, ranging from small start-ups, SMEs, Governmental organizations, Non-Governmental organizations and established multinational corporations operating within Kenya. We focus on creating and maintaining mutually beneficial relationships between our clients and their various publics, using research and ethical communication as our principal tools.

Our aim is to deliver very focused, customer-centric and tailor made services to each of our clients.

The Avant Communications Limited's offices are located in Nairobi, Westlands, Tausi road, Design Center, on 4<sup>th</sup> floor. We are well equipped with modern equipment, facilities and sufficient human resource to facilitate our operations.

The Agency is a registered member of the Association of Public Relations and Communication Management Firms (APReCom), Media Council of Kenya (MCK) and the Marketing Society of Kenya (MSK) .

We are also registered under special groups (AGPO), under women category. All our staff are members of PSRK and, or, other relevant professional bodies.



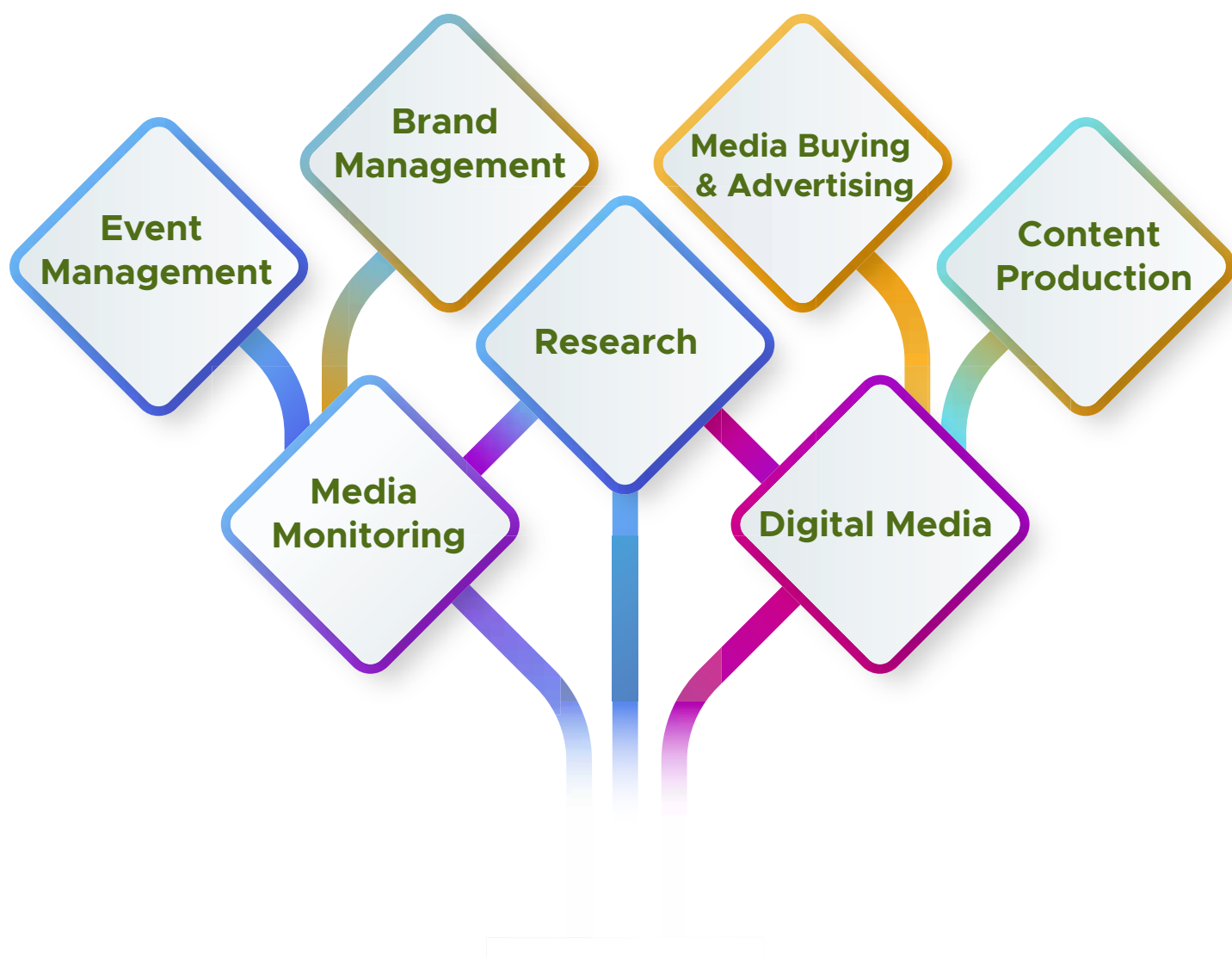
## OUR DIFFERENTIATING FACTOR

**A**vant boasts of being a 360 degrees (all round) one stop communication agency. We leverage on our expertise in: the conceptualization and development of all types of Information, Communication and Education materials, development and implementation of Communication strategies, media knowledge and expertise, market research skills, innovative digital media skills and events management expertise, backed up by well-thought out strategy implementation.

We have handled diverse communication related assignments from media planning, media buying, stakeholder engagements, media monitoring, events conceptualization, planning and management, media relations and publicity, content generation, writing for the press and various audiences, media trainings, among others.

Over the years we have built our relationships through passion and dedication. We maintain high levels of integrity, accountability, and trust.

# OUR SERVICES





## OUR BRAND PROMISE

To revolutionize Brand Management by building a positive and active connection between organizations and their target audiences.

# PUBLIC RELATIONS

Public Relations is the core business of Avant Communications Limited. We have a team of Communication Specialists who offer a range of either wholesome or tailor-made Communication Strategies which help to identify, build, protect and maintain the right image for your organization. This team works around the clock to design the best concepts imaginable.

## Media Relations and Publicity

We design and make public your different campaigns through various platforms in print, electronic and social media.

We leverage on our media knowledge, expertise and creative minds, backed up by well-thought out strategies, to secure our clients profile-raising coverage in target media across different platforms.

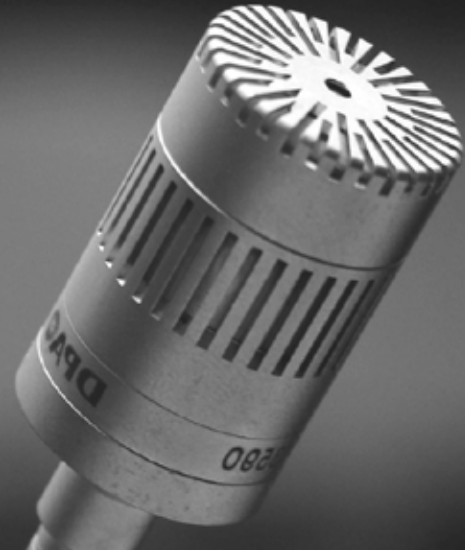
Our Media Relations design involves setting up for your organization and maintaining a professional and mutually beneficial working relationship with news gatherers and gatekeepers, it is imperative for us to be well acknowledged as a credible source and as a provider of factual, expert information whether or not that information results in media coverage.

## Events Management

The Avant Events Management team works to co-ordinate, run and plan the people, activities and features that come together to create a memorable event and experience for your guests, sponsors, stakeholders and spectators.

Our events managers will work hand in hand with you to organize and run all kinds of promotional, business and social events, saving you the agony of “ensuring all goes as planned behind the scenes” and ensuring you spend quality time in the company of your invited guests.

Our team profile includes coming up with original ideas for events, drawing budgets and timescales with the client, researching venues, contacts and suppliers, negotiating prices with suppliers and contractors, booking venues, entertainment, equipment and supplies, hiring and supervising contractors such as caterers and security and publicizing the event prior, during and even after the event.



## Advertising & Media Content Production

With the team of experts at Avant Communications Limited, message creation and dissemination is our passion.

We design key messages for dissemination; both print and electronic messages.

We produce TV and radio content to go hand in hand with campaign strategies.

We design messages for print, on line video clips, fliers, posters, etc.

## Brand Management - *The Avant way*

Our clients do not ALWAYS come first; neither are they ALWAYS right. Their audiences, clients and stakeholders come first. We strongly believe that 'People' make or break Brands. We therefore focus on managing Brands by ensuring that the client and their clients/ target audiences are well connected. This in turn bears a healthy Brand.



## PR & Communications trainings

Our experienced Communication Specialists provide customized courses to meet specific organizational needs. The trainings are tailored to keep your staff on track with new trends, skills, knowledge and experiences beyond the individuals' academic and professional qualifications.

Learning is a lifelong process and continuous training enhances the value and status of both your staff and the organization.

Our training sessions are also tailored to instil the Organizations Core Values in your new staff which greatly diminishes the chance that they'll make mistakes that cost the organization in prestige, image, credibility, lawsuits, or money.

A network diagram with stylized human figures in various colors (orange, red, dark blue) connected by lines, set against a dark blue background.

# INTEGRATED MARKETING

**W**e are a powerhouse in integrated marketing, seamlessly blending digital, traditional, and experiential strategies to create cohesive brand campaigns. Our expertise lies in multi-channel marketing, ensuring consistent messaging across social media, radio, print, TV, and influencer collaborations. With a strong focus on data-driven strategies, we use analytics and customer segmentation to optimize engagement.

Avant excels in creative brand storytelling, producing compelling narratives through video, copywriting, and experiential marketing. We also embrace digital transformation, leveraging SEO and interactive technologies to enhance brand impact. Additionally, our public relations services help brands maintain credibility through media relations, crisis communication and thought leadership.



# RESEARCH

In our Public Relations practice, we believe that PR is both an art and a science. We believe in basing our PR arguments and strategies on scientifically proven data, data that is attained through research. As our slogan states, we give our clients Researched Intelligence. It is in this line that we have a research department specializing in brand/communication related research projects.

We have, over the years, conducted comprehensive brand/communication surveys that significantly enhanced the clients' strategic communication efforts. Such surveys include; baseline survey, communication needs assessment, brand audit and customer satisfaction survey.

We tailor these surveys to assess the effectiveness of the clients' existing communication channels, messaging, and stakeholder engagement strategies. As part of this exercise, we gather qualitative and quantitative data from the client's key stakeholders to gain insights into their perceptions, expectations, and information needs. This process involves the use of structured interviews, focus group discussions, and digital surveys to ensure a diverse and representative dataset.

The findings of the surveys provide a clear understanding of the strengths and gaps within the client's communication framework. Leveraging these insights, Avant develops actionable recommendations to improve messaging, streamline communication processes, and enhance stakeholder engagement.

These impactful surveys not only addressed immediate communication challenges but also laid the foundation for a robust, evidence-based communication strategies that aligned with the clients' objectives and stakeholder expectations. The results of these surveys guide our clients in fostering stronger relationships with their audience and achieving greater visibility for their initiatives.





# MEDIA BUYING

**W**e specialize in media buying and management, offering a comprehensive suite of services designed to maximize the efficiency and impact of advertising campaigns. Our expertise extends beyond simply purchasing media space; we provide full media management solutions, ensuring that every campaign is strategically aligned with the client's communication and marketing objectives.

Our team consists of experienced negotiators who work to secure the best possible media placements at competitive prices. Using advanced planning tools and extensive market research, Avant develops targeted media strategies tailored to various audiences. Our expertise spans multiple media channels, including television, radio, print, outdoor advertising, and digital platforms, allowing us to craft integrated campaigns that effectively reach the intended audience.



**MEDIA  
BUYING**



# MEDIA MONITORING

**O**ur Media Monitoring and Analysis will help you to better understand your brand, its impact in the industry and what the general public (through the eyes of the various media channels), is saying or not saying; about you, your competitors, your stakeholders, and your industry.

This media intelligence will be helpful in identifying, designing and executing your strategies, branding, re-branding, re-positioning your brand, among others.

We provide a deep and detailed media analysis of each situation, with a detailed audience analysis, audience figures, the publicity value attained, and various other aspects to suit your needs.

Avant Communications employs a computerized electronic monitoring through high capacity recording servers which run on a 24hrs basis. The servers capture and record electronic content from the monitored TV and Radio Stations. Electronic content is captured through our back-end interface. Editorial analysts then capture and log the required information and output directly. They develop summarized reports which are then sent to the client every morning.

We will analyze and tell you the impact of your brand and what the public is saying or not saying about you and your competitor



# We:

*Make you seen*

*Make sure you are heard*

*Ensure your impact is felt*

# DAY TO DAY SERVICES OFFERED TO OUR CLIENTS



Stakeholder  
Engagement &  
Management



Creative Design  
Services



Digital Media  
management



Media  
Production



Media Relations &  
Management



Media Buying &  
Media Planning



Media  
Monitoring



Events  
Management



Creating & executing  
Advertising Strategies



Brand Audit & other  
Communication related  
Research services

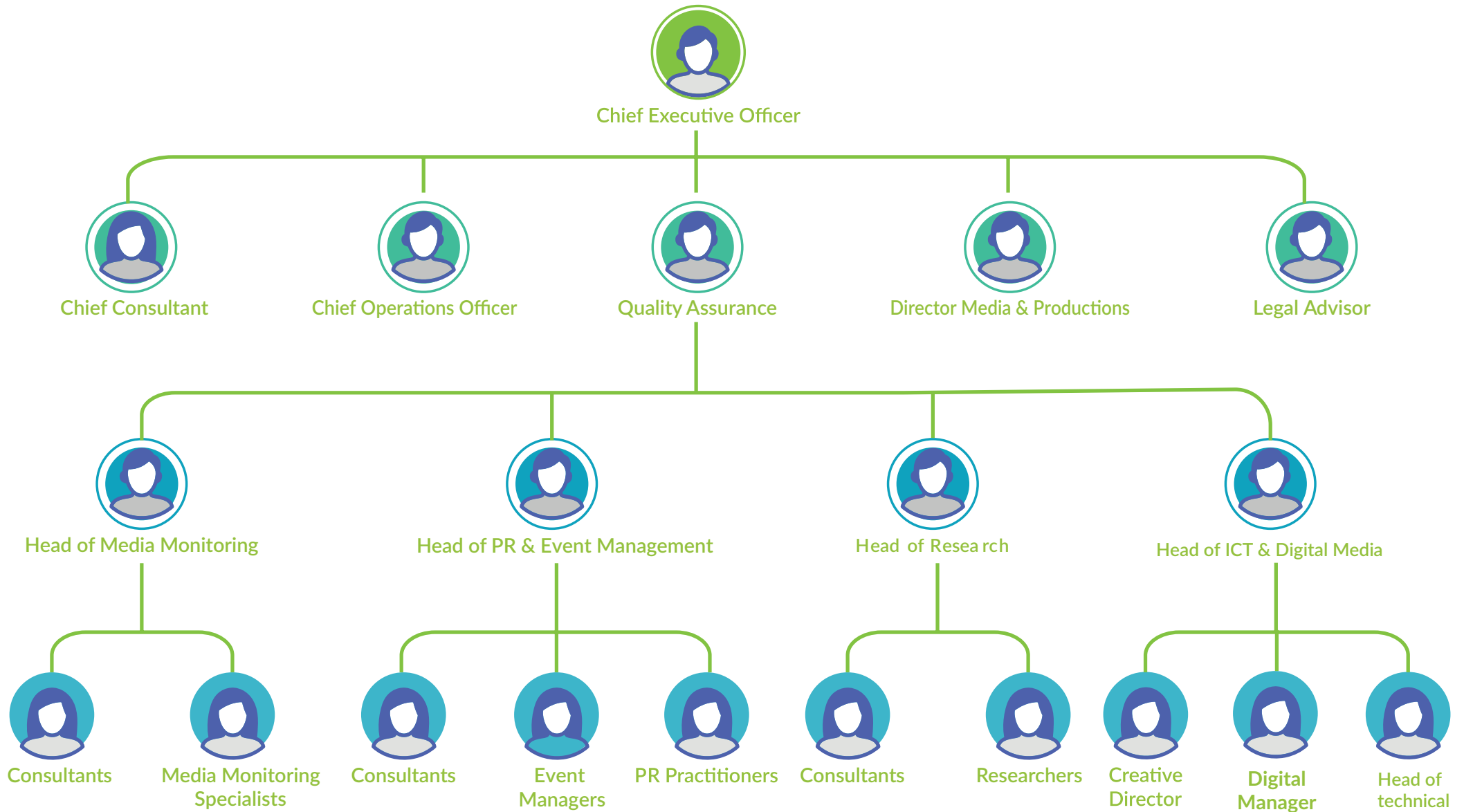


Brand and Reputation  
Management



Editorial Strategy for all  
internal and external  
publications

# ORGANISATIONAL STRUCTURE



# OUR CLIENTS



Kingdom of the Netherlands



REPUBLIC OF KENYA



NATIONAL SYNDemic DISEASES  
CONTROL COUNCIL



UNIVERSITY OF NAIROBI



Crawford

International School



KENYA RE



Kenya Medical Association

Champion the Welfare of Doctors and Quality Healthcare in Kenya



mrp



Africa  
Media  
Warehouse

Mount Kenya



University





# WORK WITH US!

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