

IMPACTING BY DESIGN

DESIGN, DIGITAL & STRATEGY

FULL-SERVICE AGENCY





IMPACTING BY DESIGN

S I N C E 2 0 1 6

We leverage cultural relevance,
unique creative processes, skills
and client collaboration to create
design solutions that work.

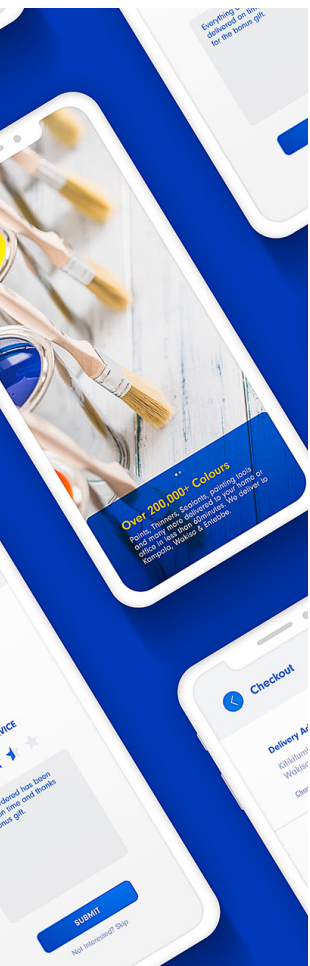
WHO WE ARE /

We are a Licensed Digital Design agency born in Kampala, Uganda, that believes design is an instrument for imagining and impacting change – social, cultural, technological, and environmental. *SquaremileAfrica™* is a team of experienced designers, strategists and writers who passionately merge creative skills, common sense and over 15yrs of experience into useful designs that add value to your business.

Leveraging culture relevance and trends

We believe extraordinary creativity is key to thriving in the future: identifying smarter and more beautiful ways to interact with the world. At *SquaremileAfrica™*, we use cultural trends, situations and challenges of the modern world as the stimulus to shape innovative brands into icons of tomorrow; ideas into products; going deep to rethink them from the inside out, and imagining what better could be.





OUR STRENGTH /

Confidentiality & Security

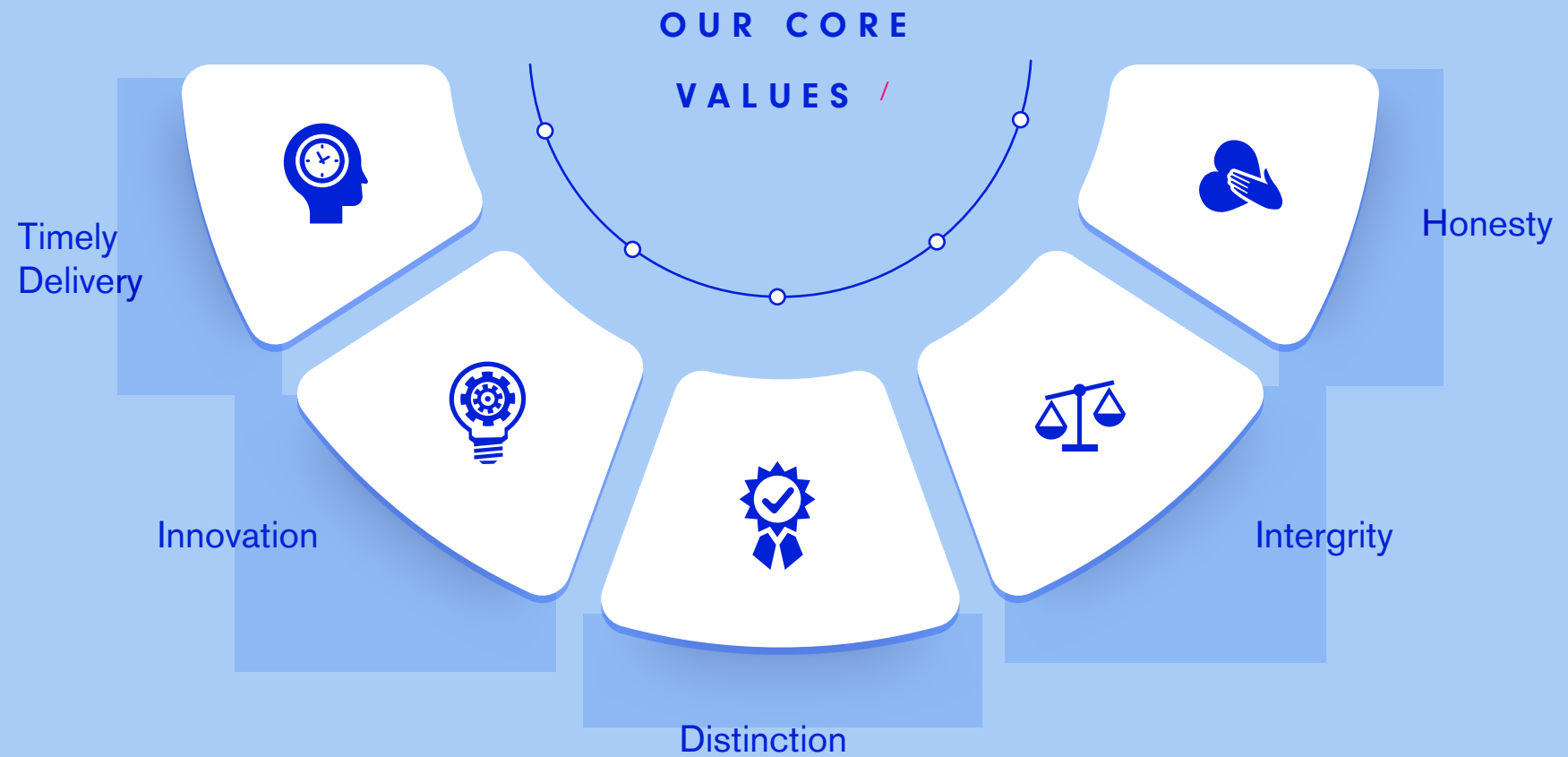
Our studio is kept secure at all times to ensure that all our work remains safe and that Client confidentiality is not compromised.

Quality Control

Each of our services has a rigid quality control mechanism. Each job passes a systematic series of tests before proceeding to the next stage.

Superior Client Relations

We make a special effort to understand and accommodate the needs of all clients. A friendly and professional environment is essential for growth and progress.



HOW WE WORK /

Contract Activation

1

Before this stage, we met you (the client), received an initial task description, and agreed on the costs involved.

We agree on the deliverables, KPIs, timelines and a contract signed with the client.

Agency Work Starts

2

Our strategists and design team start work on possible creative routes, extensive research on the industry and competitors is carried out, and in-house presentations are made before we select the final strategy that is then presented to you for approval.

Execution & Production

4

Client reviews in a feedback we then use to finalise for the client to append signature of Approval.

Execution of all tasks starts for the agreed period.

Completion & Reporting

3



Once all tasks have been successfully done, we will present you with a Completion Certificate to sign.

A report is provided to the client regarding the service(s) provided.

SERVICES / WHAT

DESIGN SERVICES

DIGITAL SERVICES

STRATEGY CONSULTANCY

PRODUCTION MANAGEMENT

WEDDO

DESIGN SERVICES /

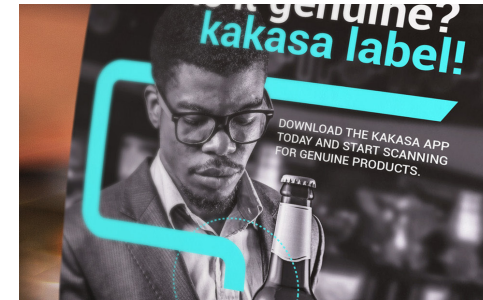
All work created by our team of designers and copy writers seek to seize the client's audience's attention quickly and effectively. We bring your brand to life with engaging designs to connect your audiences.



■ Branding

Whether you want to create or rejuvenate a logo, our implementation focuses on consistent branding, following a style guide, developing marketing and promotional material, etc. We work with our clients to develop designs in-line with their marketing plans to ensure maximum results all the time.

- Logo & Brand Identity pack
- Brand Promo/Marketing branding
- Office Branding



■ Graphic Design

Whether you need an advert, poster, publication design & layout or simply want a book cover, we are an agency with the in-house expertise to create designs that will excite to influence. Our designers will work with you to produce high-quality artwork based on your unique requirements.

- Publications
- Adverts for print or digital
- Social Media graphics



■ Motion Graphics

Most B2B companies use motion graphics videos to tell their story and connect with their audience. Your business deserves enchanting, impressive, and eye-catching motion graphics for marketing activities, training, presentations or simply internal communication.

- 2D/3D Animated Explainer
- Whiteboard Animation Video
- Storytelling Brand Solutions
- Branded AVP
(Audio Video Production)



■ UX/UI Design

Leave it to us to innovate UI/UX for your brand that invokes a sense of excitement, proximity and satisfaction for the user.

Our experienced designers utilise research and user testing to make informed design decisions, which results in Apps or websites that make it easy for users to accomplish their desired tasks. By designing your UX/UI around your target audience, they will be more likely to find what they are looking for and spend more time on your App or website.



■ Product Design

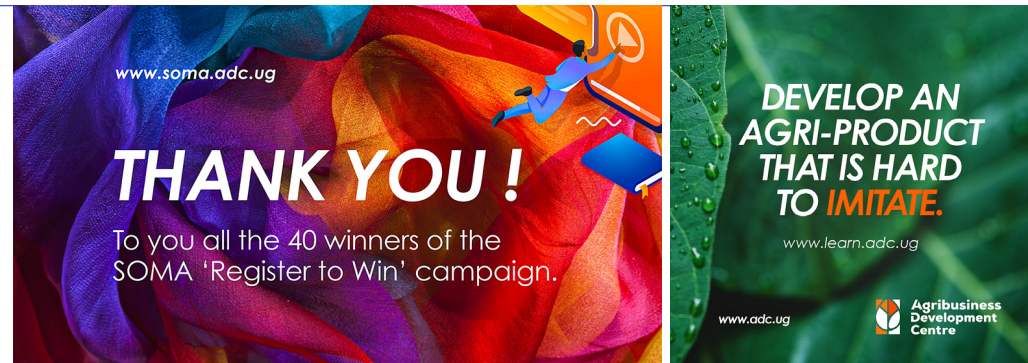
Product Design is one of our new areas of specialty that targets the fast-growing Value-Addition processing industry in Uganda and the global demand for consumer goods. We will get to work whether it is packaging for your product or a a consumer electronic product design.

- Product Design
- Label Design
- Packaging design
- Unique Shelf Branding
- 3D Renders

DIGITAL SERVICES /

SquaremileAfrica™ ignites your business digitally and localizes your brand in Uganda.

Our capabilities encompass everything in the web design and digital marketing space, including web design, SEO, social media management, content writing, email marketing and Virtual Reality for Real Estate (VR).



■ Social Media Marketing and Management services

We are in an age where more than 70% of consumers expect a brand to have a social media presence. But, not just any social media presence—consumers expect your brand to have a tailored, cohesive social media strategy.

Every business can benefit from social media marketing services. While most companies know they should be using social media to market their business, they don't know what networks to invest in—Facebook, Instagram, Twitter, LinkedIn, etc.—or how much, and that's where our full-service social media management services step in. We remove the complexity of social media

for business owners and let you stick to what you know best—running your business!

So, we transform your social media presence with high-quality content, daily activity, monitoring engagement and increased followers. This service will attract targeted followers, convert them into loyal customers and increase brand awareness.

- Full-Service Management*
- Marketing Campaigns
- Advertising

*Request for more information or visit our website.



■ Email Marketing

Keep your customers coming back with easy, cost-effective email marketing. Whether it is a standard email newsletter or simply an emailer, we can solve your email marketing needs.

SquaremileAfrica™ helps your business stay top-of-mind with prospects and existing customers by sending emailers or newsletters every month. Our team handles the design, copywriting, and your customer list segmentation while you generate more leads and sales.

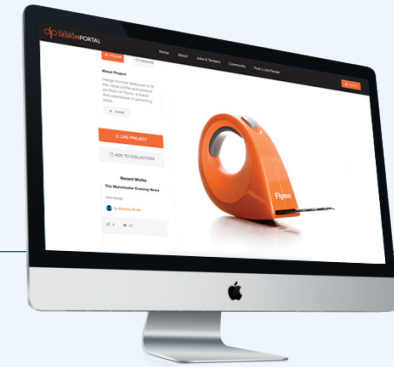
- Newsletter
- Customised Emailers
- MailChimp
- MailerLite



■ VR for Real Estate

Virtual Reality is currently the number one focus in the real estate world. It provides an immersive experience that allows potential buyers to place themselves within the home or apartment that they're considering.

SquaremileAfrica™ offers VR services at a reasonable rate to property developers who are working on homes or mixed-use properties.



■ Website Development

We offer a variety of website design and development services, creating mobile web development solutions, responsive website designs and custom e-commerce using the latest and proven web technologies. With up to 85% of consumers visiting a company's website before making a purchase, more and more consumers make decisions based on their online experience: the appearance, usability and accessibility of your website is more important than ever, especially in an increasingly competitive market.

- Website Development
- Search Engine Optimization
- Website Maintenance

STRATEGY /

In this ever-changing world, thinking fast and staying agile is a constant for all businesses and that requires strategies that work in the real world. With experience in brand growth and marketing, we develop strategies that come not just from knowing, but from the know-how of doing.

Our strategic engagement has several phases which include diagnostics, solution design, planning, and implementation.



■ Design Strategy

We develop rigorous and inspiring creative strategies that address your business goals with a methodology that provides a solution-based approach to solving problems by engaging the end-users. Our strategies fuse insight and transformational thinking to determine the character and tone of a design, as well as drivers of relevance and differentiation.

Our capabilities are driven by brand idea development, purpose, values, culture relevance, personality and positioning. This feeds into brand architecture, user experience definition, the future and brand strengthening etc.



■ Real Estate Marketing Strategy

Ours is a multigenerational approach to real estate marketing, whether you're developing and promoting a new master-planned home community or selling a few apartment blocks, whether it's geolocation services to understand the traffic near your development or advertising your space to the local companies, we develop effective marketing strategies that will push information to the right people to get them to your property.

- Multigenerational research,
- 360° Marketing Strategy

In order to maintain the quality of the final product, we have recently taken up the initiation to help our clients get the best and most affordable production services through our in-house production and longstanding local and global suppliers. We will take care of the final step, whether it is in taking a script to screen or from an Annual Report artwork to print.

■ All Printing

■ Promotional/Marketing Items

■ Signage (Interior & Exterior/Outdoor)

■ Video Production

There is no more powerful way to get your message across than through video. Engage your audience by telling your story and sharing your mission. Our team will guide you from concept to completion for short promo videos, TV Commercial Videos (TVC) or an animated explainer.

PORTFOLIO /

We have a 98% client satisfaction rate, and Happy clients felt that our design and digital services helped them stand out and grow their businesses.

WORK



What if you found your car tyres stolen ?

#TheBallpackChallenge

#THE BALLPACK CHALLENGE

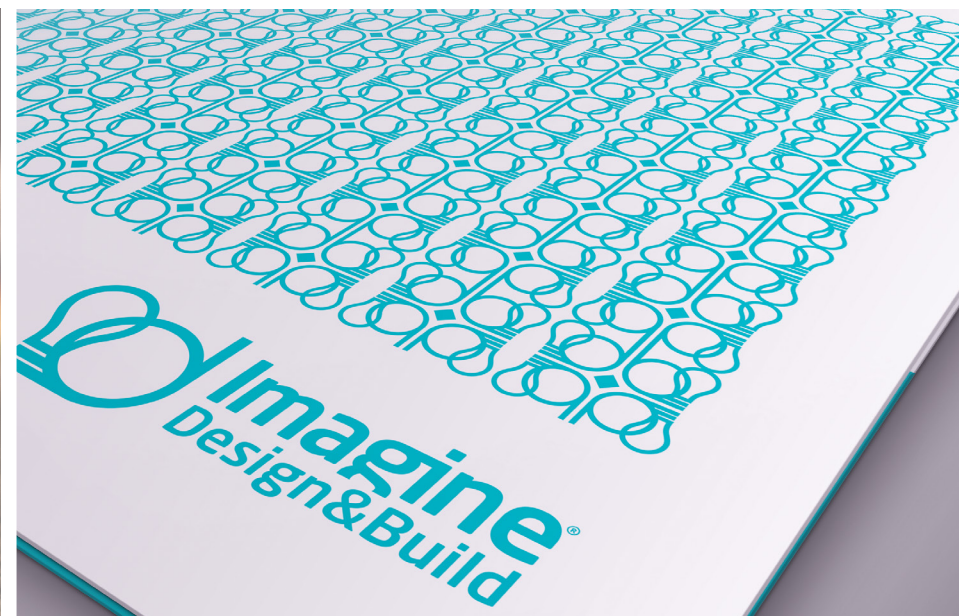


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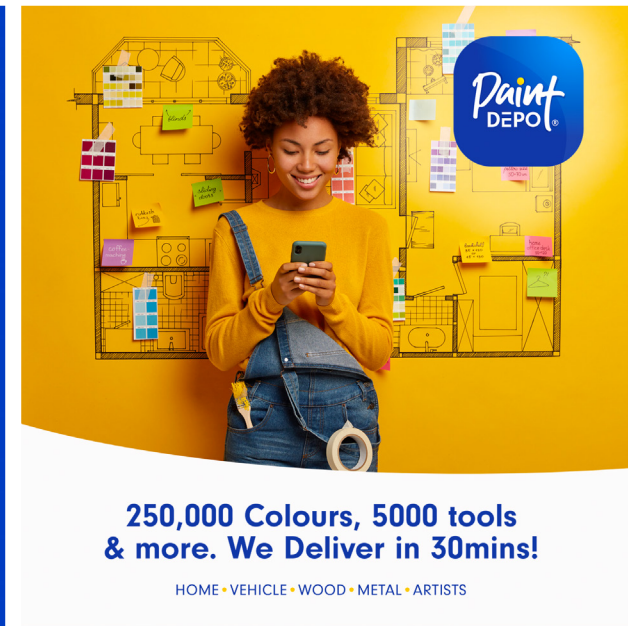
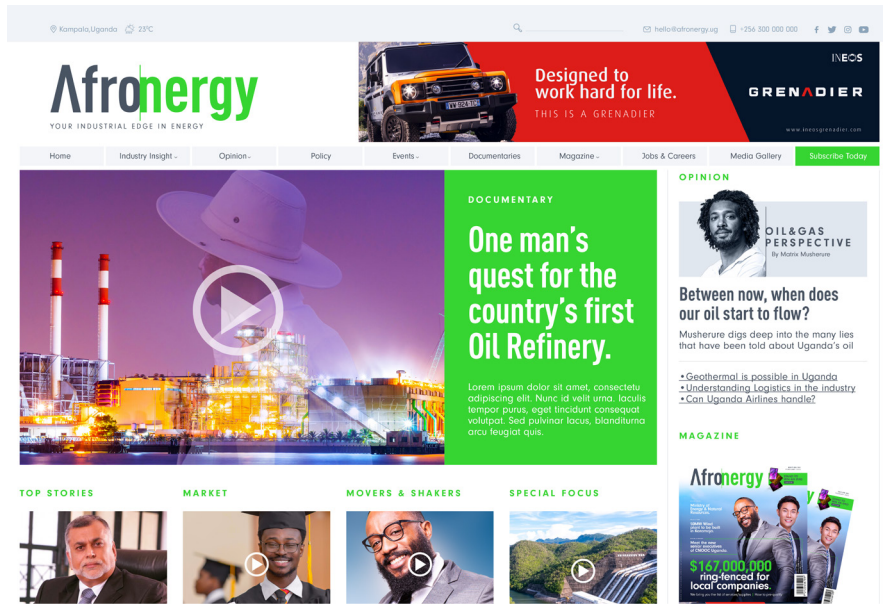
#Choosetoto

Everyone can be beautiful. It is not just a pretty-face thing, it is a glowing natural skin.

I choose natural beauty

MACKLEAN, 35





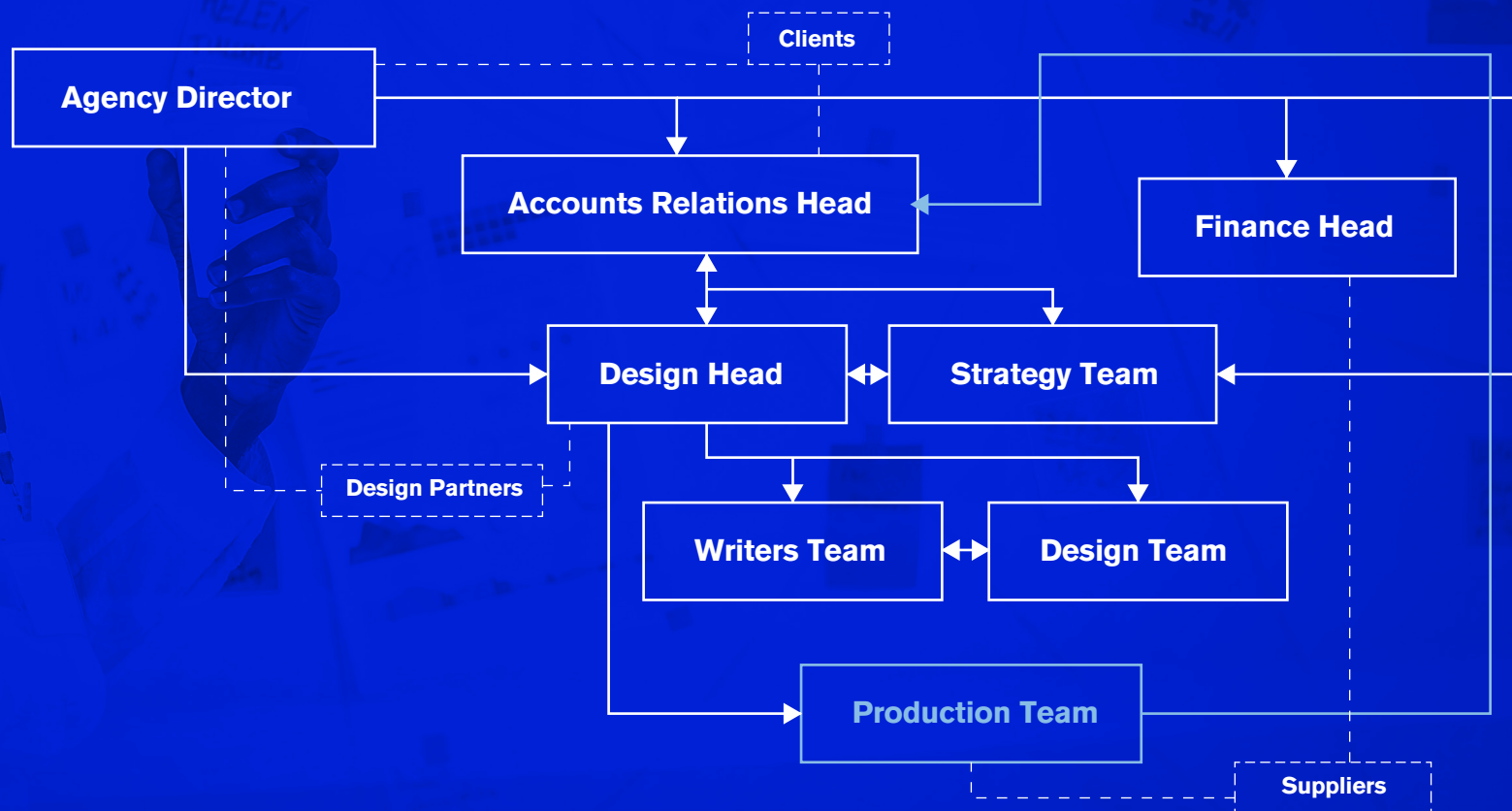
NOTABLE CLIENTS /

From startups to industry leaders
We like our clients. We like helping
them seize opportunities and find
solutions. They are friends and
together we build ideas, and build
on those ideas.

WALTER REED

- GEO Lodges Africa
- GEMS Cambridge
- KTA Advocates
- Baraka Properties
- AIAL Group
- Itoto Cosmetics
- Ngetta Tropical Holding
- Caramel Cafe & Lounge
- ACE Systems Limited
- Queens Delicious Rice
- Wandaz Products Limited
- Imagine Design & Build / Draw Link
- Design Without Borders Uganda
- Ministry of Tourism (Republic of Uganda)
- Agribusiness Development Centre (ADC)
- Makerere University Walter Reed Project (MUWRP)
- Uganda Futsal Association (UFA)
- United Nations Development Programm (UNDP)
- United Nations Fund for Population (UNFPA)
- Belgium Technical Cooperation (BTC)
- PetrolSouth Limited

ORGANOGRAM /



GET IN TOUCH /

Got a project for us? Let's talk! We love to hear from you; what you're looking to achieve and how we can add value.

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SQUA REMILE AFRICA



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