

# PRM|AFRICA

STRATEGY. PERCEPTION. BRANDS.



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WE SEE  
THE END  
FROM THE  
**BEGINNING**



# WHO WE ARE

**PRM Africa** is a 360-degree marketing and communication agency that provides research-based solutions to brands (consumers, corporate, public, institutions destinations, non-profit organisations and personality) that are desirous of breaking through the clutter in today's ever-changing and fast-paced market and business environment. A great corporate reputation is neither built overnight nor the result of good luck; it is carefully planned, nurtured and managed as a vital asset.

Whether you are working to build or enhance your reputation, or clarifying the nuance of a complex transaction to your stakeholders, PRM Africa offers strategic counsel and execution that is aligned with your business objectives with enormous direct impact on sales. Whether your company faces major organisational change or the challenge of repositioning its brand in the marketplace, our solution delivers expert guidance and implementation support on the critical communications issues.

Whether the goal is to build awareness and buy-in around a new corporate vision, guide a CEO through the first 100 days of leadership, or design a strategy to reach local constituencies, target market and national influencers, PRM Africa will be your partner in developing solutions that sustain your corporate value and drive business results and consumer action.

# VISION

To be the preferred public Relations and brand management agency in Africa.





## MISSION

To consistently provide quality services, unforgettable experience and marketing communication solutions to clients through well motivated team; and give sound returns to investors and other stakeholders.



# OUR VALUES

- Excellence
- Creativity
- Professionalism
- Integrity

# OUR VALUES

# WHAT WE DO

- Strategic Public Relations
- Brand Building & Management
- Advertising
- Digital PR & New Media Management
- Sales Promotion
- Experiential Marketing/Activation
- Reputation And Perception Management
- Stakeholders Engagement/Management
- Out of Homes
- Investors Relations
- Destination Marketing
- Public Affairs & Development Communication
- Political Marketing & Governmental Relations
- Media Buying and Planning

# STRATEGIC PUBLIC RELATIONS:

Corporate Communications, Consumer PR, Product PR, Marketing PR, Event PR, Media Relations, Publications/Custom Publishing, Financial PR, Image & Reputation Management, Political PR, Community PR, Regulatory Liaison, Sponsorship Management, Government Relations, Perception Management, Issues & Crisis Management.





# MARKETING

Research & Survey, Sponsorship  
Marketing, Environmental scanning,  
Marketing intelligence, Direct  
Marketing.



**Brands Communication** And Management, Brand Assessment, Brand Building & Management, Visual Identity Management, Concept Development, Creative Strategy & Design, Brand Audit & Analytics.



# **MEDIA**

**Media Planning and Buying,  
Media Intelligence and Monitoring,  
Strategic Media relations**

# WHAT WE HAVE **DONE**

PRM Africa has been able to manage all briefs and jobs effectively and professionally. These works vary in their span and orientation...



# OUR PEOPLE

We have a committed team of experienced consultants with diverse skills and knowledge drawn from different backgrounds Like Journalism, Marketing, Advertising , Theatre And Communication Arts , Insurance And Economics, Humanities, Building And Estate Management, Law, Public Relations Management, Banking And Corporate Finance, Engineering, Biological Sciences, Geology Research And Health Sciences. Our unique creativity is derived from our diversity.



## YOU WILL **NEED US**.....

- When your profit margin or market share is shrinking.
- When you feel embarrassed to give out your business card.
- When you are launching a new product.
- When research shows that your brand is not understood by your audience.
- When you need to be in the minds of your consumers.
- When your symbols sends a confusing logotype and meaning.

# CREATING AN **INTEGRATED** SYSTEM

- When you need to service your brand.
- When your product literature looks like it comes from different organisations.
- When your organisation needs to look strong and communicate that you are one global organisation.
- when you need to build public confidence





# WHEN COMPANIES **MERGE**

- When you need to send a clear message to your stakeholders that the merger is of equal strength
- When you need a strong signal to the world that you are a new leader in the industry.
- When you need to “sell”the brand internally.



SOME OF OUR  
**WORKS**



# KFC PRODUCT LAUNCH



# KFC STORE LAUNCH & ACTIVATION, APO, ABUJA AND IN 32 OTHER LOCATION



# NIGERIAN BAR ASSOCIATION ANNUAL CONFERENCE 2017



# FEDERAL MINISTRY OF JUSTICE ANNUAL CONFERENCE 2018



# NIGERIA POLICE FORCE PROs TRAINING CONFERENCE, UYO



# LEKKI CONCESSION COMPANY (LCC)-TOLL REVIEW CAMPAIGN



# PRINT ADS/PRESS STATEMENT PUBLICATION

**THE LAND USE CHARGE**  
MATHEMATICAL EXPLANATION 2

The Government is giving 40% off the value of your property as general relief after being notified by professional appraiser State Government's valuation.

**FOR EXAMPLE**  
PROPERTY VALUE: **N20m**  
GENERAL RELIEF: **-40%** = **N12m**

OWNER OCCUPIED	OWNER OCCUPIED + COMMERCIAL	COMMERCIAL ONLY
<p>If you own a standard plot you will only pay Land Use Charge on the value of your plot.</p> <p>12m x 0.076% = <b>N9,120</b></p> <p><b>= N7,752</b></p>	<p>If you own a standard plot with your business in it, you will pay Land Use Charge on the value of your plot and the value of your business.</p> <p>12m x 0.258% = <b>N30,720</b></p> <p><b>= N23,040</b></p>	<p>If you own a standard plot and you have a business in it, you will pay Land Use Charge on the value of your plot and the value of your business.</p> <p>12m x 0.76% = <b>N91,200</b></p> <p><b>= N45,600</b></p>

Office of Finance, Ministry of Finance, Lagos State Government

**OUR INDIVIDUAL WEALTH MEANS LITTLE IN THE FACE OF COLLECTIVE POVERTY**  
PAY YOUR LAND USE CHARGE PROMPTLY

The wealth of Lagos State is only truly represented in the well-being of all her residents and citizens. Support the people-focused developmental policies of the Lagos State Government by paying your Land Use Charge today. We're Counting on You!

**15% OFF!**  
LAST TILL APRIL 30

Office of Finance, Ministry of Finance, Lagos State Government

**Lagos to Commence Automated Collection of Consumption Tax from Hotels, Restaurants**

**One Killed, 15 Injured in Fresh Alafia, Ogbos-Ish Communal Crisis in Delta**

**JAMB Vows to Prosecute Mysterious 'Snake' that Swallowed N36m**

**Chinajor: FG Has Supported States with N1.19tn**

**THEIR EXCELLENCES**

**JAMB Vows to Prosecute Mysterious 'Snake' that Swallowed N36m**

**Closes sale of 2018 UTME, says over 1.6m candidates registered**

**'Eurobond yields reflect improved perception of Nigeria's credit risk'**

**LIRS begins automated collection of consumption tax**

**Asset Recovery: AMCON takes over Daily Times Plc**

Company Name	Yield	Duration	Rating
First Monnet	11.75%	364 days	BBB
First Monnet	11.75%	364 days	BBB
First Monnet	11.75%	364 days	BBB
First Monnet	11.75%	364 days	BBB
First Monnet	11.75%	364 days	BBB

**ARE YOU WORRIED ABOUT YOUR LAND USE CHARGE?**  
**NO WAHALA!**

PLEASE CALL 0809 392 9329  
0817 777 7782, 0902 907 5043

Office of Finance, Ministry of Finance, Lagos State Government

**15% OFF!**  
LAST TILL APRIL 30

**Shareholders seek free e-dividend registration extension**

**NSE ASI up 2.4% as market closes upswing**

**Seplat reports N61bn FY2017 PBT**

**Afribank to sell shares in Nigeria, 2 other countries**

**TRUST DRIVES RELATIONSHIP**  
Prepare for uncertain commissions

**FD not ready for provision of perimeter fencing in 2018**

**Tempo oil majors to build refineries, power plants, or revive their ill-fated**

**hand use charge: OPS multi-legal action against Lagos**

**C'river Assembly Passes N1.3trn 2018 Budget**

**Emergency Landing: Delta Airline Apologises To AIB**

**NERC Rates Eko Disco Overall Best For 2017**

**LIRS To Collect Consumption Tax From Hotels, Restaurants, Others**

**LAND USE CHARGE (REPEAL AND RE-ENACTMENT) LAW OF 2018: THINGS YOU NEED TO KNOW**

Office of Finance, Ministry of Finance, Lagos State Government



# APC PRESIDENTIAL MEGA RALLY, LAGOS 2019



# POLITICAL COMMUNICATION CAMPAIGN FOR SBO, EKITI STATE



# PRESIDENTIAL VISIT TO LAGOS STATE



# APC PRESIDENTIAL TOWN STORMING, ACROSS NIGERIA



# POLITICAL COMMUNICATION CAMPAIGN FOR GOV. OBASEKI, EDO STATE 2016



# POLITICAL COMMUNICATION CAMPAIGN FOR GOV. AMBODE, LAGOS STATE 2015



# LAGOS @ 50 CELEBRATION CAMPAIGN



# MEDIA CONFERENCE FOR LIRS ELECTRONIC REVENUE ASSURANCE SYSTEM





## COMMONWEALTH BUSINESS COUNCIL CONFERENCE, ABUJA



# CULTURE & CREATIVE ECONOMIC CONFERENCE, AFRICAN UNION HQ, ADDIS ABABA



# OUT-OF-HOMES-BILLBOARDS





DO YOU WANT TO  
**TALK?**

**PRM** | AFRICA  
STRATEGY. PERCEPTION. BRANDS.



**I THINK YOU SHOULD**

**TALK**

**TO US RIGHT NOW...**

# J&S

*CONTACT*


**LAGOS OFFICE**

16C, Bamishile Street, Off Allen/Opebi, Ikeja, Lagos  
T: 08115556424, 08132940888

**ABUJA OFFICE**

891A, Olu Awotesu Street, Jabi, Abuja

[www.prmafrica.com](http://www.prmafrica.com)  
[connect@prmafrica.com](mailto:connect@prmafrica.com)



Thank you!

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