



**7 @ NDA
RIBE**
MARKETING AGENCY



TENDA TRIBE

WHO WE ARE

Tenda Tribe is Kenya's most electrifying 360-degree marketing agency, dedicated to creating bold, innovative, and results-oriented campaigns that cut through the noise.

We're not your typical agency—we're a full-blown marketing experience. From strategy to execution, we bring the zing to your brand and deliver results that speak louder than words.



WHY US?

We Innovate

Our ideas are like Nairobi traffic—unpredictable & unstoppable.

We Hustle

No stone is left unturned in delivering your results.

We Care

Your goals are our goals. Period.



OUR MANTRA



Be Bold

Safe is boring.
Because the ordinary
never **stands out**.

Take Risk

We thrive on
fearless ideas.

**Be Results
oriented**

Well, talk is cheap.
Creativity is only as
good as the **results**
it delivers.



OUR FUNKY VIBE

At Tenda Tribe, we live by three Fs:

Fresh, Fearless, and Fun.

We're the cool kids on the marketing block, the rebels who aren't afraid to try what's never been done.

Think bold colors, loud ideas, and campaigns that actually deliver ROI.



WHAT WE DO

Digital Domination:

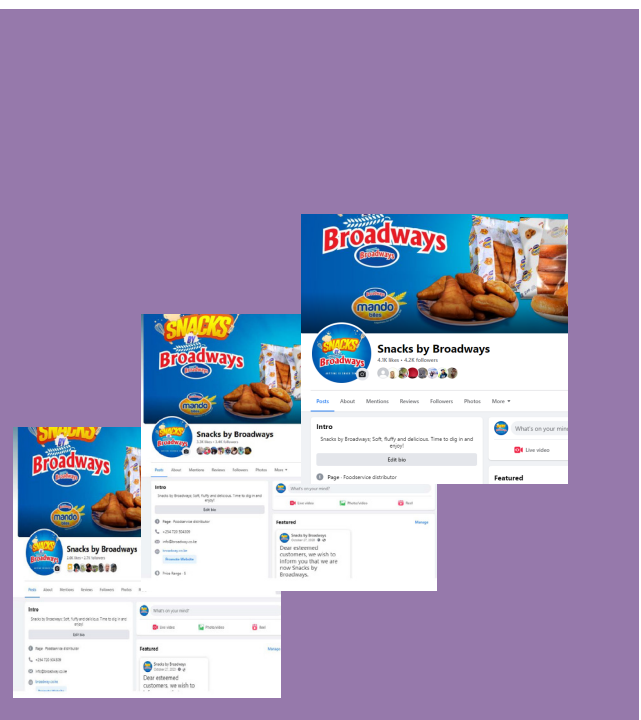
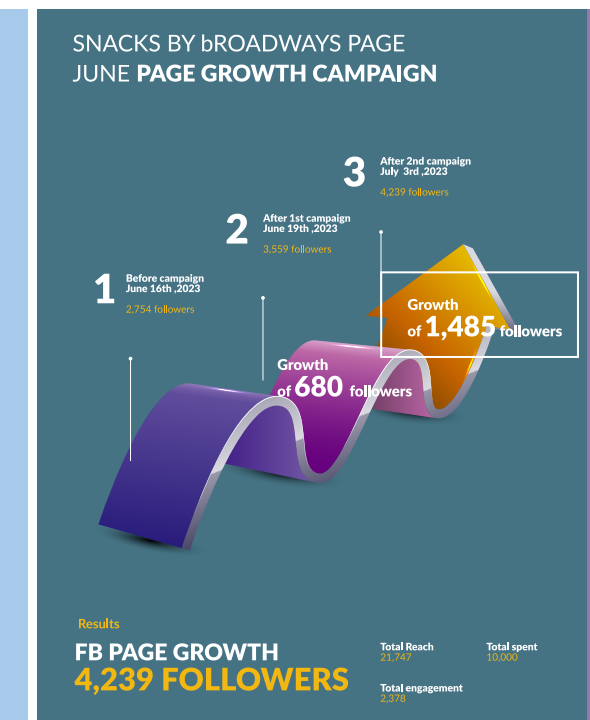
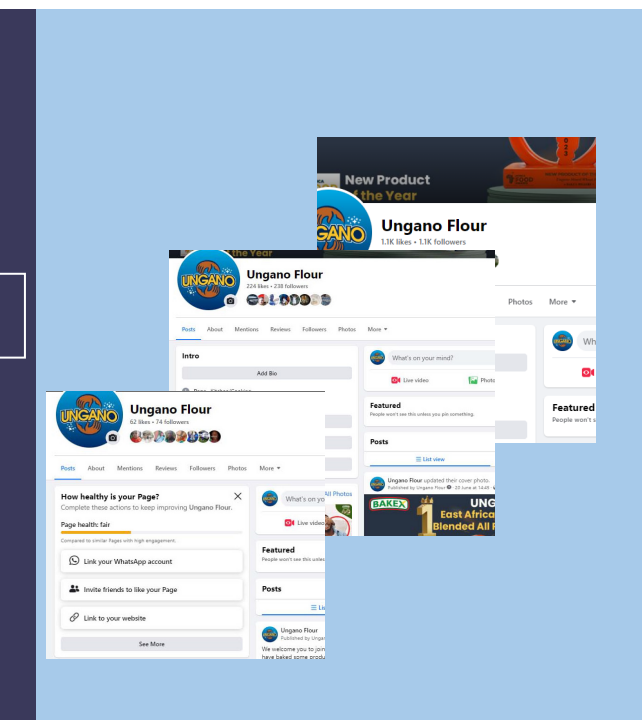
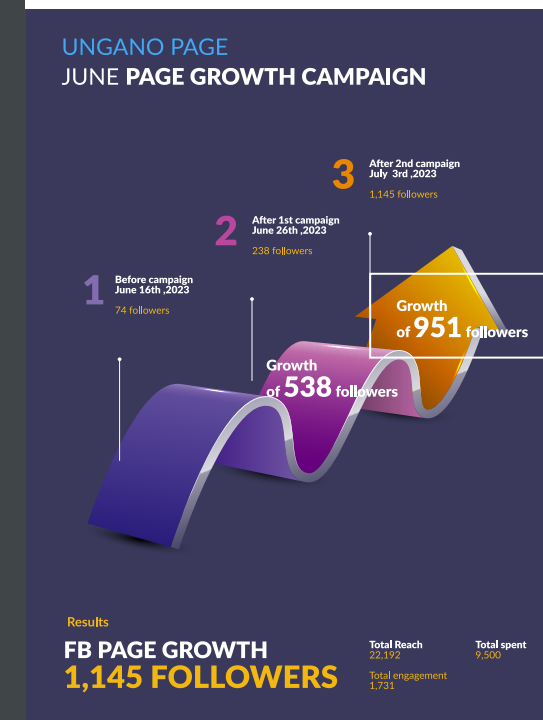
- Data-driven social media strategies in targeting, positioning and propositioning brands.
- Creative content that makes your audience stop scrolling.
- Social media growth in content engagement and page growth resulting to brand love and awareness - with less spent and more results!

Campaigns & Design that Dares:

- Out-of-this-world strategy planning and execution.
- Branding and visuals that scream personality.
- Print design that pops!



Social media growth



CAMPAIGNS



CLIENT: PHULKA ATTA

BRIEF: MAKE PHULKA ATTA MARK 1 THE NUMBER 1 PREFERRED FLOUR IN THE ATTA CATEGORY IN KENYA

Objective:

To raise brand awareness for Atta and achieve a 10% sales uplift.

Strategy and Execution:

To meet the brief, a comprehensive and targeted marketing campaign was implemented, leveraging multiple touchpoints to engage the audience effectively.

In-Store Activations: Conducted chapati sampling and promotions in supermarkets to directly engage consumers, build product familiarity, and drive on-the-spot purchases.

Digital Awareness Campaigns: Positioned Phulka Atta Mark I as Kenya's leading brown flour by highlighting its health benefits through educational and engaging digital content. This approach focused on building trust and brand credibility among health-conscious consumers.

Market Storming Activities +OOH: Organized high-energy, on-ground activations featuring live entertainment and free chapati sampling made from Atta flour to create excitement and increase product visibility in key markets.

Results:

The campaign delivered measurable success, including increased digital engagement, enhanced brand loyalty, and a notable boost in sales across targeted locations.



CLIENT: AIR ASIA

BRIEF: LAUNCHING INTO THE KENYAN MARKET, AIRASIA NEEDED LOCAL EXPERTS TO HANDLE THEIR MEDIA BUYING AND RELATIONS.

Strategy and Execution:

We did an aggressive media mix of radio, TV and Print ads.

Radio ads run across 4 different radio stations, all during morning breakfast and evening drive shows. The carefully selected presenters shared various reasons that made Malaysia and other South East Asia & Pacific destinations appealing while also highlighting the affordability of the soon to launch low-cost-carrier. They also presented Air Asia as the best and trusted flight partner. Interview opportunities were secured to reinforce the same.

Results:

Brand Awareness- Unlike before, Kenyans now know about AirAsia, which has enabled the brand to reach a wide spectrum of consumers.

Brand credibility - The interviews with the C.E.O, Mr. Benyamin Ismail boosted the confidence of not only the local travel agents but also the general public thus creating an emotional connection with the audience.

Sales Generations - The media houses were overwhelmed with enquiries of how people could book their ticket.



CLIENT: JAMII RICE

BRIEF: DIGITAL GROWTH, INCREASE AWARENESS AND LOYALTY FOR JAMII MWEA PISHORI RICE

Objective:

To enhance brand awareness for Jamii Rice in the Kenyan market, we implemented a multi-faceted strategy that combined influencer partnerships, user engagement campaigns, and giveaways.

Strategy and Execution:

Influencer Collaborations: We partnered with influential personalities to endorse Jamii Rice, showcasing its quality. Photoshoots were organized featuring these influencers using the product, which resonated strongly with their audiences and drove credibility for the brand.

Engaging Online Campaigns: To encourage consumer interaction, we launched a series of online contests designed to generate user-generated content (UGC). This strategy amplified organic reach while building a sense of community among users.

Results:

The campaign delivered impressive outcomes

Increased Product Demand: A notable surge in sales.

Enhanced Brand Love: Positive feedback from and a rise in social media mentions underscored growing affinity for Jamii Mwea Rice.

Stronger Market Presence: The combination of online and offline efforts successfully elevated the brand's position in the competitive rice market.



BRAND IDENTITY AND PACKAGING





Herbella
100% Activated Charcoal



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100% Activated Charcoal



YOU ARE IN
GOOD HANDS





JOIN OUR TRIBE



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