



CREDENTIALS

Corporate & Brand Reputation Experts



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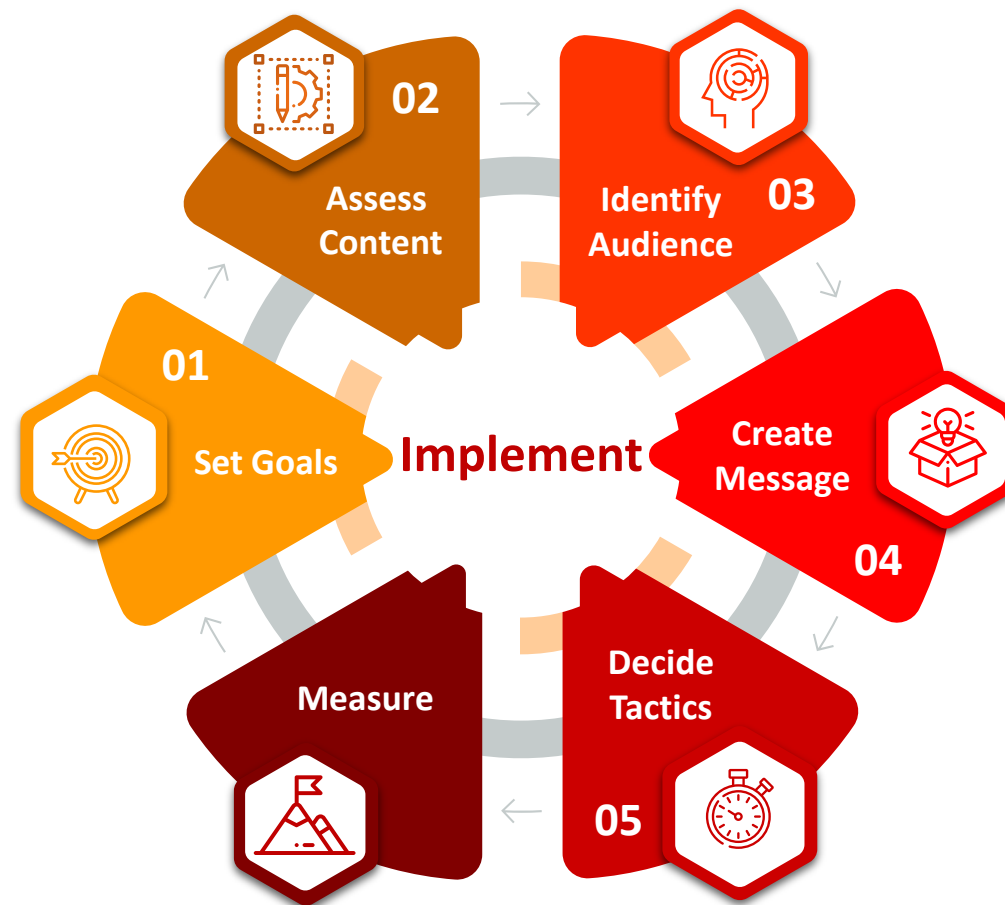
We are...

MEDIAGE PR EA Limited is PR & Media Consultancy Company specializing in Strategic Communication Planning and Execution for private and public companies.

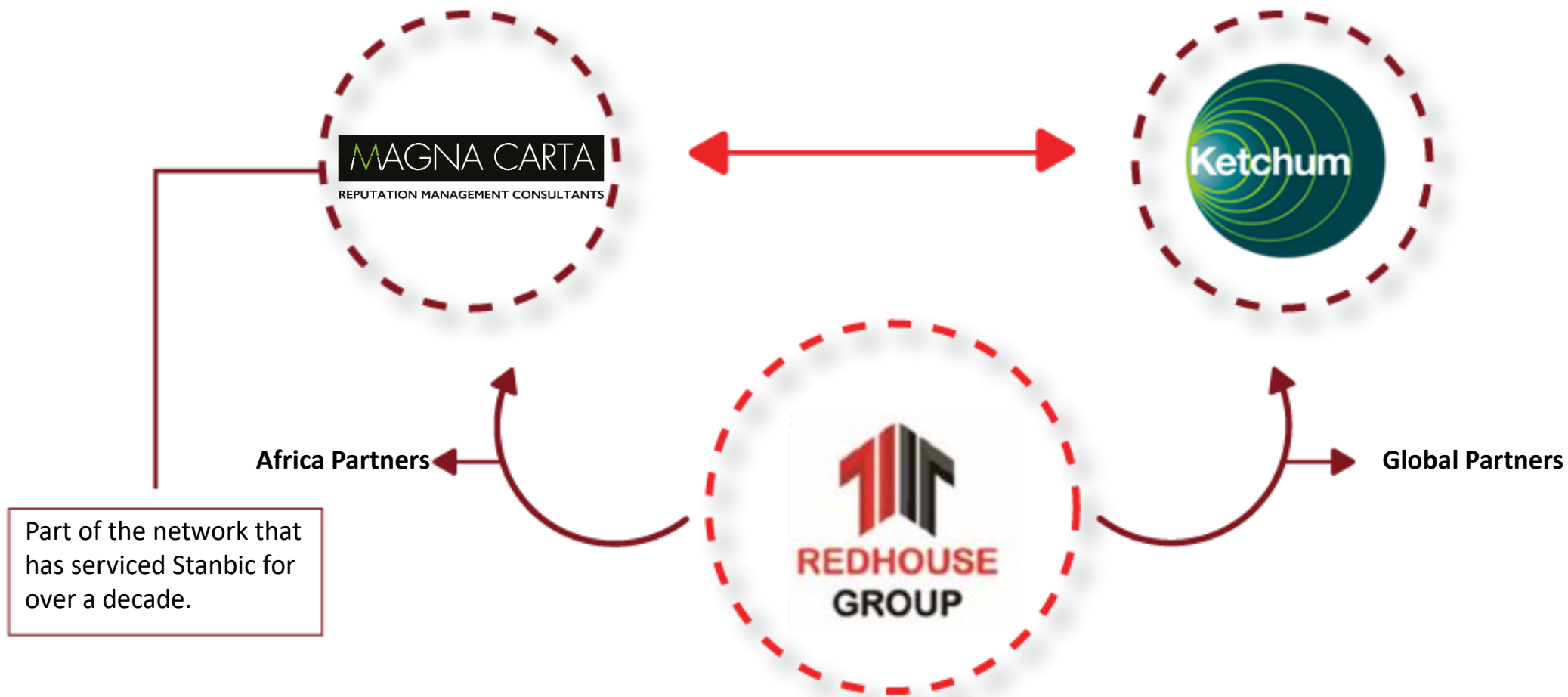
Partner to Regional Agency, **Red House & Magna Carta**, the **biggest Reputation Management Group in Africa**. We support local and international brands in Uganda, Rwanda & New Markets in Southern Sudan & Great Lakes Region.

Regional partnerships deliver a wide cross-cultural and international expertise as well as tested practice tools and experience which are readily available to all clients.

Experienced in Corporate & Brand Reputation Management, Marketing PR, with thorough knowledge of regional media, how it works and how to leverage media to get the best.



Network Relations



We have experience



Sector experience

01

Banking & Finance

Barclays Bank Uganda
KCB Uganda
Equity Bank Uganda
Western Union
DTB
ACTIS – VC

02

Manufacturing & Logistics

Hima – Lafarge (cement)
RVR
CMC Motors Uganda

04

Telecommunication

MTN Uganda

03

Insurance Industry

AIG
ICEA Group
UAP Group
AAR Health Services
Sanlam
AON
MUA
Britam

05

FMGS

Uganda Breweries Limited
Mukwano Industries
P&G
Nakumatt Supermarket
Coca- Cola

06

Airline

Emirates
Jambojet

07

Banking & Finance

Barclays Bank Uganda
KCB Uganda
Equity Bank Uganda
Western Union
DTB
ACTIS – VC

08

Government / Public Sector

Ministry of Finance, MTCS Programme
Ministry of Trade's UPTOP MFPED,
Micro Finance Out Reach programme.
PEAP (budget making process)

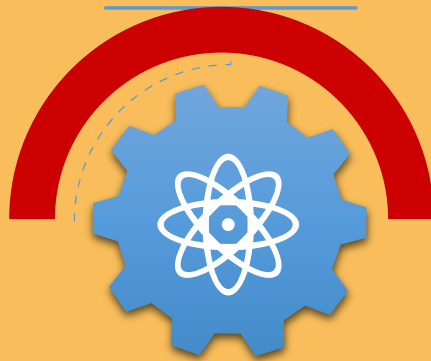


**Unique Approach
based on
experience**

20 years

Combined
experience in
Media and PR in
Uganda & Kenya

**Corporate Reputation
Management & Brand
PR as a competitive
edge**



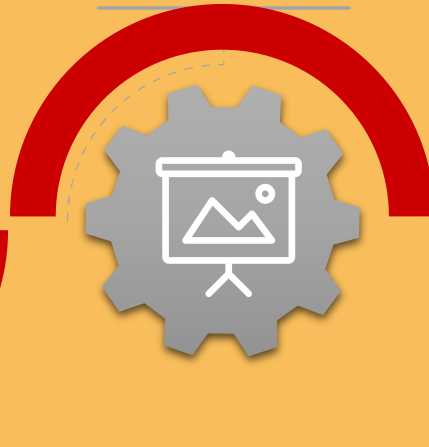
**Designing &
executing
communication
Strategies for
both private &
public sector**

knowledge of
**Uganda and East
Africa media** and
how it operates



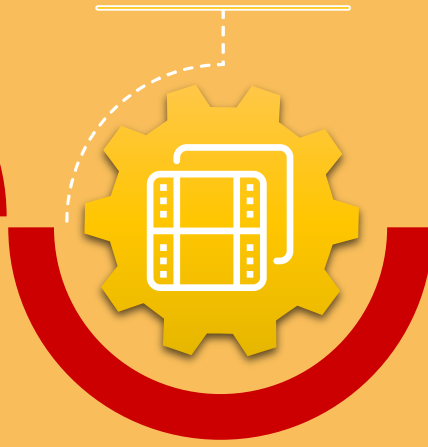
Excellent analytical
& writing skills
**(Content
Development)**

knowledge of the
**Uganda & East
African market
environment**



Knowledge of the
brands that we
work for

**Strategy, Execution
and Quality**
supervised by Lead
Consultant



**Timely and quality
status reports and
performance
indicators**

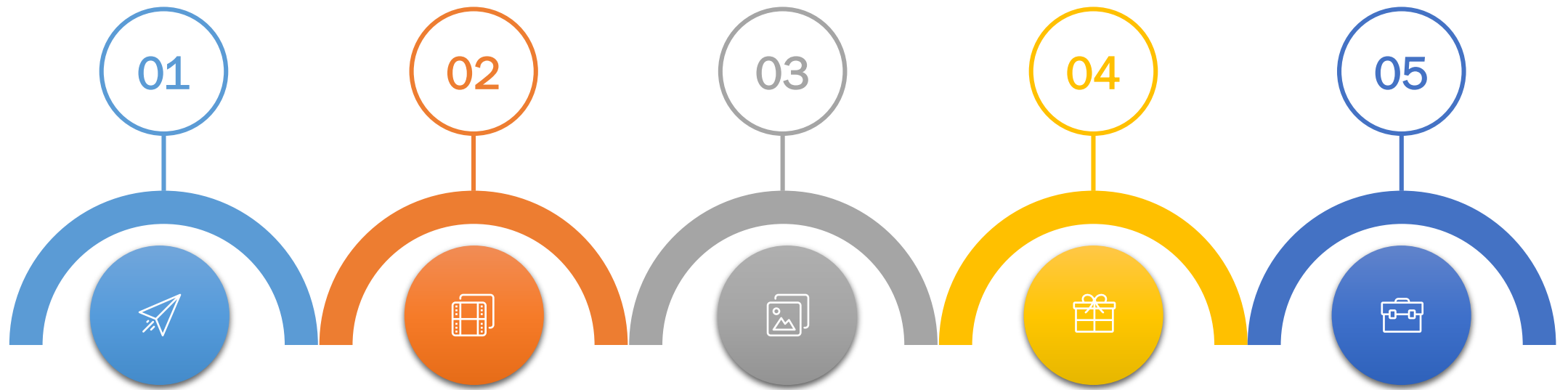
First line of young
but committed PR
professionals in
Uganda



Guaranteed ROI
with quantifiable
results and reports



**Consultancy
Offer**



Communications Strategy, Planning & Execution

Identifying the communications strategic objectives, audiences, messages and channels required for PR activation

Media Relations

Nurturing reliable media contacts as a resource to communicate both corporate and brand messages

BTL Communications

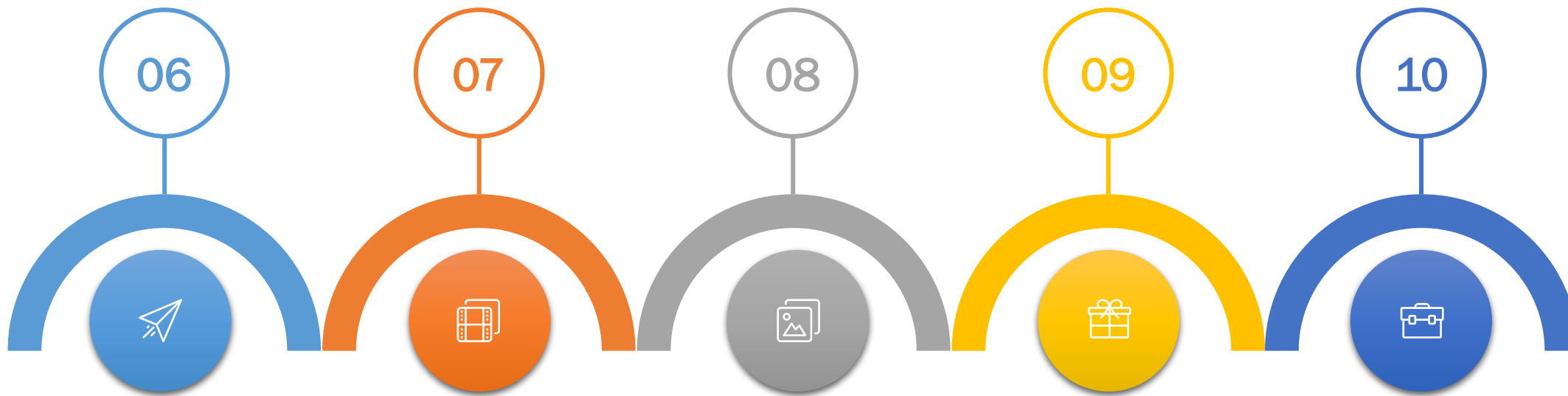
Design and production of Fliers, posters, TV adverts, newsletters and other branded paraphernalia.

Media Events Management

Tool for defining the event objective, message and the target audience in order to achieve optimum brand visibility against the available resources.

Crisis, Issues & Reputation Management

Tool for protecting brand equity and managing of the recovery process for the brand during and after a crisis.



Corporate and Public Affairs

Tool for marketing and positioning a mother brand using corporate business messages.

Digital PR

Content Development and Management of Online Media platform. Always on content support

Internal /Staff Communications

Tools to help employees understand corporate objectives, build team and bonding with market strategies

Marketing PR

Brand focused public relations, a communications process that identifies and communicates consumer targeted messages

- Media Events Photography
- Media Events Video Filming
- Editing & Content Design for Online Publication
- Speech/Speaking notes writing
- Media materials preparation: Press Release, Statements /Brand factsheets
- Market Monitoring Reports
- Media coverage Reports

Meet the Team





Role at Media Age

His career in media started in 1985 at the KBC (then VOK) newsroom where he edited and translated news for both radio and television on part time basis while in school.

His strength is in the ability to combine strategic communication planning and execution with marketing foresight to achieve set targets. He also has the ability to work and motivate a diverse team to achieve set objectives

JOHN CHIHI

LEAD CONSULTANT

Recent Account Experience

Coca-Cola Brand marketing & PR
 UBL – Brand PR & Corporate Affairs
 MTN – Brand PR & Corporate Reputation
 Hima Cement – Corporate Reputation
 Emirates Airline – Brand
 PR & Reputation
 Actis (VC) – Uganda Launch & Projects
 KCB Bank – Brand PR & Reputation
 Barclays Bank - Brand PR & Reputation
 Equity Bank – Brand PR Projects
 DTB Bank – Reputation Management
 CMC Projects
 ICEA Group
 AON

Relevant Experience

15+

Number of years in media relations, public affairs & experience.

20+

Total Years of experience

John at a glance...

Key attributes are: Responsibility, Commitment, Eye for detail, Timely & Quantifiable Output.

What makes you special for Media Age?

I have a wealth of experience in designing and executing Strategic Communication Plans for both public and private sector organizations in Kenya and Uganda. Currently, I am the Country Director and Lead consultant for MediAge PR EA Limited, a position I have held since establishing the company in May 2003.

My strength is in the ability to combine Strategic Communication Planning and Execution with marketing foresight to achieve set targets and the ability to work and motivate a diverse team to achieve set objectives.



Role at Media Age

He has a wealth of experience in designing and executing public relations campaigns for various brands across the East African Region mainly in Uganda, Kenya and Rwanda Markets and he has worked with top communication agencies and brands in the region.

He has over time built and developed competence in creating online/Digital PR campaigns that harness the potential of online/ new media platforms. Currently he is the Head of Digital PR at Media Age a position he has held since 2018 and is responsible for the management of all digital assets, their monitoring and evaluation.

DAWUD SEBAGGALA

PR MANAGER- STRATEGY & NEW MEDIA

Recent Account Experience

Umeme
SADOLIN
Wrigley's
Visa Card
Airtel
ICEA GROUP
Sonarwa
ChapChap Africa
Western Union
EthicoFinance
Standard Chartered

Relevant Experience

5+

Prior Account Management Exposure.

10+

Total Years of experience

His Specialities Include:-

- Strategy and account planning
- Strategic PR management
- Account management
- Copywriting and creative art direction
- Content development and management
- Development and utilization of new media platforms
- Online PR management



BAIKE PRISCA RITAH

ACCOUNT MANAGER

Relevant Experience

4+

Prior Account Management Exposure.

6+

Total Years of experience

Recent Account Experience

MTN
Frank Knight
Equity bank
KCB bank Uganda
ICEA Group
Aon Uganda
UBL Brands

Role at Media Age

She is a proficient journalist, professionally trained with motivation based on passion and professionalism. Her prolific journalistic skills and passion for writing have seen her work in print media over the years.

She has over six years of experience in journalism having worked with Vision Group (The New Vision) and The Observer Newspaper. She has built a versatile ability to report and write about a range of issues such as business, technology, agriculture e.t.c. An adept photographer with a keen interest in multi-media journalism, she is an advanced reporter with a global reporting hands-on training.



Role at Media Age

Her specialities include Finance Management, Accounting & Business Administration with over 10 years' working experience. She has extensive knowledge in administrative duties and accounting.

She is a very analytical individual, who has worked on accounts such as Heritage Coffee Company, Pyramid Security Group and Synthesys Systems Limited.

MOREEN KESIIME

FINANCE

Recent Account Experience

MediAge Limited
Heritage Coffee Company
Corporate Image
Pyramid Security Group
Synthesys Systems Limited

Relevant Experience

1+ — Prior Account Management Exposure.

10+ — Total Years of experience



Role at Media Age

Over 8 years of industry experience in the design industry with an advanced knowledge of Adobe In Design, After Effects, Photoshop & Illustrator. He is well acquainted with Cinema 4D and Maya Creative Studio

He has extensive knowledge of both PC and Mac platforms, Word, Excel and e-mail applications, with knowledgeable interest in contemporary art and design

He is currently, Head of Design department at Media Age, a position he has held since 2021.

YASIR SSEKABIRA

MULTI MEDIA ARTIST

Recent Account Experience

MUA Insurance
Tembo Steels
Letshego Uganda
GEMS Cambridge International School
GIZ (Kyuusa Enfumba yo)
ICEA Group
Ministry of Works (Road Safety Campaign)
Rotary
National Council For Higher Education
Ministry of Energy (LPG Campaign)
Chap Chap Africa
Zenith Leadership Institute (Rebrand)
MIDSOC Bank
RCDA Uganda (Brand Management)

Relevant Experience

- 8+ — Prior Account Management Exposure.
- 9+ — Total Years of experience

His Specialities Include:-

- Creative Concept Development
- Cinematography
- Brand Identity & Logo Design
- Publication Design
- Marketing & Advertising
- Website Layout Design
- Packaging Design



Role at Media Age

He has over five years experience in the Digital Marketing space with a vast knowledge in social media marketing, search engine optimization, marketing, target marketing, Google analytics and much more.

He is a zealous and innovative individual with passion in graphics, content creation, photograph and videography.

MARK RWATANGABO

DIGITAL MARKETING & SOCIAL MEDIA SPECIALIST

Recent Account Experience

Umeme
Best Western
Website creation & Monitory
Social Media Analytics
Mediage Socials
ICEA GROUP
UBA
DTB

Relevant Experience

5+ — Prior Account Management Exposure.
7+ — Total Years of experience

His Specialities Include:-

- Content Strategy
- SEO & SEM
- Social Networking
- Analytics



CYNTHIA NAGGAYI

WRITER- CONTENT
DEVELOPER

Role at Media Age

A highly dedicated and self-motivated individual with experience in journalism and has a capital in writing and production since 2018.

With over 5 years of experience, she has previously worked with Safeboda, PMA Uganda, Ministry of Health and Uganda Human Rights Commission where she demonstrated and delivered on various aspects of marketing communications, communication strategy, Public Relations and events.

Currently she is the writer and content developer at Media Age.

Recent Account Experience

Safeboda
Uganda Law Society
PMA Uganda
Ministry of Health
Standard Chattered Bank
Ugandan Human Rights Commission
Civil Society Organizations

Relevant Experience

4+

Prior Account Management Exposure.

5+

Total Years of experience



Role at Media Age

She is a Digital PR intern. Paula is a self-motivated individual and team player with strong research, analytical and presentation skills. Graduated with an Honors degree in BA Public Relations and Advertising at Eastern Mediterranean University in Turkish Republic of North Cyprus.

She has also interned with WMC Africa and Liveworks Ltd, where she was a Public Relations and Marketing intern, respectively. Her core competencies being branding and brand management, events management, public speaking, copywriting, and photography.

PAULA NSUBUGA

DIGITAL PR

Recent Account Experience

MTN
WMC Africa
Liveworks LTD
DTB

Relevant Experience

2+

Prior Account Management Exposure.

4+

Total Years of experience



Role at Media Age

She has a vast experience with in design work and has two years experience in freelance graphic design work and one year job experience which includes logos, posters, banners , fliers, brochures and packaging design.

She has mastered the various design interests to meet most of her clients interests.

Currently , she is the graphic designer at Media Age. A position she has held since 2021 and responsible for the creation of art work in the company.

WENDY KENOGO

GRAPHIC DESIGNER

Recent Account Experience

Case Hospital
DTB
Equity Bank
UBA
MUA insurance

Relevant Experience

1+

Prior Account Management Exposure.

2+

Total Years of experience

Our operational structure & Hierarchy





**Evidence of our
work**



Bata
Me and Comfortable with it

**LOVE
LIVING
IN BATA**

Bata
Me and Comfortable with it

**LOVE
LIVING
IN BATA**

**LOVE
LIVING
IN
BATA**

Bata
Me and Comfortable with it

**LOVE
LIVING
IN BATA**

**FACTORY
OUTLET
DISCOUNT
10%
Bata**
Me and Comfortable with it



MOTOR INSURANCE
THE BEST PROTECTION
YOU CAN GIVE YOUR
VEHICLE

MUA Insurance (Uganda) Limited



GET MUA MOTOR
INSURANCE POLICY
OSILIKE!

MUA Insurance (Uganda) Limited



COUNT ON US
TO LIBERATE YOU
FROM YOUR FEARS

NRM
LIBERATION
DAY

MUA Insurance (Uganda) Limited



MUA Uganda Search Dawud Home Create Friends Activity Notifications Help

MUA Uganda
@muauganda

Home
Reviews
Photos
Videos
Posts
About
Community

Create a Page

Liked Following Share

Like Comment Share

See All

Posts

MUA Uganda is with Uganda Insurers Association and IRA Uganda. 23 hrs ·

Catch Mr. Latimer Mukasa in our final and 5th session of our #OneOnOneWithTheMD as he enlightens us on what can be done to boost the insurance industry in Uganda and lots more.

Watch together with friends or with a group Start Watch Party

Contact Us Send Message

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 +256 414 349659-80
 Send Message
 mua.co.ug
 Financial Service · Insurance Company
 Suggest Edits

Page Transparency See More
Facebook is showing information to help you better understand the purpose of a Page. See actions taken by the people who manage and post content.
 Page created - September 17, 2018

Related Pages

- GURU8** Computers & Internet Web... Like
- Rise-Up Hub** Lawrence B. Rwebishengy... Arts & Crafts Store Like
- d.light Uganda** Energy Company Like



**More evidence
of our work:
Case Studies**

Case Study 1: Crisis/Issues Management

MTN Nyege Nyege Mini Cancellation by Ministry of Ethics & Integrity

Media Age PR is currently handling MTN Uganda's PR. In September 2018, there arose a reputational issue emanating from the bad publicity of MTN Nyege Nyege which led to its mini cancellation.

The issue/crisis

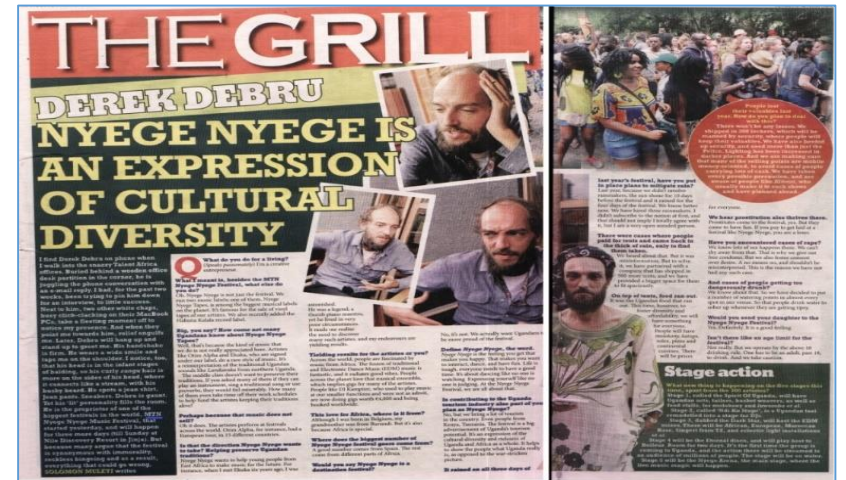
- The Minister of Ethics & Integrity cited issues with the festival; that the festival promoted Homosexuality (which is banned in Uganda), Nudity, Immorality and Drug Abuse
- Sections of the public – especially religious and civil society – called for the festival to be banned stating that it promoted delinquency amongst the youth who are the majority in Uganda
- The festival was also being held at a time when anti-Government sentiments were high (People Power) and the festival was seen to be a sympathiser with these groups

Action Taken

- A PR Crisis Plan was shared with the client and festival organisers. The PR Crisis Plan centered around promoting the festivals two key pillars: Promotion of Tourism and Promotion of Ugandan Art & culture
- An engagement plan was arranged where festival organisers met with key stakeholders of the Government that included the Prime Minister, Minister of Ethics and Integrity and the Internal Affairs Minister
- A Q&A about the festival was used to promote the advantages of the festival
- Key influencers were engaged using hashtags like #SaveNyegeNyege that went a long way to drive positive sentiment against the negative sentiment that the Government had promoted about the festival

Results

The event was later allowed to take place
 MTN Nyege Nyege got good coverage from most media houses in Uganda
 The event was well attended by the targeted audience



Case Study 2: Brand PR

MTN MoMo Pay Launch

The Challenge

On Thursday, 16th August 2018 - MoMoPay Launch was launched in Uganda at Ntinda Shopping Center. MoMo Pay allows merchants receive payments using MTN Mobile Money which is aimed at driving forward Uganda’s cashless economy.

Media Age PR was tasked with the role of media management, Press release development and dissemination, Brand PR and overall coordination of the event.

The Approach

We invited media and ensured that MTN MoMo Pay launch gets the best coverage across all main media houses.

Results

More than 30 invited journalists attended the launch
 MTN Uganda got good coverage from most media houses in Uganda
 There was instant trial by MTN customers on how MoMo Pay works just a few minutes after the launch.

Measure of Success

Activity	Type of Media	No of Stories
	PRINT	8
MTN MoMo Pay Launch	TV	12
	RADIO	14
	ONLINE	16
Grand Total		50



Home » Business » MTN Uganda Launches MomoPay To Enable a Cashless Society

Business Company News MTN News Telecoms

MTN Uganda Launches MomoPay To Enable a Cashless Society

By Nathan Ernest Olupot - August 16, 2018 1815 0

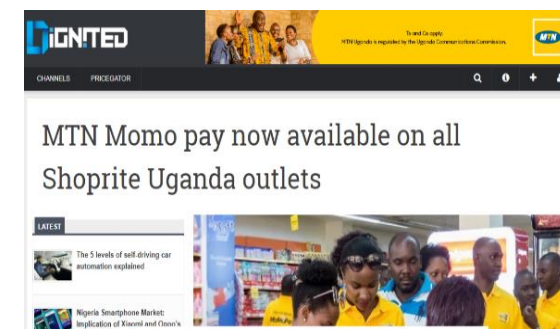


advertisement

Ad closed b

Stop seei

Why this



Case Study 3: Brand PR

Jambojet Maiden Flight Arrival & Launch

The Challenge

Jambojet launched operations in Uganda on February 15 2018. It's maiden flight touched down at Entebbe Airport ushering in renewed competition and a promise of lower air fares for frequent flyers in Uganda. Media Age PR was tasked with the role of media management, Press release development and dissemination, Brand PR, invitation of high profile guests and overall coordination of the event.

The Approach

We invited media and ensured that Jambojet gets the best coverage across all main media houses. We carried out a detailed guest profiling exercise that ended up with an invitation list of about 100 individuals that met the criteria of high personalities.

Results

More than 80 invited individuals attended the launch. Jambojet got good coverage from most media houses in Uganda. There was instant interest in Jambojet with more bookings after the launch.

Measure of Success

Activity	Type of Media	No of Stories
Jambojet Launch in Uganda	PRINT	5
	TV	8
	RADIO	12
	ONLINE	9
Grand Total		34



Case Study 4. Thought leadership

Sanlam Initiative Breakfast Meeting

The Situation

In June 2017, Sanlam insurance untangled the Economic state of affairs through Investment economist and Author, Arthur Kamp who debunked the condition and position of Uganda's economic environment during a breakfast meeting at the Sheraton Hotel, Victoria Ballroom

The Approach

We invited a team of seasoned Business Writers & facilitated their attendance at the conference with a view to bringing them up to speed with emerging trends in the insurance industry, Finance and Investment.

Results

A series of stories were published in print, online and others broadcasted on radio. The conference helped to enhance the understanding of the investment arm in insurance.

The meeting helped the local media to drive an informed dialogue in regards to insurance

Measure of Success

Activity	Type of Media	No of Stories
	PRINT	3
Sanlam Initiative Breakfast Meeting	TV	4
	RADIO	8
	ONLINE	5
Grand Total		22



Case Study 3: Crisis/Issues Management

Cancellation of EUTAW advance performance bond

Media Age PR was engaged by UAP Old Mutual as a PR effort to manage reputational issues emanating from the cancellation of EUTAW advance performance bond.

The issue/crisis

UAP Insurance, acting on normal business instructions from its Agent Marsh Uganda who were acting on behalf of their client Eutaw Construction Incorporated (Eutaw), issued a bona fide Advance Performance Bond (APB) on June 19 2014 to coincide with the Contractors All Risks (CAR) Insurance cover for the Mukono – Kyetume-Katosi-Nyenga road.

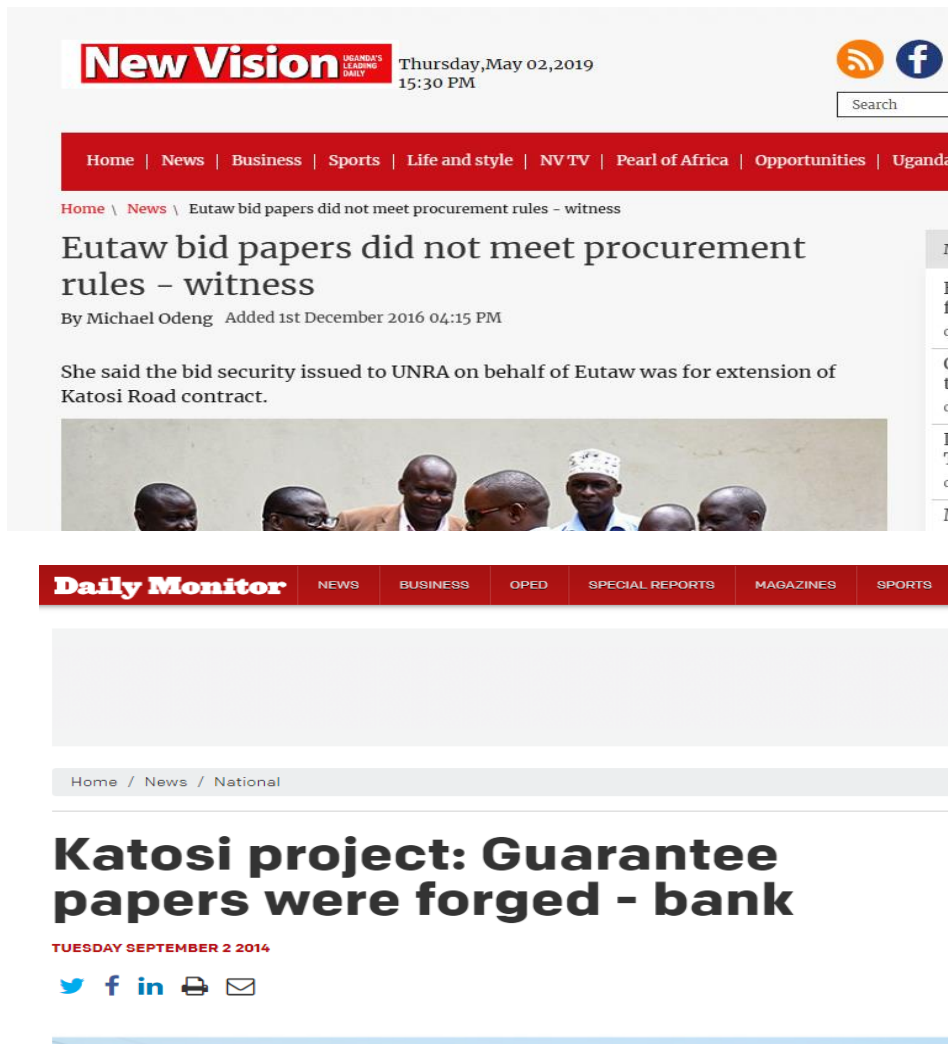
However on July 18 2014, UAP Insurance received information that the road contract award to Eutaw was under investigation and new and previously undisclosed material information consequent to the issuance of the APB and its verification was now available.

After thorough internal investigations and verification of the new information, it was found out that the prospective advance payment of Ugx 24.7 Billion had already been made 7 months prior to seeking the APB. Therefore, UAP Insurance made a decision to cancel the APB on July 21 2014 and notified all parties with an interest in the matter.

The investigations into the award of this contract and the cancellation of the APB have become an issue of numerous media report which wrongfully suggest that UAP Insurance was involved in the issuance of forged insurance documents.

Action Taken

- Prepared a statement of facts about UAP Insurance involvement in the matter
- Share the statement with media and other stakeholders with interest in the matter to set the record straight.
- Engaged media and especially The New Vision on facts on UAP Insurance involvement and manage subsequent media coverage to reflect the facts.
- Embarked on stakeholder relations campaign to reinforce UAP’s position as market leader and responsible business partner.



Thank you!

