



MARKETING
SOCIETY
OF KENYA

2023

AWARDS GALA MAGAZINE

YEAR'S THEME

IGNITING EXCELLENCE IN MARKETING

CELEBRATED AND
AWARDED EXEMPLARY
MARKETING TEAMS
AND CAMPAIGNS

KENYA INTERNATIONAL
CONFERENCE CENTRE
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MSK AWARDS GALA 2023

CONTENT

05 Opening Remarks

Marked with post-election fatigue and challenging macro economic times, we dare say that Marketing Society of Kenya was able to tick all boxes...

11 Winning Categories

Best B2B Marketing Strategy, Brand Communication Campaign, Brand PR Campaign, Digital Campaign, Distribution & Implementation, Experiential Marketing, Influencer Marketing, New Product etc.

32 Photo OPs

The Gala Night had exclusive coverage and many were moments of magic shots, lights and cameras, smile and laughter. Delve in for a glimpse of the moments

60 Gala Dinner

The MSK way, subtle music filled up the hall as the guests were treated to good cheer, sumptuous meals, drinks and open networking as the day faded away.



MSK AWARDS GALA

Committee Members



JOEL CHACHA

CORPORATE MEMBER
REPRESENTATIVE



FLAVIA OTIM

CORPORATE MEMBER
REPRESENTATIVE



LUCIA MUSAU

FULL MEMBER
REPRESENTATIVE



DR. LYDIA MWAI

FULL MEMBER
REPRESENTATIVE



MUKUI MBALUKA

ASSOCIATE MEMBER
REPRESENTATIVE



DICK OMONDI

MEMBER



EDWARD OSWE

BOARD MEMBER
& CEO - MSK



GEOFFREY LIDONGA

BUSINESS DEVELOPMENT
MANAGER - MSK



MILLICENT NGATIA

HEAD OF MARKETING
MSK



CEO'S MESSAGE: EDWARD OSWE

Recognition & Awards

EMBRACING CHANGE AND CREATING VALUE FOR ALL OUR STAKEHOLDERS

MSK AWARDS GALA 2023

Marked with post-election fatigue and challenging macro economic times, we dare say that Marketing Society of Kenya was able to tick all boxes for the planned activities. Ofcourse with the support of our new chairperson, the board and yourselves.

We remain steadfast in our mandate, and this year we had the MSK Awards Gala event with over 400 guests in attendance. The years theme "**Igniting Excellence in Marketing**" denoted the awards essence of advancing learning and sharing of various experiences in the industry. We recognized and rewarded achievements by various individuals, teams, and organizations that stood out in ensuring that marketing excellence is the dogma behind every business in Kenya.

In the course of the year 2023, we successfully put together series of key marketing activities and signature events that gave our members platforms to progress the professions agendas. We also released several industry reports including the advertisement spend report, Sokoni Quartely e-Magazine, helped organizations with their capacity and team building among others.

As we close the year, I would like to sincerely thank all of you who participated in our activities, supported our events, and inspired us keep aiming. You have helped us go above and beyond. There is much more to come in the year 2024.

Let me take the opportunity to wish you and your loved ones happy holidays and a prosperous new year.

MSK BOARD MEMBERS

CHAIRPERSON: ZUHURA ODHIAMBO

VICE-CHAIRPERSON: MICHAEL OGILLO

EX-OFFICIO: CHARLES KARIUKI

CEO: EDWARD OSWE

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FULL MEMBER REPRESENTATIVES

JANE NZOMO, STEVE ABEKA, DR. LYDIA MWAI (PHD), DICK OMONDI, JACKSON GIVERA, LUCIA MUSAU

ASSOCIATE MEMBERS REPRESENTATIVE

MUKUI MBALUKA

STUDENT MEMBERS REPRESENTATIVE

JAVAN ROLYNCE

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THE MARKETING SOCIETY OF KENYA

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MSK AWARDS 2023

Exhibitions



MSK AWARDS 2023

Exhibitions



MSK AWARDS 2023

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MSK AWARDS 2023

Photo OP



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MSK AWARDS 2023

WINNER



AGENCY NAME: DARAJA PLUS LIMITED

CAMPAIGN NAME: WOMEN IN DAIRY

WINNING CATEGORY: BEST B2B MARKETING STRATEGY

CLIENT: KENYA DAIRY BOARD

THE MULTI-CHANNEL STRATEGY INCLUDED SOCIAL MEDIA, INDUSTRY EVENTS, AND TARGETED FORUMS TO REACH DIVERSE B2B AUDIENCES.

Rationale:

Kenya Dairy Board is committed to championing women in the dairy sector, celebrating their vital role in the industry while addressing gender disparities, and positioning the organization as a leading advocate for positive change and gender equality.

Our campaign had content-driven approach that combined inspirational storytelling with a strategic business focus. Highlighting the stories of women in the dairy sector, the aim was to inspire the aspiring women and attract investors by emphasizing the economic benefits of supporting women-led initiatives. The multi-channel strategy included social media, industry events, and targeted forums to reach diverse B2B audiences. Thought leadership content, grassroots engagement through personal networks, and user-generated content added authenticity and relatability to the narrative, creating a meaningful impact in the industry.

This campaign not only celebrates the contributions of women in dairy but also establishes Kenya Dairy Board's authority to positively impact societal change contributing to a more inclusive and flourishing dairy industry - this is at the core of what we do at Daraja Plus.

The campaign video "Women In Dairy Feature Video" is available on the Kenya Dairy Board Youtube channel.

MSK AWARDS 2023

1ST RUNNER UP



AGENCY NAME: SUSS DIGITAL AFRICA LIMITED

CAMPAIGN NAME: TWO-10% DISCOUNT ON AD SPEND ABOVE \$1000 CAMPAIGN

WINNING CATEGORY: BEST B2B MARKETING STRATEGY

CLIENT: DISPLAY ADS FOR VARIOUS ADVERTISERS

“SUSS DIGITAL AFRICA IS DRIVEN BY INNOVATION AND CREATIVITY. WE’RE THRILLED TO BE RECOGNIZED FOR OUR SIGNIFICANT CONTRIBUTIONS...”

Background:

Suss Digital are Africa’s favorite online advertising platform for Display Ads, Video Ads, and Bulk SMS. They offer high-impact ad formats. The agency’s success can be attributed to the Suss Ads Programmatic Platform, a full-stack demand-side platform developed by a team of Kenyan developers. The platform serves over 50 brands in more than 54 markets across diverse sectors, including Banking, Finance, Technology, Government, Education, Gaming, and FCMG. Its innovative ad formats and precise targeting capabilities have set it apart in the competitive digital marketing landscape.

Dennis Maina, Suss Africa Founder expressed his gratitude and credited the agency’s success to the dedicated Suss Digital team, clients, and partners. He said that in the ever-changing digital world, Suss Digital Africa is driven by innovation and creativity. They’re thrilled to be recognized for their significant contributions. This has been an amazing year for them, marked by their 2nd Anniversary celebration and the honor of winning multiple awards. It means there is something they are doing right.

As Kenya continues to make strides in the digital landscape, individuals like Maina and agencies like Suss Digital Africa play a pivotal role in shaping the industry’s future, bringing innovation, creativity, and recognition on both national and international levels.

MSK AWARDS 2023

WINNER



AGENCY NAME: TESSERAELIMITED

CAMPAIGN NAME: SAFARICOM CHAPA DIMBA “CHEZA KAMA WEWE”

WINNING CATEGORY: BRAND COMMUNICATION CAMPAIGN

CLIENT: SAFARICOM PLC

**THE MULTI-CHANNEL
STRATEGY INCLUDED
SOCIAL MEDIA,
INDUSTRY EVENTS,
AND TARGETED
FORUMS TO REACH
DIVERSE B2B
AUDIENCES.**

Rationale:

When Covid hit, Chapa Dimba was suspended as football is a contact sport causing a huge gap in the dreams of the football enthused Kenyan youth.

Cheza Kama Wewe is a call that cuts across ethnicity and social status. It is not just a league; it brings people together and instils a sense of community and companionship making the beautiful game a powerful tool for social change, inclusion and respect.

As the role model for youth sport in Kenya, Safaricom needed to connect to the audience. The asset gave a sense of identity and shared values in a unified voice across all the stakeholders, while using technology to bring authenticity and relevance to how it was marketed as well as how selections were made.

Cheza Kama Wewe was the first ever AI animated TVC in Africa. We used AI to develop the background scenes of the campaign coupled with live action, bringing technology to life in a way that dispelled the myth that AI was coming to take away the jobs of creatives in the industry. It demystified AI to the youth for whom the campaign was crafted, they saw and appreciated how it was used and it inspired them to dabble further into the art of AI. The campaign positioned Safaricom as providing the youth a world class opportunity to realize their dreams with technology as the anchor!

MSK AWARDS 2023

1ST RUNNER UP



AGENCY NAME: ESSENCE MEDIACOM

CAMPAIGN NAME: COKE WITH MEALS - UNDER THE CROWN PROMO

WINNING CATEGORY: BRAND COMMUNICATION CAMPAIGN

CLIENT: THE COCACOLA COMPANY

MSK AWARDS 2023

2ND RUNNER UP



AGENCY NAME: SCANAD KENYA

CAMPAIGN NAME: MOMENTOS OF PAST DISASTERS

WINNING CATEGORY: BRAND COMMUNICATION CAMPAIGN

CLIENT: APA INSURANCE KENYA

**...BUT FOR SOME,
THOSE SAME
MEMENTOS HOLD
WITHIN THEM
THE STORIES OF
RESILIENCE, COURAGE,
AND HOPE IN THE FACE
OF ADVERSITY.**

Rationale

APA Insurance Kenya set out to generate demand by sensitizing the target market on the benefits of insurance cover through a mass media campaign dubbed "Momentos of Past Distasters," under a tag of Insurancing Happiness.

The Agency swung into action with a before and after campaign featuring critical stakeholder voices. The Idea was pegged on transitioning from a low to high moment encapsulated by a piece of what was left of a disaster as a key reminder to the insured of the dark moment denoting that in the aftermath of a disaster, the memories left behind can be a stark reminder of the trauma that people have gone through. But for some, those same mementos hold within them the stories of resilience, courage, and hope in the face of adversity.

If you have anything in your life that gives you happiness, you have to insure it. The campaign positioned APA Insurance as providing the critical mass with proactive insurance cover that aid them in ensuring their happiness—Whatever that means to one with robust all-round cover!

MSK AWARDS 2023

WINNER

AGENCY NAME: SCANAD KENYA

CAMPAIGN NAME: LIPA NA MPESA: MERCHANT ONBOARDING CAMPAIGN

WINNING CATEGORY: DISTRIBUTION AND IMPLEMENTATION STRATEGY

CLIENT: SAFARICOM PLC



MSK AWARDS 2023

1ST RUNNER UP

AGENCY NAME: SUSS DIGITAL AFRICA LIMITED

CAMPAIGN NAME: BETIKA

WINNING CATEGORY: DISTRIBUTION AND IMPLEMENTATION STRATEGY

CLIENT: BETIKA

Rationale

Betika has been at the forefront of supporting Kenyan sports, as they are the main sponsors of AFC Leopards and Police FC, besides sponsoring rally driver Carl Flash Tundo in the recently concluded WRC Safari Rally. Betika was a football off-season nationwide campaign dubbed Beticar Ibambe aimed at rewarding its loyal customers as a how of commitment to appreciating their clients.



MSK AWARDS 2023

WINNER



AGENCY NAME: DIGITAL TAILORS AGENCY

CAMPAIGN NAME: SHE IS DIGITAL

WINNING CATEGORY: DIGITAL CAMPAIGN OF THE YEAR

CLIENT: GIRL CHILD NETWORK

**THE CAMPAIGN
WAS ABLE TO GET
MORE THAN 10,000
LADIES TO SIGN UP
AND COMPLETE THE
PROGRAM DURING
A 3-MONTH PERIOD.**

Overview

She is Digital Kenya is a FREE 40 Digital Course that empowers women to start businesses and advance their careers by equipping them with the necessary digital skills. Digital Tailor Agency was tasked with the responsibility of creating a digital marketing campaign that will encourage women to enroll for the course.

Challenge

Craft a digital marketing campaign that will generate interest in the program and encourage 10,000 women to sign up for the course in three months.

Solution

Through a well-orchestrated digital marketing strategy, we were able to make engaging content that created awareness of the program. Our primary goal was to generate leads for the client that will drive women to sign up for the course during the three-month period.

Results

She is Digital Kenya was able to get more than 12,000 ladies to sign up and complete the program during the three-month period.

MSK AWARDS 2023

1ST RUNNER UP



AGENCY NAME: KAPU DIGITAL LIMITED

CAMPAIGN NAME: DAIRY-FREE DREAM

WINNING CATEGORY: DIGITAL CAMPAIGN OF YEAR

CLIENT: DAIRY LAND



MSK AWARDS 2023

2ND RUNNER UP



AGENCY NAME: EAST AFRICAN BREWERIES PLC MARKETING

CAMPAIGN NAME: TUSKER CIDER: GALENTINES CAMPAIGN

WINNING CATEGORY: DIGITAL CAMPAIGN OF YEAR

CLIENT: EAST AFRICAN BREWERIES PLC



MSK AWARDS 2023

WINNER

AGENCY NAME: YDX AGENCY LIMITED
CAMPAIGN NAME: JOHNNIE WALKER "WALKER TOWN"
WINNING CATEGORY: EXPERIENTIAL MARKETING
CLIENT: EAST AFRICAN BREWERIES PLC



MSK AWARDS 2023

1ST RUNNER UP



AGENCY NAME: EAST AFRICAN BREWERIES PLC MARKETING

CAMPAIGN NAME: TUSKER NEXTERS

WINNING CATEGORY: EXPERIENTIAL MARKETING

CLIENT: EAST AFRICAN BREWERIES PLC



MSK AWARDS 2023

2ND RUNNER UP



AGENCY NAME: YELLOWMOON COMPANY LTD
CAMPAIGN NAME: UNMISTAKABLY TANQUERAY
WINNING CATEGORY: EXPERIENTIAL MARKETING
CLIENT: EAST AFRICAN BREWERIES PLC



MSK AWARDS 2023

WINNER

AGENCY NAME: ESSENCEMEDIACOM

CAMPAIGN NAME: COKE WITH MEALS

WINNING CATEGORY: INFLUENCER MARKETING CAMPAIGN OF THE YEAR

CLIENT: THE COCACOLA COMPANY

**MAINTAINING A
2.6% TO 5.8%
ENGAGEMENT
RATE SHOWCASED
EFFECTIVE
CONTENT DESIGN.**

Rationale

The Coke With Meals campaign (Jan-Apr 2023) effectively engaged the target audience through strategic influencer partnerships, featuring 19 influencers in April.

The consistent use of #CokeMealsCampaign created a cohesive identity, aiding tracking and audience engagement. Emphasizing video content led to high views in January and April, aligning with the campaign's visually engaging approach. Maintaining a 2.6% to 5.8% engagement rate showcased effective content design. The campaign adapted based on insights, recognizing the need for a longer duration and a higher budget. Challenges, such as merchandise and product availability, were addressed, enhancing the overall influencer and audience experience.

The campaign demonstrated creativity by partnering with influencers, using visually appealing content, maintaining a consistent hashtag, and emphasizing engagement rates. The campaign also showed adaptability by learning from its insights and recommendations for improvement. Despite challenges, the campaign took steps to address pain points, highlighting a commitment to fostering engagement and effectively reaching the target audience.



MSK AWARDS 2023

1ST RUNNER UP



AGENCY NAME: BIO FOOD PRODUCTS LTD MKT DEPT

CAMPAIGN NAME: BIO NUTRITIONAL SERIES WITH #ASKDRREIGN

WINNING CATEGORY: INFLUENCER MARKETING CAMPAIGN OF THE YEAR

CLIENT: BIO FOODS PRODUCTS LTD



MSK AWARDS 2023

WINNER

AGENCY NAME: THE DIGITAL MONKEYS LTD

CAMPAIGN NAME: CARREFOUR HAPPY SHOPPER FESTIVAL

WINNING CATEGORY: MARKETING CAMPAIGN OF THE YEAR

CLIENT: MAJID AL FUTTAIM GROUP

Background

Carrefour, a global retail brand under the Majid Al Futtaim Group, has established itself as a leading presence in over 30 countries, including a significant footprint in Kenya. With roots dating back to 1957 in France, Carrefour has evolved into one of the world's largest and most renowned retail chains. The brand's commitment to diverse, high-quality products at competitive prices has resonated with Kenyan consumers, making it their preferred one-stop shop for groceries and household essentials.

In response to the challenges faced by the Carrefour shopping app in Kenya, where physical store success did not mirror online app adoption, a comprehensive growth marketing campaign was launched. The objective was to bridge the gap with middle and lower-income consumers who perceived Carrefour as catering only to affluent neighborhoods. The campaign aimed to communicate the app's accessibility to all, irrespective of physical store proximity.

The strategy included a detailed analysis of the target audience, focusing on demographics, psychographics, behavior, and challenges faced. A Swahili-centric creative

approach aimed at relatability was employed, supported by influencers, radio advertising, outdoor promotions, and in-store activities. The campaign's success metrics included increased app downloads, daily active users, geographic reach expansion, and a boost in e-commerce revenue.

The campaign's impact was significant, with a **40% increase in brand recall**, **400% growth** in app installations, **1600% surge in active users**, and an impressive **800% achievement** of the **annual revenue target**. The success was attributed to a mobile and digital optimization strategy, influencer partnerships, and a focus on the target audience's content consumption preferences.

In conclusion, the Happy Shopper Festival Campaign not only achieved its immediate goals but also contributed to Carrefour's repositioning as an inclusive brand, expansion of market share, and a competitive edge. However, reflections on the campaign highlight the need for a balanced approach between short-term and long-term marketing strategies to avoid audience fatigue and ensure sustained customer engagement. The future implications stress the importance of diversifying content, managing promotional frequency, and focusing on long-term customer relationships for sustained success.



MSK AWARDS 2023

1ST RUNNER UP



AGENCY NAME: DENSTU KENYA

CAMPAIGN NAME: TUSKER OKTOBAFEST 2022

WINNING CATEGORY: MARKETING CAMPAIGN OF THE YEAR

CLIENT: EAST AFRICAN BREWERIES PLC



MSK AWARDS 2023

2ND RUNNER UP



AGENCY NAME: EAST AFRICAN BREWERIES LTD
CAMPAIGN NAME: JOHNNIE WALKER WHISKY DESIRE TTL
WINNING CATEGORY: MARKETING CAMPAIGN OF THE YEAR
CLIENT: EAST AFRICAN BREWERIES PLC



MSK AWARDS 2023

WINNER



AGENCY NAME: JUBILEE HEALTH INSURANCE LTD MARKETING

CAMPAIGN NAME: AFYA MASHINANI

WINNING CATEGORY: BRAND PR CAMPAIGN OF THE YEAR

CLIENT: JUBILEE HEALTH INSURANCE LTD

Background

At Jubilee Health Insurance, we're more than an insurer; we're a health partner. As the leading health insurer in the region, we specialize in designing comprehensive health insurance solutions that provide our customers easy access to top-notch healthcare services. Our primary goal lies in empowering individuals and families to take care of their health by providing health insurance solutions that open doors to both preventive and curative healthcare services.

Our recent win as the Best Brand PR Campaign at the MSK Gala Awards 2023 recognizes our steadfast commitment to reshaping healthcare access and advocating health education across Kenya. At the heart of our victorious campaign lies the 'AFYA MASHINANI' initiative, which embodies our unwavering dedication to this cause.

AFYA MASHINANI is more than just a campaign; it's our passion project at Jubilee Health Insurance. It strives to bridge healthcare gaps and uplift communities by providing accessible and affordable healthcare services. We believe that everyone, regardless of their background,

deserves to effortlessly access medical solutions as well as be aware of the benefits of preventative care from various healthcare solutions.

Through strategic alliances and innovative PR strategies, AFYA MASHINANI touched over 5,000 lives in Nakuru/Naivasha County alone. Imagine the relief of receiving free medical consultations, medications, and essential COVID-19 vaccinations and instruction and support on preventive care!

Our journey began in 2022 in the Meru region, where we impacted over 3,000 community members with free medical checkups as well as much needed education on nutrition as well as other preventative care and how to access affordable health insurance solutions.

This prestigious recognition from MSK speaks volumes about our unwavering dedication to providing comprehensive healthcare solutions. It's a testament to our vision of making healthcare more accessible, resonating profoundly with the communities we deeply care for.

MSK AWARDS 2023

1ST RUNNER UP

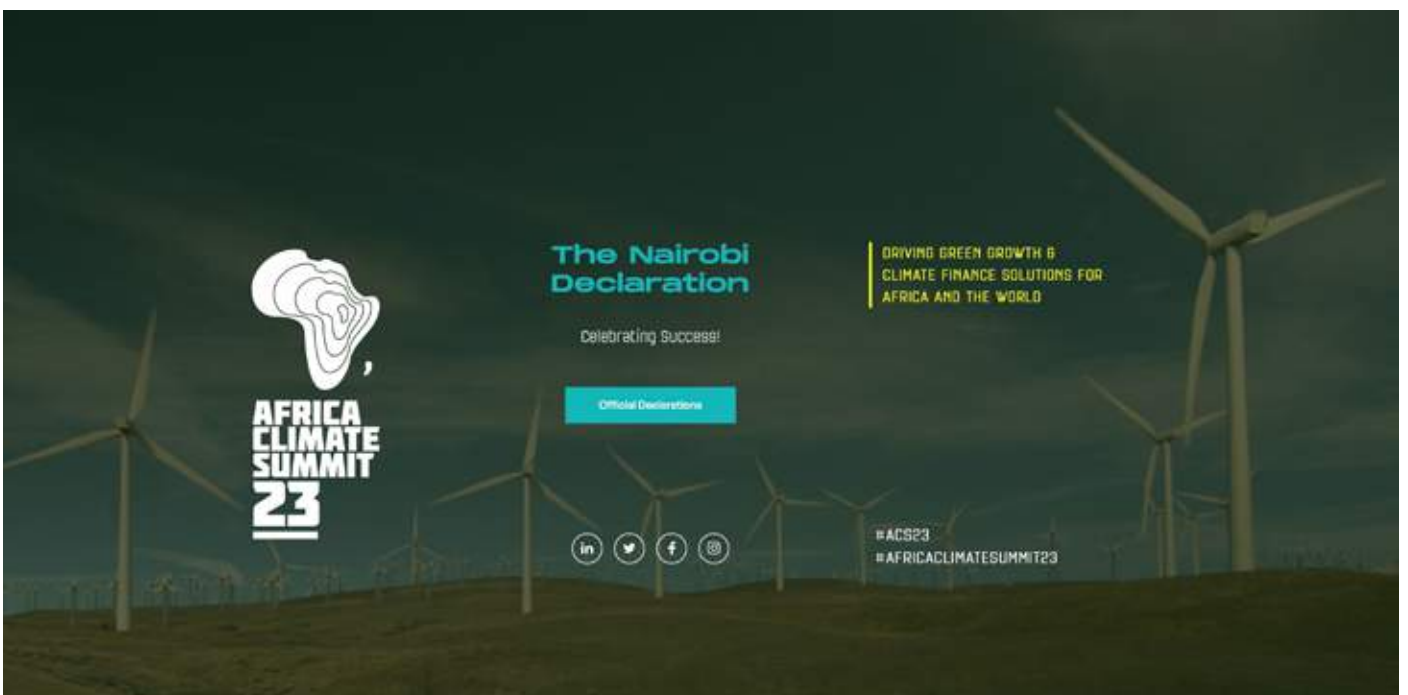


AGENCY NAME: CRESTWOOD MARKETING COMMUNICATIONS

CAMPAIGN NAME: AFRICA CLIMATE SUMMIT 2023 #ACS23

WINNING CATEGORY: BRAND PR CAMPAIGN OF THE YEAR

CLIENT: AFRICAN UNION (CONVENER) & REPUBLIC OF KENYA (HOST)



MSK AWARDS 2023

2ND RUNNER UP



AGENCY NAME: EAST AFRICAN BREWERIES PLC MARKETING

CAMPAIGN NAME: MAKING MATCHDAY SHINE BRIGHTEST

WINNING CATEGORY: BRAND PR CAMPAIGN OF THE YEAR

CLIENT: EAST AFRICAN BREWERIES PLC



MSK AWARDS GALA 2023

Photo OP



MSK AWARDS GALA 2023

Photo OP



MSK AWARDS 2023

WINNER

WINNERS NAME: MONICA CHEGE

DESIGNATION: HEAD OF MARKETING

WINNING CATEGORY: MARKETER OF THE YEAR

ORGANIZATION: JUBILEE HEALTH INSURANCE

**I'VE LEARNED
THAT CRAFTING
CAMPAIGNS IS JUST
THE BEGINNING; THE
TRUE ESSENCE LIES
IN FORGING GENUINE
CONNECTIONS WITH
OUR AUDIENCE**

Celebrating a Journey

Being awarded the Marketer of the Year 2023 by the Marketing Society of Kenya (MSK) is an incredible honor, but this recognition is more than a personal accolade. It's a celebration of all passionate marketers—the trailblazers who, with every creative stroke, are reshaping the marketing landscape for future generations.

This award is not just another feather to my cap; it's a collective victory, a testament to the unwavering dedication, collaborative brainstorming, and persistent pursuit of a shared vision. It's a celebration of the spirit of teamwork, innovation, and the relentless pursuit of excellence.

Throughout this journey, I've learned that crafting campaigns is just the beginning; the true essence lies in forging genuine connections with our audience—understanding their aspirations, needs, and dreams. It's about creating experiences that deeply resonate with the people and leave a lasting impact. I am particularly proud to have been part of a remarkable team at Jubilee Health Insurance in celebrating the Best PR Campaign win for our impactful Afya Mashinani project, a passion project.

To everyone who has been part of this journey—thank you. Your support, dedication, and trust have been the driving forces behind this achievement.

Here is to all of us—storytellers breathing life into brands and always striving for more. Let's continue to push boundaries, inspire each other, and make a meaningful impact in the world of marketing.



**"I AM PARTICULARLY
PROUD TO HAVE BEEN
PART OF A REMARKABLE
TEAM AT JUBILEE
HEALTH INSURANCE IN
CELEBRATING THE BEST
PR CAMPAIGN WIN FOR
OUR IMPACTFUL AFYA
MASHINANI PROJECT, A
PASSION PROJECT."**



MSK AWARDS 2023

1ST RUNNER UP

WINNERS NAME: DENNIS MAINA

DESIGNATION: FOUNDER & MANAGING PARTNER

WINNING CATEGORY: MARKETER OF THE YEAR

ORGANIZATION: SUSS DIGITAL AFRICA LIMITED

**HOLDS A BACHELOR OF ARTS DEGREE
FROM THE UNIVERSITY OF NAIROBI -
(POLITICAL SCIENCE & SOCIOLOGY).**

CRM & Digital Media Specialist

Over 6 years of working experience in market research and digital communications. I have an extensive client portfolio that includes Telcos, FMCGs, Financials, Breweries, NGOs, and Gaming.

Previously worked at Betsafe as a CRM and Digital Media Manager, Betsson Group (Betsafe), GroupM (WPP-Scan group) as a Digital Media Manager, and SportPesa as a Digital Communications Executive and TIFA Research as a Research Executive.



MSK AWARDS 2023

2ND RUNNER UP

WINNERS NAME: MWIHAKI WACHIRA

DESIGNATION: HEAD OF MARKETING

WINNING CATEGORY: MARKETER OF THE YEAR

ORGANIZATION: I&M BANK LIMITED

About Mwihaki

Dedicated and seasoned Marketing & Commercial Professional with 15 years' experience in Brand Management, Innovation & Commercialization. Specialized in Marketing Strategy, Innovation, o to Markets Strategy, Communication & PR and Customer Service.

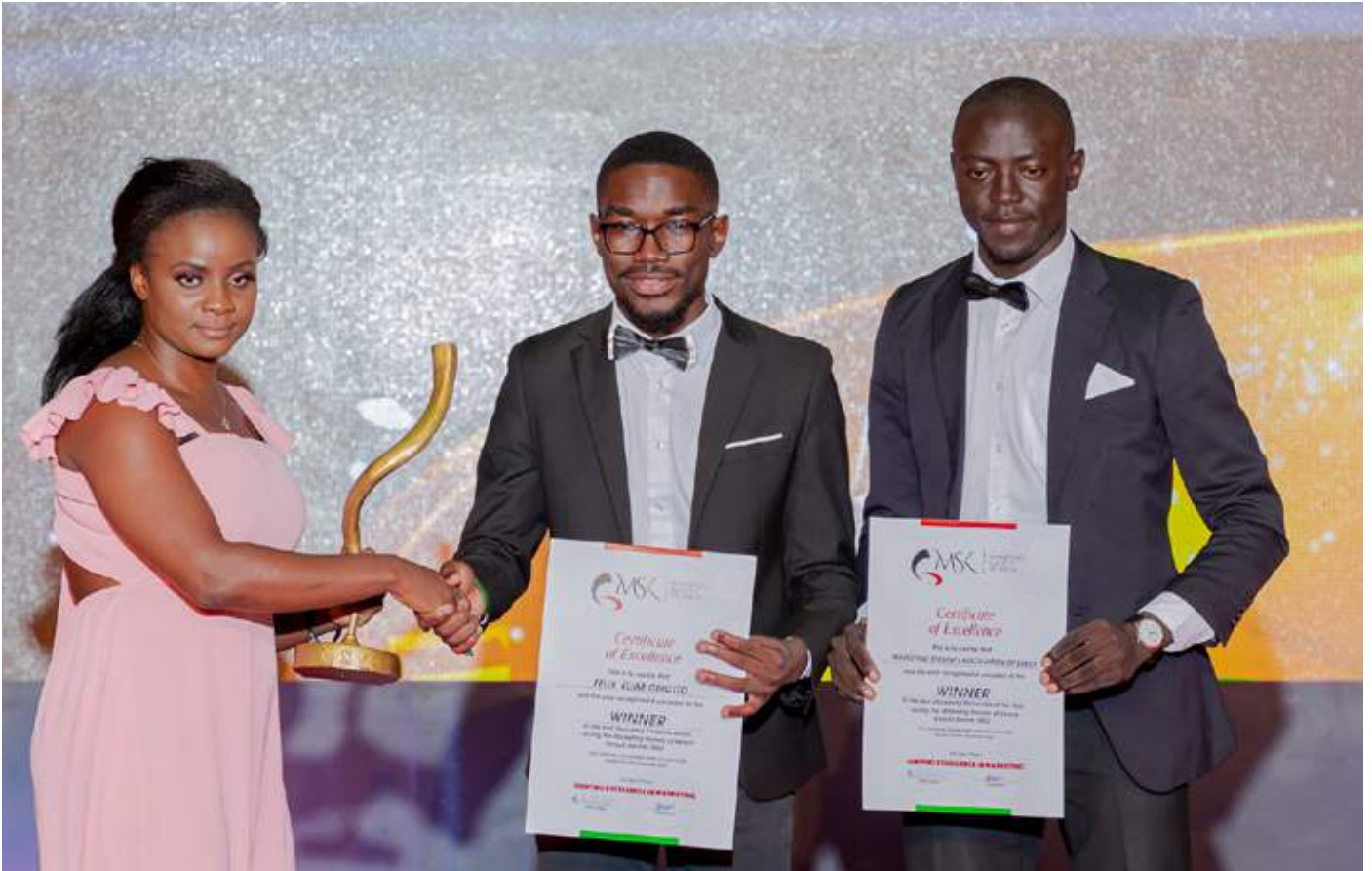
Tenacious in building new businesses, securing customer loyalty and forging strong relationships with customers, colleagues and executives while maintaining professional demeanor, cooperative attitude, high ethical and quality standards.

Consistently successful in analyzing market trends and sufficing revenue streams that impact high profit, forging high visibility partnerships through product development, brand positioning and developing innovative commercial solutions. A strategic planner fully capable of designing and leading collaborative initiatives that positively impact on an organization's visibility, strategic direction and overall performance.



MSK AWARDS 2023

WINNER



STUDENT: FELIX ELIAB OMOTTO

AGENCY NAME: MARKETING STUDENTS ASSOCIATION OF DEKUT

WINNING CATEGORY: MARKETING MAVERICKS OF THE YEAR

INSTITUTION: DEDAN KIMATHI UNIVERSITY OF TECHNOLOGY

**AN ENTHUSIASTIC
MARKETER IN THE FIELD
OF SOCIAL MEDIA, ONLINE
& OFFLINE MARKETING,
INBOUND MARKETING AND
A GRAPHIC DESIGNER.**



"Indeed God is great. What a way to conclude my four-year journey as an undergraduate student. This is truly a privilege. This journey was inspired by my wonderful team; Dr Lydia Mwai (PhD), MMSK Festus Ndege Phyllis Njoki Glory Gatwiri Kithinji among others who were very supportive in seeing me through. Cheers to all of them. Such a great milestone in my marketing career."

MSK AWARDS 2023

WINNER

STUDENT NAME: FELIX ELIAB OMOTTO

DESIGNATION: MARKETING STUDENTS ASSOCIATION

WINNING CATEGORY: MARKETING STUDENT OF THE YEAR

INSTITUTION: DEDAN KIMATHI UNIVERSITY OF TECHNOLOGY (DeKUT)

SustainStyle Kenya

SUSTAINABLE PRACTICES IN FASHION INDUSTRY: CASE STUDY, NAIROBI RIVER

The Nairobi River faces a grave environmental crisis due to the influx of discarded second-hand clothes from abroad, exacerbating water pollution. These garments, often dumped irresponsibly, contribute to the degradation of water quality, harming aquatic ecosystems and endangering public health. The detrimental effects ripple through society, impacting communities that rely on the river for water and livelihoods.

Amidst this environmental predicament, businesses like SustainStyle Kenya are pioneering solutions. Recognizing the urgency of sustainable practices, SustainStyle Kenya produces eco-friendly clothing, breaking away from the environmentally damaging cycle of second-hand

imports. Their commitment to sustainability not only reduces the strain on local ecosystems but also addresses societal concerns. By creating awareness about responsible consumption, they foster a shift towards eco-conscious choices.

This initiative aligns with the growing global trend where firms prioritize sustainability in their marketing strategies. SustainStyle Kenya sets an example, illustrating how businesses can actively contribute to environmental preservation while meeting consumer needs. Through such endeavours, the detrimental impact of imported second-hand clothes on Nairobi River's ecosystem is mitigated, presenting a promising model for a more environmentally responsible and socially conscious future.



MSK AWARDS 2023

1ST RUNNER UP

STUDENT NAME: JAMES FARAJA

DESIGNATION: MARKETING STUDENTS ASSOCIATION

WINNING CATEGORY: MARKETING STUDENT OF THE YEAR

INSTITUTION: TECHNICAL UNIVERSITY OF KENYA

**SALES & MARKETING
PROFESSIONAL,
BUSINESS STRATEGIST,
FOUNDER OF MARKETING
ASSOCIATION OF TUK**



MSK AWARDS 2023

WINNER

WINNING CATEGORY: MEDIA INNOVATION – AGENCY ONLY

AGENCY NAME: SUSS DIGITAL AFRICA LIMITED

Background

FUELED BY CUTTING-EDGE AI TECHNOLOGY, AND BUILT BY KENYAN DEVELOPERS, THE SUSS ADS PROGRAMMATIC PLATFORM SEAMLESSLY INTEGRATES ROBUST ALGORITHMS TO CONTINUOUSLY MONITOR AND ASSESS CONTENT, ENSURING REAL-TIME BRAND SAFETY.

Launched in 2021 amidst the challenges of the pandemic, Suss Digital has rapidly become a leading DSP programmatic ads platform, extending high-impact advertisements to over 60 global markets through the open internet. Our journey was ignited by a commitment to revolutionize brand connections in the evolving landscape of information consumption.

At Suss Digital Africa, we value the significance of data in marketing endeavors, meticulously analyzing diverse data points within the Suss Ads data library to extract vital insights into consumer behavior, preferences, and emerging trends.

Fueled by cutting-edge AI technology, and built by Kenyan Developers, the Suss Ads programmatic platform seamlessly integrates robust algorithms to continuously monitor and assess content, ensuring real-time brand safety. Leveraging advanced targeting technology, we achieve precise ad distribution based on demographics, location, and interests, creating a secure and adaptive AI-driven environment that maximizes ad effectiveness.

Complemented by creative ad formats, including Mobile and Web Display ads, Push Notifications, Pop Ads, Rich Media, Mirrors, ATL-Digital Sync, HTML5, Interstitials, and Video Ads, Suss Ads provides a holistic solution. Brands have reported increased engagement, driving consideration and conversions. This integrated approach optimizes costs, boosting Return on Ad Spend (ROAS), establishing Suss Ads as a dynamic platform for impactful and targeted brand engagement.

In the past year alone, Suss Ads has serviced **50+ brands across 60+ markets globally, flighted 10,000+ campaigns, served 40+ billion impressions, and delivered 500+ million clicks.** Our commitment to innovation, brand safety, and client success propels Suss Digital forward, continually redefining the rules of marketing and creating unforgettable brand experiences. As a comprehensive digital marketing solution, the Suss Ads programmatic platform embodies the power of creativity, innovation, and unwavering dedication to pushing boundaries in the ever-evolving world of digital advertising.



MSK AWARDS 2023

1ST RUNNER UP



AGENCY NAME: DENTSU AEGIS NETWORK – KENYA

CAMPAIGN NAME: MASTERCARD – THE SAILS OF CHANGE

WINNING CATEGORY: MEDIA INNOVATION – AGENCY ONLY

CLIENT NAME: MASTERCARD



MSK AWARDS 2023

WINNER

AGENCY NAME: ROYAL MEDIA SERVICES MARKETING
CAMPAIGN NAME: CITIZEN DIGITAL WANANCHI REPORTING
WINNING CATEGORY: MEDIA INNOVATION – AGENCY ONLY
CLIENT NAME: ROYAL MEDIA SERVICES



WANANCHI REPORTING IS A FREE DIGITAL NEWS PLATFORM ON CITIZEN DIGITAL THAT SEEKS TO HELP MEMBERS OF THE PUBLIC TO TELL INTERESTING STORIES – AND MAKE SOME MONEY WHILE AT IT.



MSK AWARDS 2023

WINNER

AGENCY NAME: I&M BANK LTD MARKETING

CAMPAIGN NAME: LAAARGEST UNSECURED PERSONAL LOAN

WINNING CATEGORY: NEW PRODUCT LAUNCH OF THE YEAR

CLIENT: I&M BANK LIMITED



Campaign Background

I&M Bank Kenya is offering Kenyans the opportunity to obtain the country's largest unsecured personal loan, with a maximum limit of **Kes 10 million**.

The bank has introduced this lucrative loan option to cater to the financial needs of salaried employees, including civil servants, corporate workers, and employees of micro, small, and medium-sized enterprises (MSMEs). With the current inflation rate at **8.59%**, many individuals are looking for greater financial support to achieve their investment and financial goals.

Responding to customer feedback, I&M Bank has enhanced its unsecured personal loan offering by extending the loan limit to **Kes 10 million** and the repayment tenure to 96

months. This initiative aims to assist employed Kenyans in their pursuit of financial stability.

The loan provides a range of options, starting from a minimum amount of **Kes 50,000** and a minimum tenure of 12 months. Additionally, I&M Bank offers a grace period of one month before loan repayments commence, providing borrowers with some flexibility.

To benefit from the unsecured personal loan, employers are required to enroll in the **I&M @Work scheme**. This entails moving the salary accounts of their employees to I&M Bank. Once this is done, employees of participating organizations become eligible to apply for the loan.

“ADDITIONALLY, I&M BANK OFFERS A GRACE PERIOD OF ONE MONTH BEFORE LOAN REPAYMENTS COMMENCE, PROVIDING BORROWERS WITH SOME FLEXIBILITY.”



MSK AWARDS 2023

1ST RUNNER UP

AGENCY NAME: SCANAD KENYA

CAMPAIGN NAME: FLAWLESS IS A FEELING

WINNING CATEGORY: NEW PRODUCT LAUNCH OF THE YEAR

CLIENT: LOREAL EA



A MASS MARKET CAMPAIGN DUBBED “FLAWLESS IS A FEELING” FOCUSED ON NUDGING THE TA TO EMBRACE THEIR NATURAL BEAUTY WITH NICE AND LOVELY PRODUCTS RANGE. IT HIGHLIGHTS THE PRODUCTS USPs BOTH INTRINSIC AND EXTRINSIC ATTRIBUTES, USE CASES, BOTH EMOTIONAL AND FUNCTIONAL PAYOFFS.



MSK AWARDS 2023

2ND RUNNER UP

AGENCY NAME: SCANAD KENYA

CAMPAIGN NAME: I AM PROOF. GARNIER CHARCOAL SERUM PROOF

WINNING CATEGORY: NEW PRODUCT LAUNCH OF THE YEAR

CLIENT: GARNIER EA



MSK AWARDS 2023

WINNER



CLIENT: UNGA HOLDING LIMITED

AGENCY NAME: PEAK AND DALE SOLUTIONS

CAMPAIGN NAME: TASTY GOODNESS

WINNING CATEGORY: PRODUCT RE-LAUNCH OF THE YEAR

In 2014, Amana, a brand under UNGA Limited was born. Unfortunately, the brand faced challenges with low top-of-mind awareness and decreased market share due to minimal marketing efforts and a lack of differentiation in the rice and pulses category.

The brand had undergone three rebrands without a significant product push, relying on trust transfer from UNGA Limited's established brands.

Recognizing the need for a transformative change, Peak and Dale conducted internal focus groups and external store engagements, revealing the importance of colour codes and the need for debranding the entire logo as well as changing the packs.

With redesigned packaging ready for launch, the campaign kicked

off with a flawless product launch event that was held at Unga offices.

The grand event drew over 350 attendees, including staff and influential personalities. Amana aimed to reintroduce itself, focusing on elevating brand awareness, increasing engagement, and driving sales. Utilising the STP framework, the brand strategically segmented, targeted, and positioned itself as the preferred local taste for Kenyan consumers.

The communication strategy included an integrated marketing campaign comprising of above-the-line (ATL) marketing for mass reach, below-the-line (BTL) tactics for direct engagement, Public Relations, Influencers and digital marketing for targeted media buying.



MSK AWARDS 2023

1ST RUNNER UP



CLIENT: KCB BANK KENYA LTD

AGENCY NAME: KCB BANK KENYA LTD MARKETING

CAMPAIGN NAME: KCB FLME ELEMENTS

WINNING CATEGORY: PRODUCT RE-LAUNCH OF THE YEAR



MSK AWARDS 2023

2ND RUNNER UP



AGENCY NAME: EAST AFRICAN BREWERIES PLC MARKETING
CAMPAIGN NAME: GILBEYS MIXED BERRIES - MIXED AND MATCHED TO YOUR VIBE
WINNING CATEGORY: PRODUCT RE-LAUNCH OF THE YEAR
CLIENT: EAST AFRICAN BREWERIES PLC



A FLAVOUR FOR EVERYONE

== TASTES LIKE HOME ==



kbl Est. 1922

EXCESSIVE ALCOHOL CONSUMPTION IS HARMFUL TO YOUR HEALTH.
NOT FOR SALE TO PERSONS UNDER THE AGE OF 18 YEARS.



KENYA
Milele

TUSKER

**LIFE ILILETA
LEMONS
SO WE MADE**

kbl Est. 1922

EXCESSIVE ALCOHOL CONSUMPTION IS HARMFUL TO YOUR HEALTH.
NOT FOR SALE TO PERSONS UNDER THE AGE OF 18 YEARS.

MSK AWARDS 2023

WINNER



AGENCY NAME: FIRMBRIDGE LIMITED MARKETING

CAMPAIGN NAME: BE THE BRIDGE CAMPAIGN

WINNING CATEGORY: NOT FOR PROFIT MARKETING

CLIENT: FIRMBRIDGE LIMITED



Street pole
locations

4500

Digital
Screens

3

Billboard
locations

381

Number of
clients

535

MSK AWARDS 2023

1ST RUNNER UP



AGENCY NAME: GAME CHANGER COMPANY LIMITED

CAMPAIGN NAME: SHEREHE BILA HASARA

WINNING CATEGORY: NOT FOR PROFIT MARKETING

CLIENT: EAST AFRICAN BREWERIES PLC



MSK AWARDS 2023

2ND RUNNER UP



AGENCY NAME: DARAJA PLUS LIMITED

CAMPAIGN NAME: WOMEN IN DAIRY

WINNING CATEGORY: NOT FOR PROFIT MARKETING

CLIENT: KENYA DAIRY BOARD

MSK AWARDS 2023

WINNER

AGENCY NAME: JAMBOJET LTD MARKETING
CAMPAIGN NAME: JAMBOJET'S NET ZERO FLIGHT
WINNING CATEGORY: SUSTAINABILITY MARKETING
CLIENT: JAMBOJET LTD



Jambojet's Commitment to Sustainable Aviation: Flying with the Earth in Mind

Jambojet, Africa's leading low-cost airline, has established a reputation for delivering seamless travel experiences to customers not just within Kenya but across the region, facilitating connections for businesses, families, schools, and holidays.

But beyond opening up the skies, Jambojet is making strides towards greener operations. In alignment with the **International Air Transport Association's (IATA) ambitious goal of achieving Net Zero by 2050**, Jambojet has implemented measures to streamline its operations and decrease its carbon footprint.

In a significant move earlier this year, Jambojet participated in the 2023 **Sustainable Flight Challenge (TSFC)**, a collaborative initiative by SkyTeam member airlines and partners. The challenge sought to accelerate the sustainability journey of global airlines, envisioning a greener future for air travel.

Jambojet conducted a short-haul return flight between Nairobi and Mombasa, focusing on **four key sustainability areas**:

- reducing CO2 emissions in operations,
- promoting a circular economy,
- sustainable food production,
- carbon offsetting.

The airline demonstrated notable achievements during the challenge, boasting a commendable **9.3% reduction in CO2 emissions**. Notably, Jambojet repurposed aircraft seat material and billboard flexies through upcycling initiatives. Additionally, a special menu was crafted to prioritize sustainability, and the carbon emissions from the return flight were effectively offset.

What sets Jambojet apart is its inclusive approach to sustainability. The airline actively engaged its staff and customers in the flight's operations, encouraging staff to propose and participate in

initiatives for a greener operation. Customers were also invited to contribute by pre-ordering snacks, minimizing luggage, and utilizing pooled electric vehicle transport to the airport.

Moreover, customers played a vital role in sampling and providing feedback on the sustainable menu, contributing to a collaborative effort towards more eco-conscious travel practices. Jambojet's commitment to sustainability extends beyond its operational practices, fostering a culture of responsibility and involvement among its employees and passengers.

As Jambojet continues to **pioneer low-cost air travel**, it is equally dedicated to setting new standards for environmentally conscious aviation, making tangible strides towards a more sustainable and eco-friendly future for the airline industry in Africa and beyond.

MSK AWARDS 2023

1ST RUNNER UP

AGENCY NAME: FIRMBRIDGE LIMITED MARKETING

CAMPAIGN NAME: BE THE BRIDGE CAMPAIGN

WINNING CATEGORY: SUSTAINABILITY MARKETING

CLIENT: FIRMBRIDGE LIMITED



MSK AWARDS 2023

2ND RUNNER UP



AGENCY NAME: EAST AFRICAN BREWERIES PLC MARKETING

CAMPAIGN NAME: PROJECT RUDISHA

WINNING CATEGORY: SUSTAINABILITY MARKETING

CLIENT: EAST AFRICAN BREWERIES PLC



MSK AWARDS 2023

WINNER

AGENCY NAME: SUSS DIGITAL AFRICA LIMITED

WINNING CATEGORY: AGENCY OF THE YEAR



Agency of The Year 2023

Suss Digital Africa's remarkable journey to from a Startup to Marketing Powerhouse culminated in its recognition as the Agency of the Year at the Marketing Society of Kenya Gala 2023. Founded in 2021, the company has served over **50 brands across 60 global markets**. Through the Suss Ads Programmatic platform, the company's locally developed game-changing advertising tool, and a combination of innovative media tactics, Suss Digital Africa has yielded impressive returns on advertising spend of up to 500% for some of the world's loved brands across various industries. These brands span from Governmental, Non-governmental,

Education, FMCG, Betting, Real Estate, Technology, Finance and Banking Industries, among other sectors.

Committed to Elevating Brands, the agency has expanded its workforce to a team of **30 members**; consisting of Developers, Strategists, Account Managers, Media Planners, Media Buyers and Creatives through the campaign cycle.

From **briefing, strategic planning, execution, monitoring, optimization and reporting**, the team upholds consumer experience through consistent communication, synergetic execution and achievement of set KPIs. Suss Digital Africa attributes its success to

the team's in-depth understanding of the intricate marketing nuances and expertise in the strategic and efficient distribution of content. As a result, clients enthusiastically endorse and refer the agency's services to their partners and networks.

Suss Digital Africa's dynamic growth is underscored by their diverse team, innovative digital ad formats, and expanded brand services. The Agency of the Year award stands as a testament to their determination, innovation, and dedicated teamwork, marking a pivotal milestone in their ongoing journey towards even greater success.



MSK AWARDS 2023

1ST RUNNER UP

AGENCY NAME: CRESTWOOD MARKETING AND COMMUNICATION

WINNING CATEGORY: AGENCY OF THE YEAR



"SINCE INCEPTION WE'VE BEEN DELIVERING CREATIVE AND ENGAGING COMMUNICATIONS CAMPAIGNS TO POSITION YOUR BRANDS AND MAXIMIZE BUDGETS. WE'RE A DEDICATED TEAM OF LIVELY THINKERS AND HIGH-ACHIEVERS. BUT MAKE NO MISTAKE WE'RE JUST AS YOUTHFUL AND ENERGETIC."

Founded in 2014, Crestwood Marketing and Communication is an integrated marketing communications Agency that elevates brands above their competition, delivering marketing and PR services that improve sales, increase brand awareness and grow organizations.

Providing the best talent to service clients, from startups to blue-chip organizations and government entities, Crestwood Communication delivers impactful integrated campaigns, providing high quality services, across: PR, Social Media, Google Advertising, Video Production, Graphic Design, Photography, Promotions, Influencer Marketing, Web Design, Event Management, SEO, Email Marketing, Graphic Design and more.

MSK AWARDS 2023

WINNER

COMPANY NAME: SAFARICOM PLC
WINNING CATEGORY: COMPANY OF THE YEAR





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**Targeted Consumer
Intelligence**

Reelanalytics

Today's media landscape is fiercely competitive, with brand voices demanding attention. Standing out needs more than visibility, it demands precision, resonance, and a deep understanding of the brand's performance.

This is where we come in, not only as monitors but providing actionable insights for brand success. We provide data-driven insights, meticulously auditing brand performance against media activity.



Our Tech-Driven Approach

Auditing The Media

We begin by auditing brand performance against media placements- owned, paid, and earned. This baseline audit establishes media visibility and media value, a clear picture of the brand's power.

Crafting Relevant Reports

Armed with accurate insights, we craft a strategic roadmap that harmonizes with the brand messaging that resonates with its target audience. This roadmap guides every aspect of brand communication, ensuring consistency and impact.

Transforming Organizations

We empower every stakeholder within the organization, equipped with the knowledge and tools to amplify the brand message effectively. This includes training, resource development, and ongoing support.

Leading The Market:

The market is dynamic, constantly shifting and evolving. We stay ahead of the curve, utilizing cutting-edge technologies and predictive analytics to anticipate trends and adjust the brand's performance accordingly.

A brand that transcends the noise, captivates hearts and minds. We'll guide you to cultivate genuine connections with customers, fostering loyalty and advocacy.

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