

ROYALWAY MEDIA

COMPANY PROFILE







Who We Are

One of the fastest growing communications firm in Uganda today.

Our Strengths

- An experienced team of professionals.
- A practical result - oriented marketing approaches.
- Solid references of satisfied customers.





Vision

To become a world class communications service provider through provision innovative and superior service that delight customers

Mission

Our mission is to transform communication offerings into an integrated delivery model that provides our clients with one single point of contact for their entire communication programs and all strategic perspectives of their brands.

PRODUCT SUITE



PR/Advertising

- Advertising Campaigns
- PR Consulting
- Media Planning & Buying
- Press & Media Briefing
- Press Release
- Media Relations
- Speaking Opportunities
- Editorial Consultancy
- Employee Relations



Experiential Marketing

- Road Shows
- Personal Selling
- Brand Activations
- Product Promotions
- Customer Education
- Customer Jamborees
- Instore Marketing
- Product Sampling & Experiences
- Community Education
- Trade Marketing



Branding

- Corporate Identity
- Signages & Office Branding
- Corporate Stationary
- Below The Line Communication Tools



Events Planning & Management

- Pre - Event Briefing
- Develop Event Planning Framework
- Develop Event Communication Materials
- Media & Publicity Executions
- Event Ground Management
- Reporting & Evaluation
- Product Launches
- Exhibitions Management
- Symposiums & Workshops

STRATEGIC THRUSTS



Integrated Communication

Ensure Integration of all the communication tools, so that they work together in harmony



Simplicity & Professionalism

Communication Process should be simple yet aggressive



Communication Return on Investment

We are strong advocates of communication accountability

KEY CLIENTS



A collection of white paper boats is scattered across a light-colored, slightly reflective surface. In the lower-left foreground, a single blue paper boat stands out. The boats are simple, folded paper vessels. A dark blue rectangular banner is positioned on the right side of the image, containing the text "OUR WORK" in white, bold, sans-serif capital letters.

OUR WORK

PR



PUBLIC RELATIONS SERVICE PORTFOLIO



PR Consulting



Media Planning & Buying



Press & Media Briefing



Press Release Circulation



Editorial Consultancy



Speaking Opportunities



Employee Relations

Helping You Obtain



ADVERTISING SERVICES



Television Commercials



TV Infomercials



Radio Ads



Print Ads



Online & Digital Campaign



Billboard Advertising & Placement



Celebrity Endorsements



Kayemba said BLB was capitalising on the ignorance of the residents to evict them

Silicon Wanyemba, a village leader, talking to the residents on Saturday. Photo by J. N. N. N. N.

He said BLB was capitalising on the ignorance of the residents to evict them. He said the residents were not aware of the importance of the land and the government's role in it. He said the residents were not aware of the importance of the land and the government's role in it. He said the residents were not aware of the importance of the land and the government's role in it.

youth a's wildlife



The youth are being educated on the importance of wildlife conservation. They are learning about the different species of animals and plants in their area and how to protect them. They are also learning about the importance of the environment and how to take care of it.

mant case

The court has ruled in favor of the defendant in the case. The judge found that the plaintiff had not provided enough evidence to prove their case. The judge also found that the defendant had acted reasonably in the circumstances. The court's decision is a victory for the defendant and a setback for the plaintiff.



RWANDA'S TOP 5 DESTINATIONS

1. **AKA** - A beautiful lake with a sandy beach and a small island in the middle. It is a popular destination for tourists who want to relax and enjoy the sun. 2. **AKA** - A beautiful lake with a sandy beach and a small island in the middle. It is a popular destination for tourists who want to relax and enjoy the sun. 3. **AKA** - A beautiful lake with a sandy beach and a small island in the middle. It is a popular destination for tourists who want to relax and enjoy the sun. 4. **AKA** - A beautiful lake with a sandy beach and a small island in the middle. It is a popular destination for tourists who want to relax and enjoy the sun. 5. **AKA** - A beautiful lake with a sandy beach and a small island in the middle. It is a popular destination for tourists who want to relax and enjoy the sun.



Enjoy convenient, 24/7 access to your account.

Introducing technology that makes banking convenient. We are transforming banking with our new innovative digital bank. You can now carry out all your banking transactions in our new fully digital bank at Shell Ntinda.

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- Deposit money to any Standard Chartered account in the Cash Deposit Machine and stand to win instant prizes.
- Open an account at the digital bank and get free banking for six months.

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It is digital banking designed for you.

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- ✓ Radio Ads Production
- ✓ Audience Mapping

- ✓ Radio Advertising Placement
- ✓ Radio Campaign Measurement



- ✓ Social Media Engagements
- ✓ Website Development
- ✓ Online Training
- ✓ Online Advertising



EXPERIENTIAL MARKETING



EXPERIENTIAL MARKETING SERVICES

-  Product Promotions
-  Trade Marketing
-  Community Education
-  Road Shows
-  Product Sampling & Experiences
-  Instore Marketing
-  Personal Selling
-  Customer Education
-  Brand Activations
-  Customer Jamborees







BRANDING

& Production of Branded Materials



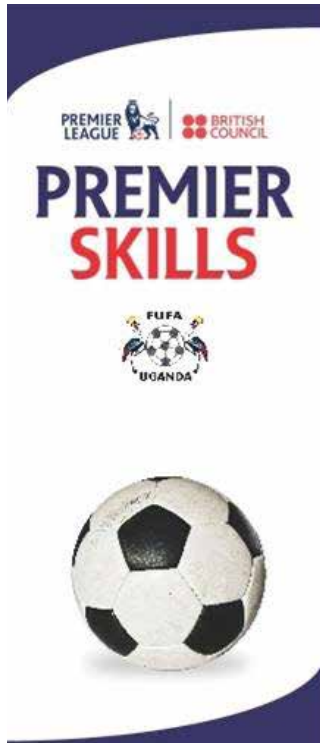
*You Say Who You Are
We Make Sure The Audience Agree*



✓ Creative & Graphics Design

✓ Corporate Identity

✓ Production of Promotional &
Branded Materials



PROMOTIONAL MATERIALS

RoyalWay Media Company Profile



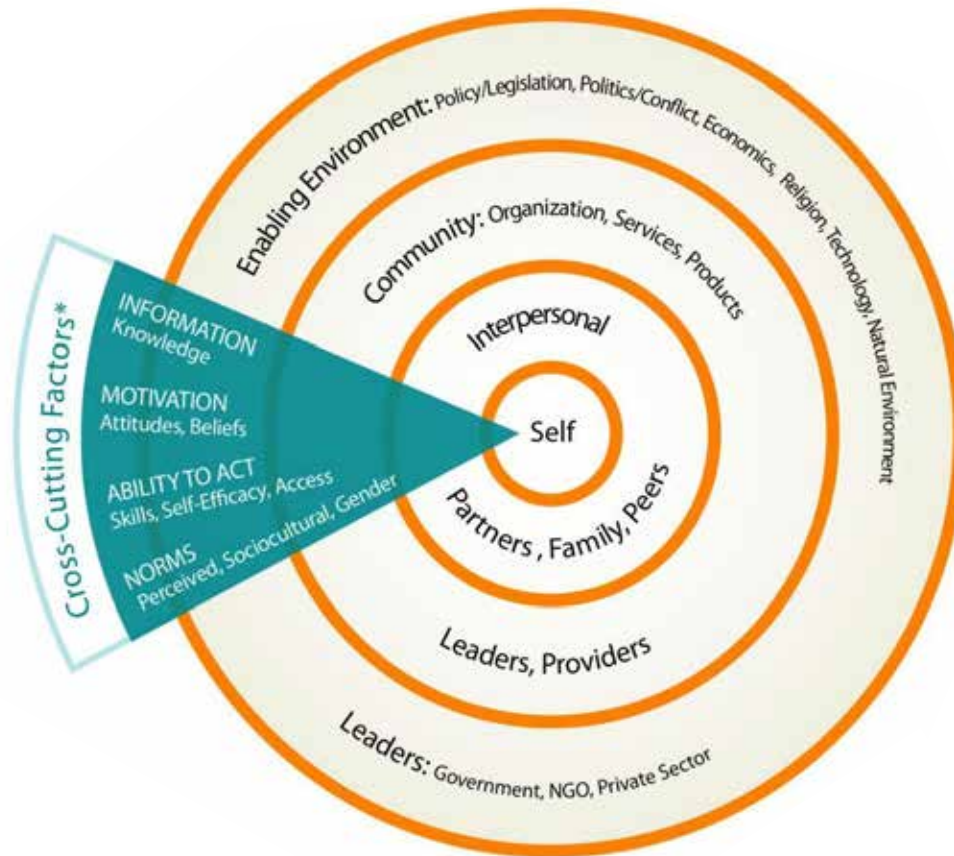


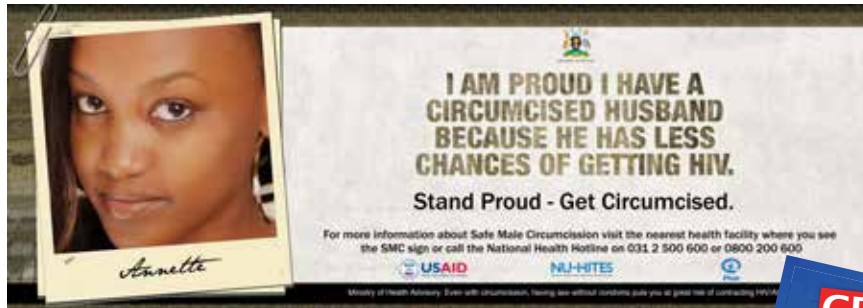


**SOCIAL + BEHAVIOURAL CHANGE
COMMUNICATION**

SOCIAL + BEHAVIOURAL CHANGE **COMMUNICATION**









EVENTS PLANNING & MANAGEMENT

OUR EVENTS MANAGEMENT PROCESS



OUR EVENTS MANAGEMENT CHANNELS



STAFF TOWN HALLS & PRODUCT LAUNCHES ————— RoyalWay Media Company Profile



CONFERENCES & EXHIBITIONS

RoyalWay Media Company Profile



OUR SOCIAL INVESTMENT

Education



Entrepreneurial Growth



Environment



Our Community Our Responsibility



STAFF & MANAGEMENT TEAM



David Sempala
Chief Executive Officer



Michael Ndyamuba
Head of Business



Justin Nalubega
Finance & Administration



Timothy Luzinda
Brand & Marketing



Paul Bwengye
Media Management



Jalia Sebugwawo
Account Management



David Nderi
Creative & Graphic



Affection Birungi
Market Insights & Research



Nelson Kukundakwe
Copywriter & Video Animation



Prossie Kwagala
Print & Production



Maureen Luyombya
Client Servicing

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