



I.C.T.

ANIMATIONS

GRAPHICS DESIGN

WEBSITES

DIGITAL PRINTING

BRANDING

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The benefit to our customers is simple:

Great technological and marketing ideas executed faster, more effectively and easier for our clients.

## director's note

**T**HE PAST 10 years has seen our company work to become a source of bold ideas, visionary talent and fearless leadership. We are an ICT, marketing and advertising company with deep resources that thrives on a culture of collaboration and innovation.

We transform intelligence into brand strategy and create well-executed brands across all media platforms, positioning them for long-term success.

We bring new perspectives and new ways of working with new technological solutions. Mega.Net's industry experts can help you embrace the future of work and reshape your Business, Enterprise, and Government. It's an intuitive understanding cultivated in our team combined with insights from their experiences, behaviors, perceptions and needs that give us, and the brands we work with, a competitive edge.

Founded in 2010, with main office in Nairobi, Mega.Net Global is a leading provider of ICT, advertising & marketing services solutions from idea to execution for corporations and business entities.

*Geoffrey Ogoda*

**GEODFREY OGODA**



# *the ICT team*

Mega.Net Global is your single-source solution for exceeding all of your creative and communications needs.

- 1 We'll help you modernize your entire technology stack to become a true technology-enabled leader.
- 2 We'll help you align your people and systems around a bold technology transformation.

3 We help you avoid risks and transform this challenge into a significant source of deal value and competitive advantage.

4 We'll help you extract maximum value from all your data assets, no matter their locations or formats.

5 We combine design, strategy and innovation to help you create the products, services and experiences.

6 We work with ambitious leaders who want to define the future, not hide from it to achieve extraordinary outcomes.

7 We combine empathy, aesthetic problem solving and quantitative thinking to produce powerful creatives.

8 No matter what your starting point, we can help you determine what IT capabilities, systems and people you need to succeed.

9 We believe that a company's corporate strategy both guides and is influenced by its technology strategy.



At Mega.Net, our thinking process is defined by your measure of success. We have the talent to ideate and the ability to execute all within one company.





# GRAPHICS

- Brand Identity:** We develop brands that help organizations of all sizes and industries experience the power of branding.
- Print Designs & Prints:** Sales material, marketing materials, rebranding.
- Graphics Design:** Full in-house online and offline creative and production capabilities.
- Infographics Design:** Infographics are your compass; it guides everything you do.
- Digital Photography:** Using our photographers allows the imagery to tell a unique story.
- Logo & Visual Identity:** We help companies establish or reinvigorate their brand.
- Brand Guidelines:** Great branding can make you stand out from the competition
- Packing Design:** Packaging design needs to be inspiring and eye-catching.
- Trade Show Booth,** Trade show booths with perfect lighting, colors, and angles.
- Corporate Identity:** One way to make a good impression with prospects, customers, and investors.
- Branding Strategy:** The energy that your brand brings to every customer interaction.



Mega.Net delivers award-winning brand identity & creation for corporations, products and services. Your brand identity is the outward expression of your brand and the graphic expression around it.

After an optimized strategy is in place, execution begins. And while traditional marketing content may highlight features of a product or service itself, consumers are looking for more of an intimate connection. It's about the story, generating a personal experience and creating an emotional experience between you and your client. Storytelling allows the message to be portrayed in such a way that it is intertwined into the lifestyle of the target audience. At Mega.Net, it's our passion to generate creative content that relays a powerful message, and connects with the consumers and businesses on an emotional level.



# DIGITAL MARKETING

## FLUENT IN THE DIGITAL SPHERE.

Mega.Net's unique combination of interactive and strategic talent are powerhouses at uncovering opportunities to improve your web user experience (UX), conduct user experience tests, and synthesize the information for you to understand.

WEBSITES  
MOBILE APPS  
SOCIAL MEDIA

Great websites exist to assist, inform, and delight. Your brand's success is dependent on making your users feel wise & live happily. For us, the most meaningful user experience communicates value, reveals existing opportunities for improvement, and discovers catalysts.

**1** Effective solutions are born from data and insight: we take the time to learn about your goals, ask the right questions to understand your business & your users.

**2** Understanding what drives your customers or users and where these overlap with your business goals, help us uncover the ideal path to engagement. We build roadmaps to success.

**3** Great design is essential to business. Our design-thinking lead process permeates our organization and culture. Our designers converge their design and skills with your industry.

**4** Through communication, collaboration and transparency, our flexible and agile process guides the projects from definition to developing and executing.

### VIDEO/ANIMATIONS

The use of video in content/brand marketing has grown exponentially over the past few years. Videos are proving to capture the attention of consumers more effectively than other media. In fact, audiences are about 10x more likely to engage, embed, share and comment on video content than blogs or related social posts.

- There is more to video production than scripting, filming and editing.

# Experiential DESIGN

## THE KINGDOM OF BRANDING

The brand positioning process should answer several essential questions: who you are, what industry or niche you're centered in, which audience you serve, and the unique benefits you bring through your products and services.

**D** Identifiable brands are successful brands.

When it comes to designing and managing brands, it's all in the family. Our strategic brand architecture process defines the relationships between umbrella brands and sub-brands, so that consumers and shareholders interact with all entities through a methodological system that works for everyone.

Since we opened our doors, we've designed

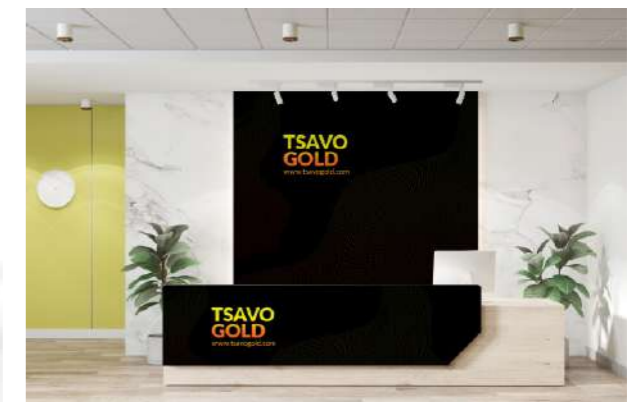
brand identities, developed logo systems, and structured brand portfolios for some of the world's largest companies.

Together, we've retained traditions while building equity, and unifying business. The result? Establishing strategic brands for competitive success.

Mega.Net also understands that internal branding has to line up with external marketing. They exist symbiotically, without

one the other will wither on the vine. Mega.Net helps employees embrace their role in your company and recognize the value they bring to it—making your brand your bond.

EXPERETIAL DESIGN isn't just the logo on your business card or the tagline you throw around at a mixer. It's the underlying ethos your business upholds and adheres to; it's what makes your company unique.





# Mega.Net Global

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