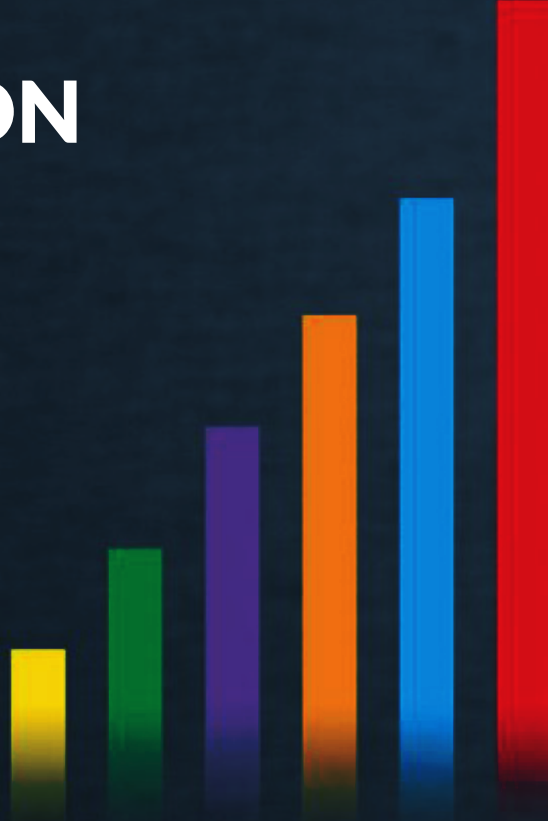




Researched Intelligence

COMPANY PROFILE

INTRODUCTION



Avant Communications Limited is a professionally run Public Relations (PR) firm that is dedicated to the effective use of communication to achieve set objectives for our clients.

By choice and practice, Avant's model of PR practice is through the management of communication that maintains mutually beneficial relationships between our clients and their various publics, using research and ethical communication skills as our principal tools.

The Avant Communications Limited's offices are located in Nairobi, Westlands, Design Center, on 4th floor and are well equipped with modern machines, tools, internet and all other necessary equipment to facilitate our operations.

As an organization, Avant Communications is a corporate member of Marketing Society of Kenya and Association of Public Relations and Communication Management Firms . The staff are also members of relevant professional associations and we are guided by the code of conduct of the professional affiliations.

We are also listed under special groups in public procurement; Access to Government Procurement Opportunities (AGPO) under the Women category.



OUR DIFFERENTIATING FACTOR

Avant boasts of being a 360 degrees (all round) one stop communication agency. We leverage on our expertise in: the conceptualization and development of all types of Information, Communication and Education materials, development and implementation of Communication strategies, media knowledge and expertise, market research skills, innovative digital media skills and events management expertise, backed up by well-thought out strategy implementation.

We have handled diverse communication related assignments from media planning, media buying, stakeholder engagements, media monitoring, events conceptualization, planning and management, media relations and publicity, content generation, writing for the press and various audiences, media trainings, among others.

Over the years we have built our relationships through passion and dedication. We maintain high levels of integrity, accountability, and trust.

OUR SERVICES





OUR BRAND PROMISE

To revolutionize Brand Management by building a positive and active connection between organizations and their target audiences.

PUBLIC RELATIONS

Public Relations is the core business of Avant Communications Limited. We have a team of Communication Specialists who offer a range of either wholesome or tailor-made Communication Strategies which help to identify, build, protect and maintain the right image for your organization. This team works around the clock to design the best concepts imaginable.

Media Relations and Publicity

We design and make public your different campaigns through various platforms in print, electronic and social media.

We leverage on our media knowledge, expertise and creative minds, backed up by well-thought out strategies, to secure our clients profile-raising coverage in target media across different platforms.

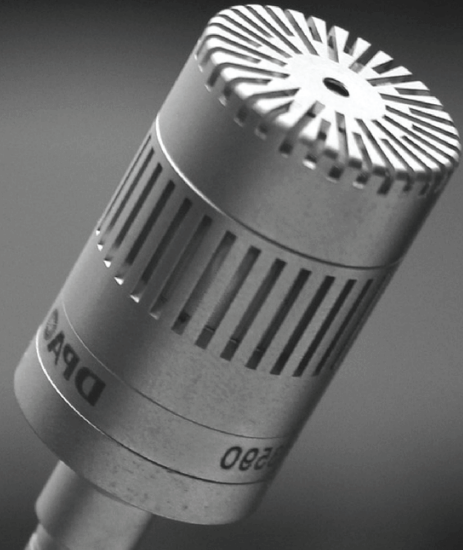
Our Media Relations design involves setting up for your organization and maintaining a professional and mutually beneficial working relationship with news gatherers and gatekeepers, it is imperative for us to be well acknowledged as a credible source and as a provider of factual, expert information whether or not that information results in media coverage.

Events Management

The Avant Events Management team works to co-ordinate, run and plan the people, activities and features that come together to create a memorable event and experience for your guests, sponsors, stakeholders and spectators.

Our events managers will work hand in hand with you to organize and run all kinds of promotional, business and social events, saving you the agony of “ensuring all goes as planned behind the scenes” and ensuring you spend quality time in the company of your invited guests.

Our team profile includes coming up with original ideas for events, drawing budgets and timescales with the client, researching venues, contacts and suppliers, negotiating prices with suppliers and contractors, booking venues, entertainment, equipment and supplies, hiring and supervising contractors such as caterers and security and publicizing the event prior, during and even after the event.



Advertising & Media Content Production

With the team of experts at Avant Communications Limited, message creation and dissemination is our passion.

We design key messages for dissemination; both print and electronic messages.

We produce TV and radio content to go hand in hand with campaign strategies.

We design messages for print, on line video clips, fliers, posters, etc.

Brand Management - *The Avant way*

Our clients do not ALWAYS come first; neither are they ALWAYS right. Their audiences, clients and stakeholders come first. We strongly believe that 'People' make or break Brands. We therefore focus on managing Brands by ensuring that the client and their clients/ target audiences are well connected. This in turn bears a healthy Brand.



PR & Communications trainings

Our experienced Communication Specialists provide customized courses to meet specific organizational needs. The trainings are tailored to keep your staff on track with new trends, skills, knowledge and experiences beyond the individuals' academic and professional qualifications.

Learning is a lifelong process and continuous training enhances the value and status of both your staff and the organization.

Our training sessions are also tailored to instil the Organizations Core Values in your new staff which greatly diminishes the chance that they'll make mistakes that cost the organization in prestige, image, credibility, lawsuits, or money.

RESEARCH

In our Public Relations practice, we believe that PR is both an art and a science. We believe in basing our PR arguments and strategies on scientifically proven data, data that is attained through research. As our slogan states, we give our clients Researched Intelligence. It is in this line that we have a research department specializing in brand/communication related research projects.

The results of these studies help you maintain competitiveness, as well as relevance in your area of operation.





MEDIA MONITORING

Our Media Monitoring and Analysis will help you to better understand your brand, its impact in the industry and what the general public (through the eyes of the various media channels), is saying or not saying; about you, your competitors, your stakeholders, and your industry.

This media intelligence will be helpful in identifying, designing and executing your strategies, branding, rebranding, re-positioning your brand, among others.

We provide a deep and detailed media analysis of each situation, with a detailed audience analysis, audience figures, the publicity value attained, and various other aspects to suit your needs.

Avant Communications employs a computerized electronic monitoring through high capacity recording servers which run on a 24hrs basis. The servers capture and record electronic content from the monitored TV and Radio Stations. Electronic content is captured through our backend interface. Editorial analysts then capture and log the required information and output directly. They develop summarized reports which are then sent to the client every morning.

We will analyze and tell you the impact of your brand and what the public is saying or not saying about you and your competitor



We:

Make you seen

Make sure you are heard

Ensure your impact is felt

DAY TO DAY SERVICES OFFERED TO OUR CLIENTS



Stakeholder
Engagement &
Management



Creative Design
Services



Digital Media
management



Media
Production



Media Relations &
Management



Media Buying &
Media Planning



Media
Monitoring



Events
Management



Creating & executing
Advertising Strategies



Brand Audit & other
Communication related
Research services

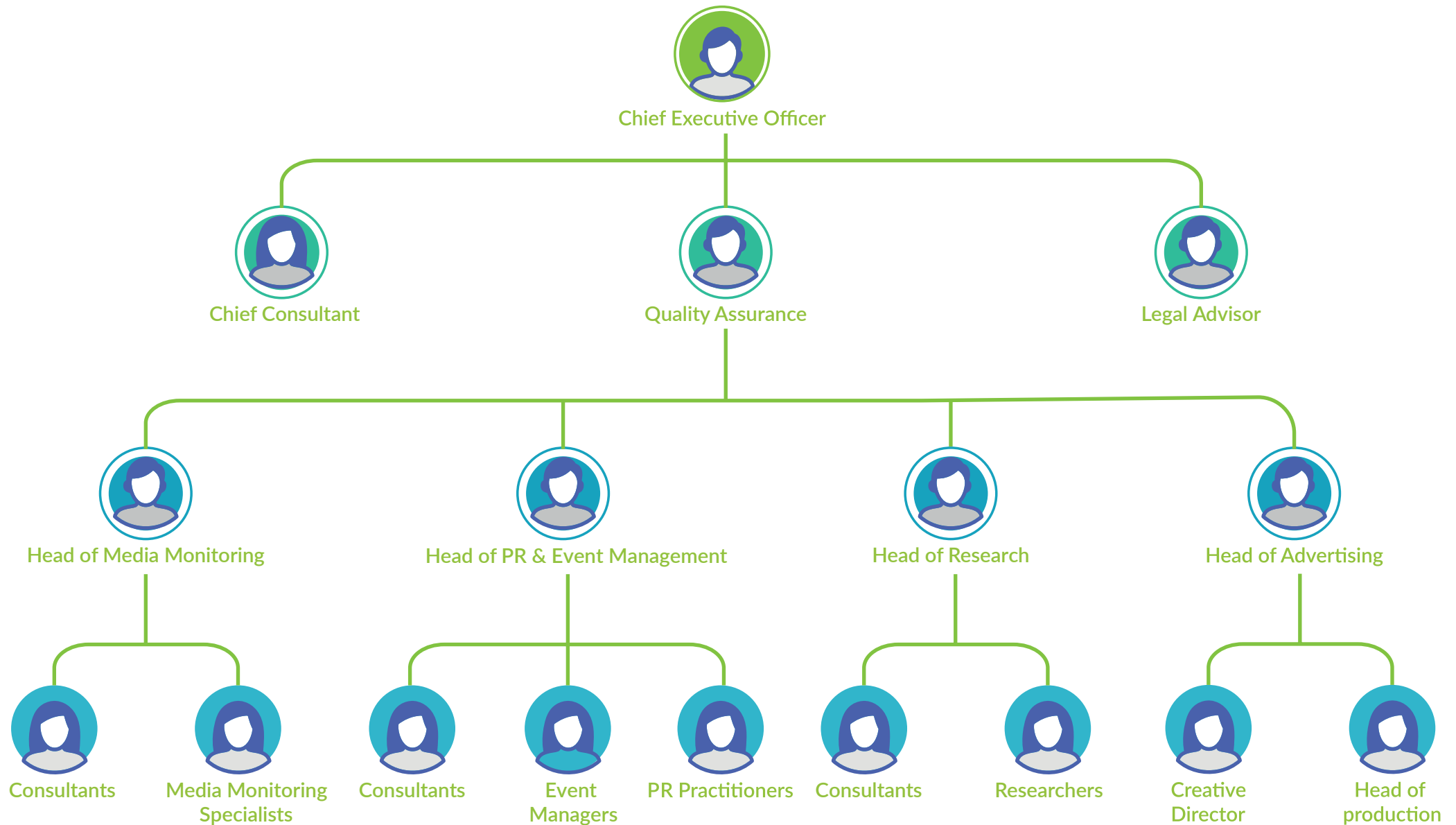


Brand and Reputation
Management



Editorial Strategy for all
internal and external
publications

ORGANISATIONAL STRUCTURE



OUR CLIENTS



Kingdom of the Netherlands



UNIVERSITY OF NAIROBI





WORK WITH US!

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