

SANDI  
AGENCY



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# COMPANY PROFILE



Who We Are

Sandi Agency is a Marketing, Advertising and Communication Solutions Organization. We offer a comprehensive range of Marketing, Advertising and Communication Solutions through our dedicated team of professionals on standby to take on any corporate assignments of an audiovisual or print nature.

Our Communication Solutions are specifically designed to grab the target audience's scarce attention by using images, words and sounds that are enticing and memorable.



What We Do

## Radio Commercials

We have an In-house Audio Recording Studio so we have full control over the Radio Commercial Production Process.

### Radio Commercial Production Process

Our Radio Production Kit includes the following;

#### Brief and Script Development

From what you tell us you intend to achieve with your commercial (brief), we develop the words that best capture that (script).

#### Voice Casting

This is about getting the best voice to bring your script to life and recording it.

#### Production

With the script in place, we put our minds to work; carefully mixing sound effects, music and voice recordings to create the perfect blend that finally brings your Radio Commercial to life.

### Media Planning and Buying

This is simply about selecting the right Radio Station(s), selecting the right time slots and making payments in time so that the commercial airs as planned.

### Distribution

Finally, we distribute the Radio Commercial to the Radio Stations and schedule them ready for broadcast.



## TV Commercials

Sandi Agency has a dedicated team of Video Professionals on stand-by ensuring the fastest delivery times for any project requirements.

### TV Commercial Production Process

Our TV Commercial Production Kit includes the following;

#### Brief and Script

From what you tell us your objectives and audience are (brief), we develop the story that best captures that (script).

#### Production

At this stage, we will organize locations, actors, equipment, voice recordings, music, lighting and whatever else is required to produce the commercial.

### Post-Production

This stage involves professional editing, mixing and matching of clips collected to create the perfect final version of your project.

#### Media Planning and Buying

Media Planning and Buying is simply about selecting the right TV Station or Stations in case more than one is involved, selecting the right time slots and ensuring the payments are made in time for the commercial to air as planned.

#### Distribution

Finally, we distribute the TV Commercial to the TV Stations and schedule them ready for broadcast.



## Print Adverts

Our Print Adverts Kit covers the following media:

- Newspapers
- Magazines
- Billboards and Posters
- Alternative Print Advertising Media including Calendars, Brochures, Directory and Journal Media Placements.

### **Print Advert Production Process**

#### Brief and Script

From what you tell us your objectives and audience are (brief), we develop the story that best captures that (script).

#### High Quality Printing Process

This involves a delicate process of printing the advert in the desired and approved medium.

#### Post-Production

This vetting process is taken very seriously and any flaws, if any, are corrected in preparation for final distribution and placement.



STUNNING STORAGE  
2015 BEAUTIFUL SPACES  
ORGANIZED TO THE

TRADITIONALHOME.COM

HOW TO  
ANXIETY WITH  
DRUGS

100  
DIVINE  
IDEAS

CMG 08345

HEARST  
magazines

familycircle.com

CT PARTI  
N FOR FALL  
ING TOKYO

AMERICAN CLASSIC REINVENTED

## Communication Solutions

The following aspects are covered under Communication Solutions:

- Social Media Advertising
- Blogs and Websites
- Market Surveys and Market Analysis
- Mobile Marketing Solutions and Alternative Marketing Strategies such as Viral Marketing, Flash Sales (discounted deals on deal websites) and sharing of digital images on applications such as Instagram, Whatsapp and Snapchat.



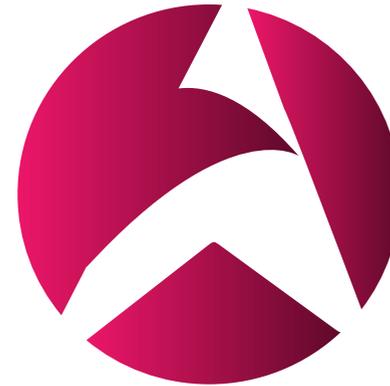
# Why Work With Us



## Our Clients

1. **Action Aid** The job involved a Scoring Instrumental required for their end year evaluation on their Drought Resilience Program in Kenya. The task was accomplished by music layering reflecting different moods that were depicted in the short film of 30 minutes. The project was called 'Glimmer of Survival'
2. **Mediavision Film & TV Production Ltd:** The music layering and scoring services were outsourced to Sandi for 'County Dialogue' which was a short documentary for the County of Pokot.
3. **Africa Live Ltd:** Being a relatively new Events Company, Sandi had the privilege of creating a radio commercial that suited their marketing agenda of creating awareness and also showcasing their Concierge Services to the public.
4. **ACFE Kenya Chapter:** ACFE Kenya were experiencing a challenge with getting students to attend class. Most of the potential clients were working all day and too exhausted in the evening to attend class. ACFE turned to Sandi for a solution. We tackled the issue by re-creating their website to create a platform for Distance Learning and then we marketed the Distance Learning Program. This translated to more business for ACFE Kenya since they can now reach more students, including outside Kenya, without requiring them to physically attend class.

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