

## Who we are

Established in 2016, Manufaa Media is a full-service corporate communication and digital agency, known for its strategic approach to helping clients meet their organisational goals.

We seek to enhance public understanding, awareness, and advance brand recognition through various communication channels to reach a broad audience. We ask many questions, and we keep you involved in every step of the way. We find this to be the most valuable and mutually beneficial means of accomplishing your goals and objectives – working together and with you, instead of just for you. Subcontracting your public relations and communication strategy to our professional team allows you to focus on doing what you do best.



## Our vision

To establish Manufaa Media as a reference point for quality reputation management practices in Tanzania and Africa.



## Core Values

### Excellence

We take pride in what we do it, how we do and delivering excellent work.

### Passion

We constantly push ourselves to be our best, our passion and hard work ensures we deliver the best solutions for our clients!

### Integrity

We uphold the highest standards of integrity in all our actions.

### Customer

We are customer focused we strive to understand our customers and give them the best.

# Our services

## Marketing & Advertising

Manufaa Media is able to penetrate through different parameters including geographical and demographic and identify with an audience across all spectrums. From Billboards, Radio, TV, Websites and Social Media (so to name a few), our approaches ensure reach for the client's brand and offer value for money by securing their ROI.

## PR Services

Our team of experts analyses and interprets events and public sentiments that impact the brand of our clients. After that, we design and best media strategy to protect, enhance, or promote the reputation of our clients. Whether your goal is to increase your brand awareness or influence public sentiments, we create result-oriented strategies and help you implement them.

## Government Relations

Our team helps clients present compelling arguments to government officials, industry stakeholders, and the media to gain support for our client's position. We help businesses navigate the political process, build strong relationships in Government, and put the best case forward to decision-makers.

## Media Strategy

Analysis of the media industry, economic, and political landscape are ongoing tasks that we handle. We leverage significant trends for strategic planning and perform media interface roles on behalf of our clients. With the service of our proactive media professionals, you can be sure your interests are always covered in all media channels.

## Media Monitoring And Research

Information is one of the essential components in our clients' transaction accountability and implementation process. Our research department can perform tailor made studies on potential customers, groups affected by your business and even your competition. We have the tools and expertise that can provide reports that will add significant value to your business.

## Event Planning & Press Conferences

Our talented team delivers proven solutions in creative message presentation, technical staging and experiential executions specifically designed to connect people and engage key audiences while incorporating a variety of immersive media, both traditional, new and social.

