

# UGANDA ADVERTISING

B U R E A U L I M I T E D



UGANDA ADVERTISING  
BUREAU LIMITED

ENHANCING YOUR VISIBILITY

**COMPANY PROFILE**



Uganda Advertising Bureau Limited (UAB) is a leading Ugandan registered advertising agency, specializing in comprehensive electronic and print media solutions. Our core expertise includes media booking, scheduling, monitoring, production, and campaign management. UAB is committed to designing strategic, value-driven advertising solutions tailored to meet the needs of our diverse clientele.

As an agency, we leverage evidence-based methodologies grounded in extensive research and industry best practices. UAB is renowned for delivering persuasive and effective advertising campaigns that drive client communication goals and yield measurable results. Our approach focuses on creating impactful service and product awareness, enhancing brand equity, and delivering tangible returns on investment (ROI). We take pride in deeply understanding the target market and tailoring our strategies for maximum impact, ensuring the success of our client partners.

## MISSION

To uphold and promote our clients' brands, goals, and objectives through quality media representation that fosters business growth and market penetration.

## VISION

To be the leading strategic advertising firm by achieving our partners' goals through efficient and cost-effective advertising strategies

## CORE VALUES

Creativity

Agility

Integrity

Customer Centricity

Collaboration

# Our Service Offering



## □ Creative Development

- Branding and Identity
- Ad Campaign Creation,
- Graphic Design,
- Copywriting

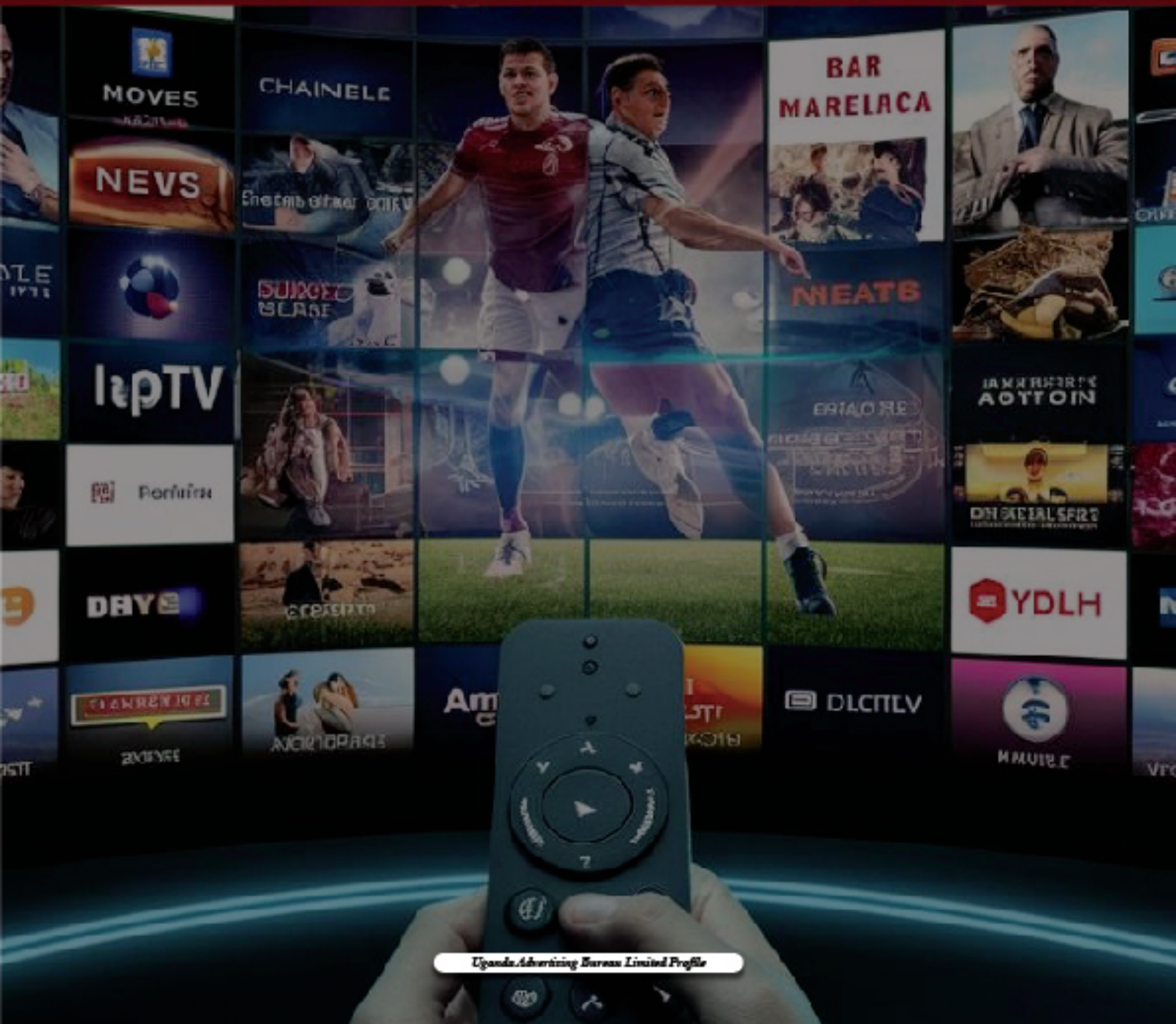




# Media Planning and Buying

## Market Research:

Identifying the best channels for reaching the target audience, Media Strategy i.e. developing a plan to distribute advertisements across the most effective platforms (TV, radio, digital, print). Media Buying and Negotiating and purchasing ad space or airtime on various platforms at the best rates.





# Digital Marketing

## Search Engine Optimization (SEO):

Optimizing websites & social media platforms to rank higher on search & digital engines.

# ■ Public Relations

- **Press Releases:**

Writing and distributing newsworthy announcements to media outlets.

- **Crisis Communication:**

Managing and mitigating potential damage to a brand's reputation.

- **Event Management:**

Organizing and promoting product launches, press conferences, and other brand events.



## □ **Content Creation and Marketing**

- **Blog Writing:**

Producing engaging, informative articles for company websites.

- **Video Production:**

Creating promotional videos, explainer videos, or TV commercials.

- **Influencer Marketing:**

Collaborating with industry influencers to promote products or services.



## ■ **Market Research and Strategy**

- Consumer Insights:

Conducting surveys, focus groups, and market analysis to understand customer behavior and preferences.

- Competitor Analysis:

Analyzing competitors' advertising strategies to develop a competitive advantage. **Marketing Strategy:** Creating a comprehensive plan to promote products or services and achieve business goals.



## □ Campaign Management

- Integrated Marketing Campaigns:

Managing multi-channel campaigns that combine TV, print, digital, and social media efforts.

- Performance Tracking:

Monitoring and analyzing the success of advertising campaigns through KPIs and analytics.

- Optimization:

Adjusting campaigns based on performance data to maximize effectiveness.



## □ **Consultation and Training**

- **Brand Consultation:**

Advising on branding, market positioning, and communication strategies.

- **Workshops and Training:**


Offering training programs for in-house marketing teams on advertising trends, digital marketing, and brand management.



# Our Identity

## Articulate Advertising & Media

UAB Ltd focuses on strategic advertising that links clients to responsive markets, increasing brand visibility and consumer engagement. We provide detailed media strategies, aggressive negotiation, and expert media placement to meet and exceed client objectives. From planning to execution, we deliver post-implementation reviews (PIR) to assess effectiveness and provide thorough documentation for all client media schedules.



Who and what  
we are!

**UAB Ltd has successfully worked with**  
**esteemed clients including:**

**Electoral commission Talk shows**

**Electoral commission Voter registration update**

**Electoral commission Extension of NVR**

**Electoral commission Display of NVR**

**Electoral commission Update of national register**

**Electoral commission DJ publicity for national register**

**Uganda Communications Commission Consumer awareness & protection**

**Uganda Communications Commission Digital Migration**

**MMIS-Injection Safety Project Injection safety campaign**

**Real Marketing Smile communication**

**Uganda National Roads Authority Road safety & upgrades**

**Metropolitan MTN**

**UGAADEN Adult education**

# Rising Nation (Magazine)

## **Purpose:**

To showcase Uganda's national developments and success stories, while serving as a strong platform for government communication and branding.

## **Objectives:**

Raise awareness about Uganda's national development projects and initiatives

Position UAB as a leading partner in government communication and branding

Create strategic partnerships with government Ministries, Departments, and Agencies (MDAs)

Elevate the magazine as the premier publication for highlighting national development and success stories

## **Strategic Partnerships:**

Private sector, corporations and multinationals looking for avenues to advertise or partner with government initiatives.

Media houses, bloggers, and key opinion leaders influencing government policy and public sentiment.

## **Core Messaging:**

National Development Partner: "Uganda Advertising Bureau is your partner in communicating the progress of a rising nation."

Trusted Government Ally: "Supporting government projects with top-tier advertising solutions, helping amplify your message."

Innovative Media Solutions: "Delivering modern and innovative advertising strategies through Uganda - A Rising Nation."

## **Target Audience:**

Rising Nation offers a strategic platform for advertisers to connect with key decision-makers, professionals, and policymakers shaping Uganda's future. With a strong reach and credibility, the magazine provides an unparalleled opportunity for organizations to enhance their visibility, influence thought leaders, and align their messaging with Uganda's growth and development agenda



**Location:**

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