



**RIDEVE MEDIA**

## **Company Profile**

[www.ridevemedia.com](http://www.ridevemedia.com)



## Who We Are

*"Advertising is the ability to sense, interpret... to put the very heart throbs of a business into type, paper and ink."*  
- Leo Burnett

Rideve Media is a 360 degree marketing and advertising agency. We are part of Rideve Enterprises Zambia limited which also owns Rideve PR and WeBrand, Rideve Media is specialized in Marketing and creative strategy. We are experts in ideas and creative generation, affiliated with Masscom Global which is a renowned brand in media communications and advertising

Our dedicated team is composed of highly trained and experienced individuals who are capable of assisting you in achieving your goals by turning your briefs into memorable creative. We strive to deliver an optimum and first class service that meets and beats your expectations





## The Rideve Advantage


Rideve Media is a global creative marketing firm where international success awaits you. We offer unparalleled 360-degree performance-driven media and marketing solutions. With our extensive network of 37+ offices worldwide, we excel in media research, strategic planning, seamless execution, and ongoing activations. From meticulous strategy to flawless implementation, we ensure your brand shines across the globe.

**Unleash Your Global Potential, Empowered by Local Brilliance**



***We have an extensive network of 37+ offices worldwide***

1   PLANNING 2   STRATEGY 3   RESEARCH

4   MEDIA BUYING 5  EXECUTION 6  ON GROUND ACTIVITIES



## Our Beliefs

Our beliefs are best expressed in our vision statement.

***We promise to be our clients' most valued partner in creating growth by building leveraging, protecting and managing their brand assets for both short and long term success.***

At Rideve Media we understand the market and how it has evolved, this in return is what sets us up. Our priority is to understand the business of our client's requirement and vision. We then develop creative tactics and deliver action plans according to desired results.

We are committed to building our clients' business through the power of branding being the pre-eminent growth factory for business in the country.

We believe that your business is our business and that if you succeed, we succeed. That philosophy is at the center of everything we do. It is why we work hard to deliver the highest quality products and services on time and within budget.

It is why we strive to provide all our customers with first class services always. Above all, we will continue to be committed to upholding a culture of superior values where personal and professional integrity matter above all else.







We believe in



respect



honesty



accountability

# OUR VALUES

**MARKETING  
PLANNING  
& STRATEGIES**

- ▶ **TAILORED MARKETING**
- ▶ **DIRECT MARKETING**
- ▶ **PLANNING**
- ▶ **EXECUTION**
- ▶ **MARKETING CAMPAIGNS**
- ▶ **MEDIA PLANNING**



We believe that if a picture says a thousand words then a video says it all.

At Rideve, we are on capturing the essence of all that is raw and real with an in intent to take you with us through the journey at the video events:

# PRODUCTION





## OUR VIDEO AND AUDIO JOURNEY HAS THE FOLLOWING STATIONS:

# AUDIO PRODUCTION



Concept Creation



Scripting



Voice Over Recording



Casting



Music Recording



Planning



Music Composing



Production



Sound Mixing



Editing



Musical Theme Creation.





# COPYWRITING



Creative writing



Corporate Copy Writing



Slogans



Effective Translation.

# PHOTOGRAPHY

With a total amount of creativity we transform genuine events into memorable pictures that have the ability to captivate the viewer.



Food Photography



Campaign Photo



Production



Commercial Photography



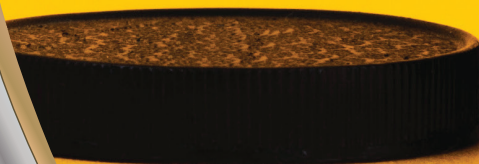
Corporate Portraits



Product Photography



Events Photography





# DIGITAL ADVERTISING



A Google ads (AdWords)



YouTube ads (Banners & Video ads)



Instagram sponsored ads



Facebook ads



Twitter ads



Digital Marketing Planning



5 Mobile Marketing



Email Marketing Audit (Digital platforms)



Search Engine Marketing (SEO) and Optimization.





# SOCIAL MEDIA



Strategy Formulation



Account Management



Planning & Creating Content



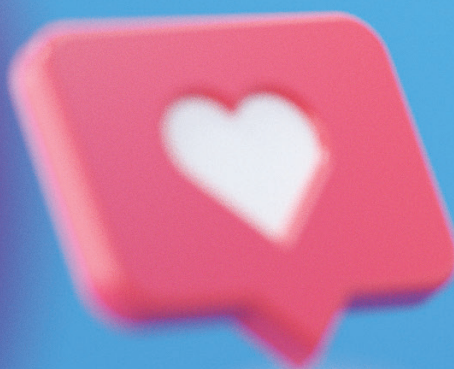
Reporting & Monitoring



Planning, Managing And Reporting On



Campaigns (Sponsored Ads, Social Media Figures &  
Paid Posts.)





We offer ingenious design solutions that travel far beyond the lines of common ideas to land in a world of inimitable originality

# PRINTING BRANDING & IDENTITY









## PRINTING BRANDING & IDENTITY





# EVENTS MANAGEMENT

We offer clients the joy of living through an unforgettable experience that will remain with them for years to come.



Planning



Visualizing & Designing



Management



Production & Direction



Grand Openings & Brand/  
Product Launches



Public Relations Planning



Execution (Sponsorships,  
CSR, Press Releases )







Hostesses

Promoters

Models

Social Media Influencers  
for campaigns





# OUR CLIENTS

**1XBET**

**builders**  
WAREHOUSE

**MADISON**  
FINANCIAL SERVICES Plc

**giz**

**ZAMCAPITOL**  
Enterprises Limited

**WFP**  
World Food Programme

**ORCA**  
DIEGO

**WORLD ANIMAL PROTECTION**



**Rialtas na hÉireann**  
Government of Ireland

**FIAO**  
FIAT PANIS

**COMESA**

**BRANDCOMM**  
Plan. Verify. Achieve

**ZICB**

**MrBet**

**Tyre-King**

**SWAN**  
INSURANCE

**KOZO**  
HAIR AND DAY SPA

**MFinance**  
Madison Finance Company Limited

**ipa**

**betPawa**

**eat Well**



**JUMBO**

**ZCSA**  
ZAMBIA COMPULSORY STANDARDS AGENCY

**pact**  
building local promise.

**WSUP**

**中國通信服務**  
CHINA COMSERVICE

**ZiCA**



# betPawa

## BRAND CAMPAIGN

Digital Ads and Social Media Posts

OUR WORK







## BRAND CAMPAIGN

Digital Ads and Social Media Posts



Zambia Industrial Commercial Bank Ltd | Making tomorrow possible  
f in

Download the Bank On ZICB App  
Google Play App Store



Zambia Industrial Commercial Bank Ltd | Making tomorrow possible  
f in

Download the Bank On ZICB App  
Google Play App Store

We make  
Your business  
Growth  
Happen!

Get access to working capital finance, invoice discounting & order finance.



Call 7000 to open your business bank account  
customerservices@zicb.co.zm

Zambia Industrial Commercial Bank Ltd | Making tomorrow possible  
f in

We make  
Banking on  
the go.  
Happen!



Zambia Industrial Commercial Bank Ltd | Making tomorrow possible  
f in

Download the Bank On ZICB App  
Google Play App Store





## HEALTHY EATING CAMPAIGN

Print, Digital Ads and Social Media Posts



**Prevent disease.**  
Eat nutrient rich foods such as vegetables and fruits every day.



**MAKE SMART FOOD CHOICES**

National Food and Nutrition Commission of Zambia  
nfnz.org.zm/




Your children need foods from all the food groups to get all the nutrients



**MAKE SMART FOOD CHOICES**

www.nfnz.org.zm



Add a diverse selection of fruits and vegetables to your diet.



**MAKE SMART FOOD CHOICES**


www.nfnz.org.zm





## BRAND CAMPAIGN

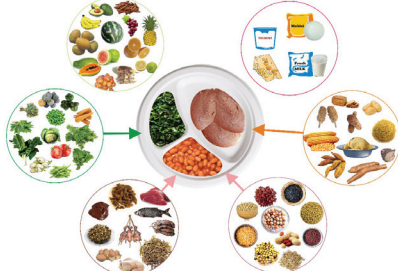
Print and Social Media Posts



Food and Agriculture  
Organization of the  
United Nations


# FOOD AND NUTRITION FACT SHEET


Extractions from the Food Based Dietary Guidelines for Zambia





### FAO Support to Scaling Up Nutrition Phase II

As part of the implementation of the first 1,000 Most Critical Days Programme (MCDP)





Food and Agriculture  
Organization of the  
United Nations

## AFRICAN MIGRATORY LOCUST

### REPORTING AND DATA INPUT IN eLocust3m

*A Guide for Communities in regions affected by the presence of African Migratory Locusts in Zambia*

**Reporting and Data input in eLocust3m**

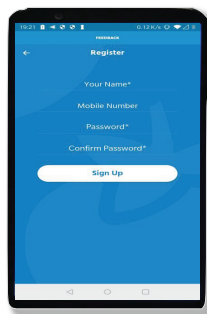
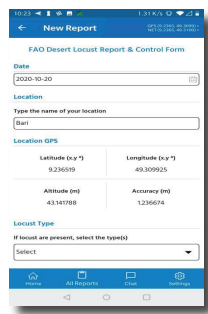
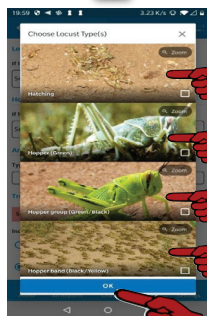
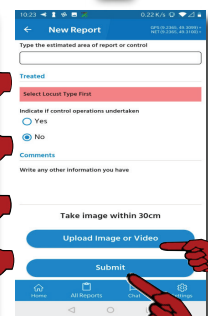
**Key Steps to follow:**

**Step 1 – App Installation**  
Open **Google Play Store** on your **android phone or tablet**, search for **eLocust3m** and **install** the application. When the installation is complete, open the application and **sign up** and register your particulars including full names, E-mail address, mobile phone number and password. An E-mail will be sent to you after registering your particulars. **Click the link** and **confirm** your registration.

**Step 2 – Creating reports**  
Open **eLocust3m** application and login. Go to **All Reports** and select **Basic Report**. Create a new report following the training guidelines provided.

**Step 3 – Identify locust types**  
Select the **Locust type** identified in your area including the **Instars** if hoppers are present and click ok.

**Step 4 – Uploading the report**  
Take an image or video of the locust within 30cm then upload press the **Submit** button

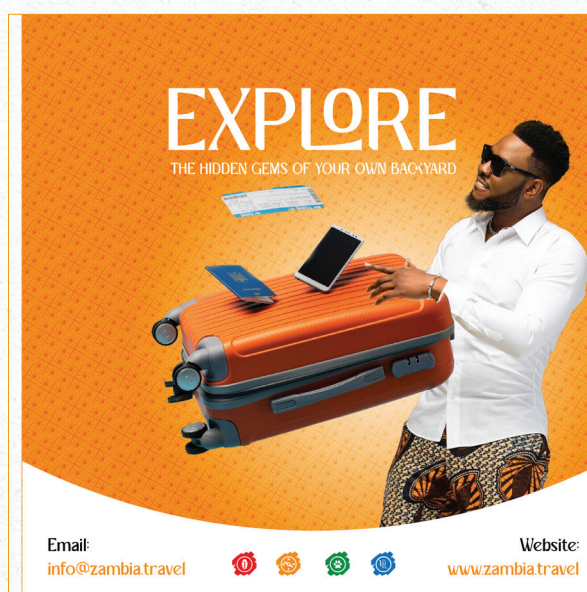
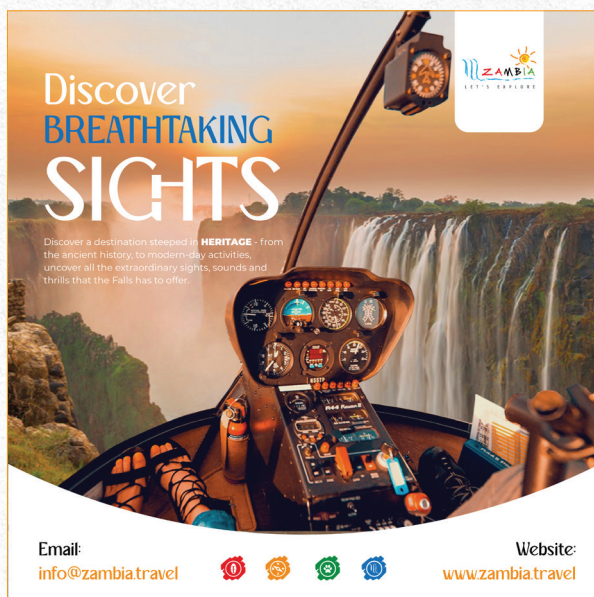









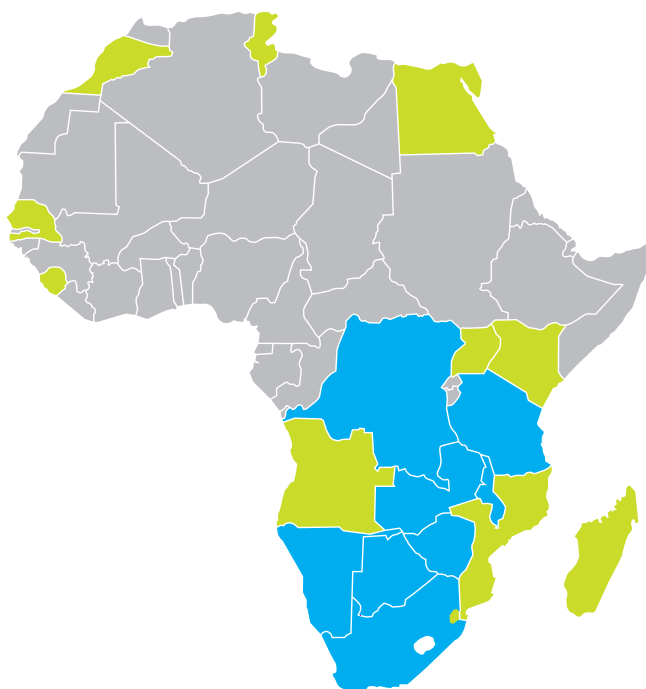
## BRAND CAMPAIGN

Print, Digital Ads and Social Media Posts





# Our Presence



Angola	Equatorial Guinea
Benin	Eswatini (formerly Swaziland)
Botswana	Ethiopia
Lesotho	Gabon
Madagascar	Sierra Leone
Malawi	South Africa
Mali	Tanzania
Burkina Faso	Tunisia
Burundi	Togo
Cameroon	Uganda
Mauritius	Gambia
Morocco	Ghana
Chad	Zambia
Mozambique	Guinea-Bissau
Comoros	Zimbabwe
Namibia	Kenya
Nigeria	
Senegal	
Congo, Democratic Republic of the	
Congo, Republic of the	
Cote d'Ivoire	



OFFICES



PARTNERS





#### **DUBAI**

9th Floor  
Sheik Zayed Road  
PO Box 5610, Dubai  
+971 43827760

#### **CONGO DRC**

Boulevard Du 30 Juin, Kinshasa,  
Congo - Kinshasa  
ingrid@ridevemedia.com

#### **TANZANIA**

Bagamoyo Rd, Dar es Salaam, Tanzania  
ingrid@ridevemedia.com

#### **NAMIBIA**

Independence Ave, Windhoek, Namibia  
Ingrid@ridevemedia.com

#### **BOTSWANA**

Haskins Building, Plot 469/71,  
Blue Jacket St, Francistown,  
Botswana  
ingrid@ridevemedia.com

#### **SOUTH AFRICA/SWAZILAND**

Centenary St, Modderfontein,  
Johannesburg,  
1613, South Africa  
ingrid@ridevemedia.com

#### **MALAWI**

Off Lister Road, Lilongwe, Malawi  
ingrid@ridevemedia.com

#### **ZIMBABWE**

Cassava Northridge Office Park  
off Northern Road, Harare  
Zimbabwe  
Ingrid@ridevemedia.com

#### **ANGOLA**

Condomínio Villas de Luanda /  
Linha de Domésticos, Luanda, Angola  
ingrid@ridevemedia.com



# STAY IN TOUCH

*Or send us a brief!  
We'd love to hear from you*



12514 Great East Road, Chelston Green |  
P/Bag FW211 Lusaka | Zambia



[info@ridevemedia.com](mailto:info@ridevemedia.com)  
[www.ridevemedia.com](http://www.ridevemedia.com)



+260 211 356 946



## RIDEVE MEDIA