

CREATIVE PORTFOLIO

WE DARE TO ADAPT...





Introduction

M2 is an independent full service advertising agency headquartered in Dar es Salaam. Our services include brand consultancy and all forms of media & communication solutions. We stay committed to deliver the best to our clients...

We are absolutely passionate.

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OUR ETHOS

Offbeat approach at every turn of the process.

With the USP of your product or service.

Our output serves to raise your throughput.

Conspicuous at every move.

Stick to the quality of deliverables.

Gear up with an astute attitude and aptitude.

WE AREN'T

DIFFERENT.

WE MAKE

THE DIFFERENCE



OUR CREATIVE PROCESS

STRATEGY

Once we are sure of the point of reach, we develop a creative strategy and turn inspirations into aspirations. Our strategy comes in the form of plan on market research and advertising, showcasing clear goals.

DISCOVERY

The process is kicked off with a discovery phase in which we immerse ourselves in your world. Frequent meetings with you coupled with a creative brief is what we will use as a guideline to understand your objectives and goals better. We give greater importance to gathering information about your product and brand, research and project management, because getting these foundations right gives your campaign and brand the best possible chance of success. During these phases we constantly communicate with you on the objectives and goals and the best way to tackle the campaign.



CUSTOM TAILORED DESIGN CONCEPTS

Once the above processes are done, we put our creative caps on and start brainstorming on the best and most creative ways of portraying your brand visually. This design phase is followed by a creative rationale based on the creative brief initially provided by yourselves. The creative rationale gives you 2 to 3 options of the creative direction you could take on your campaign. Once we have agreed on which option is best from the creative rationale, we move on to visual design that usually catches the chosen theme of your campaign.

IMPLEMENTATION

We bring your design and brand to life. And this is implemented on all collateral, whether it be outdoor branding to press adverts, to just about everything. At this stage we constantly keep you updated on the progress and send you visuals of the development where necessary to ensure that you get the best of what you want.

CREATIVE PROCESS - CASE STUDY

CREATING BRAND IDENTITY FOR AERO TANZANIA

After successfully winning a pitch among a number of competing agencies to Brand the Aero Tanzania Airline, we began an exciting journey with Aero Tanzania in building the Airline's Brand identity, image and essence from scratch; and what a rewarding and enjoyable experience it was!

Aero had their heart set on incorporating an African feel to the logo through the use of a bird. After doing some intensive research on the subject, we discovered the perfect african bird that could depict what the airline stands for; swift, fast, and proudly African. This was the African Bee-eater. Through the use of shapes and colours that depict the same, the bird added the sense of grace and movement to the logo so that one would instantly get a feel for the airline from this simple iconic image. By using modern fonts we added a modern twist to the brand and developed the sleek elegance we would associate with the airline.

Our brief was to create a new logo, develop a brand identity and then to put all these elements together to create a complete brand image for Aero Tanzania, inclusive of all collaterals from airplane design to stationery design and a brand bible.

LOGO CREATION FROM SCRATCH



FINAL LOGO



OTHER LOGO DESIGNS



OUR TEAM

**WE ARE PURVEYORS OF BRAND INTEGRITY.
IT'S NOT JUST OUR PASSION. IT'S OUR RESPONSIBILITY.**



Mili Desai
PLANNING



Midhun
STRATEGY



Muralidharan
CREATIVE



Aloyce Massawe
MARKET RESEARCH



Gulzar Khan
ART



Desi Mgimba
VISUALIZER



Bomboo Galway
WEB



Paresh Chauhan
GRAPHICS



Peter Mluge
STUDIO



Edward Xavier
ART



WE LIKE TO KEEP THINGS FRESH BY DESIGN

AND AS A RESULT, OUR RANGE OF WORK AND

CLIENT LIST IS CONSTANTLY EXPANDING. OVER

THE NEXT FEW PAGES WE'D LIKE TO SHOW YOU

SOME OF THE WORK WE'RE REALLY PROUD OF.



ADVERTISING & BRANDING

AD DESIGN

WHY DO YOU NEED ATTRACTIVE ADS?

Because you need to stand out from your competition. Because you need to show your potential customers that your company is the best. If your ad has a bad design, potential customers will associate this with your products and services. What you need is ads that reflect your company's best qualities.

If you have outstanding and high-quality ads, the viewer will see that your company is dedicated to its customers. Not only can we come up with great visuals & concepts, but they are accompanied by catchy and clever taglines.



LOGO CREATION

NEED A LOGO DESIGNED FOR YOU?

Logo design is the art of creating and putting together graphic design pieces that - if well done - will associate a certain combination of shapes and colors with a brand, an idea or a concept. The results of the logo design process will have a major influence in the entire identity of a brand.

M2 is formed by a group of highly-experienced graphic design professional that work for clients from all around the country.

We have the experience necessary to create the most appealing and representative logo. We are aware that standing out from the competition is quite difficult, but we have the skills to accomplish this aim: we will pour our knowledge of graphic design and marketing into your specific project to create a very effective, profitable logo.



CAMPAIGNS

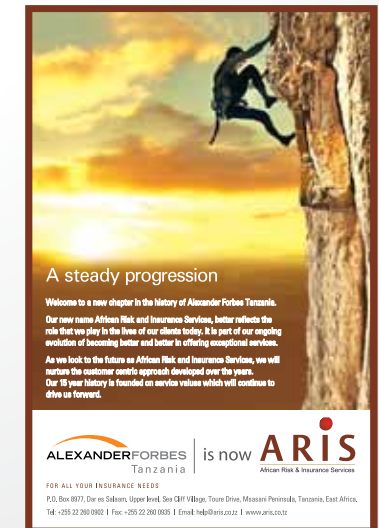
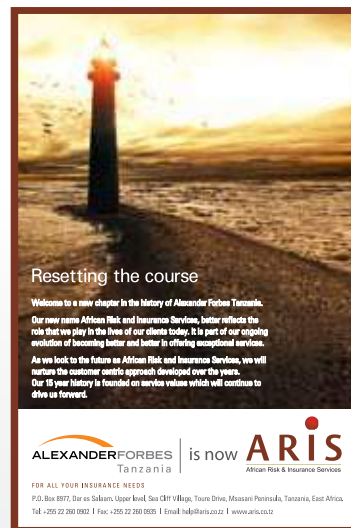
CLIENT : EXIM BANK

CAMPAIGN : SMART APP



CLIENT : ARIS

CAMPAIGN : ALEXANDER FORBES IS NOW ARIS



OUTDOOR



MAGAZINES

CLIENT : SHAMO TOWER

MAGAZINE : SHAMOTIMES



CLIENT : EXIM BANK LTD

MAGAZINE : EXIMITE



ANNUAL REPORTS

CLIENT : TAN -RE

REPORT : ANNUAL REPORT 2013



Since the core of an annual report is mostly numbers, designing an annual report thus requires extreme attention to detail and a large amount of creativity in presenting the numbers in an interesting way.

M2 Advertising agency can put a creative spin on your annual report and press financials numbers and corporate performance report. We are an advertising agency that also specialises in print and online



ANNUAL REPORTS

REPORT : ANNUAL REPORT 2013



VEHICLE BRANDING





PACKAGING AND LABELING

LABEL DESIGN



PACKAGE DESIGN



m2
advertising



CORPORATE GIFTS

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CORPORATE GIFTS

CALENDARS & DIARIES



CORPORATE GIFTS

T-SHIRTS



CORPORATE GIFTS

OTHER CORPORATE GIFTS





WEB & ONLINE COMMUNICATION

WEB DESIGN

CLIENT : SHAMO TOWERS

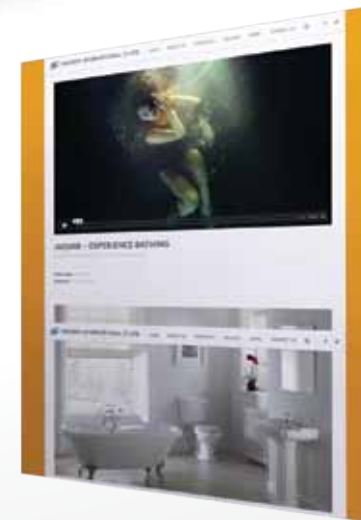
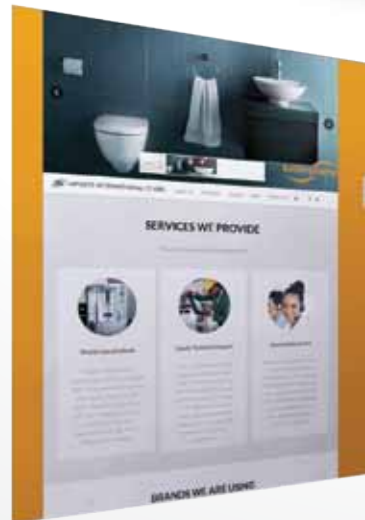
URL : WWW.SHAMOTOWERS.CO.TZ



WEB DESIGN

CLIENT : IMPORTS INTERNATIONAL LIMITED

URL : WWW.MPORTS-INT.COM/



SOCIAL MEDIA

CLIENT : EXIM BANK

URL : [WWW.FACEBOOK.COM/EXIMBANTZ](https://www.facebook.com/eximbantz)



CLIENT : CHAPAN BHOG

URL : [WWW.FACEBOOK.COM/56BHOG](https://www.facebook.com/56bhog)





MEDIA

RADIO ADS

WHAT WE DID FOR THESE COMPANIES

PRODUCTION

MEDIA PLANNING

MEDIA BUYING

MEDIA MONITORING

WE'VE GOT IT COVERED

You shouldn't need to worry about negotiating the best radio advertising deals, creating the right message for your brand, or delivering audio campaigns. By choosing to work with us, you'll have everything covered.

SOUNDS RIGHT

You want your brand to stand out and our in-house creative team ensure this happens. We will work closely with you to get your message spot-on and won't stop until you're happy.

HOW IT WORKS

If you want to get your brand on the radio, we make it happen no matter the size of your budget or brief. If you're not negotiating and planning radio advertising campaigns every day like we are, it's hard to know if you're doing it right. Contact us today.



NEWSPAPER ADS

CELEBRATING 17 YEARS ANNIVERSARY
1997 2014

17 years in business. We could not have done it without you.
Our humble thanks to all patrons!

Innovation is life **EXIM BANK**

OWN A HOME IN MAJESTIC ARUSHA

**Spacious 320 square meter homes
4 Luxurious bedrooms with attached bathrooms**

Enjoy modern day facilities such as:

- An array of European style
- Independence, water storage and purification facilities for your home
- Spacious site open for viewing
- Large open plan kitchen
- Diamond's spacious attached with independent entrance
- 24-hour security within the secure environs of the gated estate
- Walking trails and play areas accessible within estate
- Covered garage and large lawns in each plot
- Modern open plan designs with exclusive design features
- 4 bedrooms, 4 bathroom plus
- Choice of interior schemes local and abroad with other
- Premium plot and clubhouse

Price: \$295,000 (\$922 per Square Meter) including land

JV DEVELOPERS Cell: +255 784 655 000 | info@atlantista.com



EVENTS

EVENT PLANNING

Firstly, we come up with a great idea or theme that ties the event together and links what the customer wants to communicate to what the consumer wants to hear.

We can plan high impact events that will leave a lasting impression on your customers through the following services:

- Program Management
- Entertainment
- Venue Booking
- Themeing, conceptualization and decorations
- Multimedia design and build
- In cases where you have your own event planner, we can be a liaison between the event planner and your company.



EVENTS

CLIENT : EXIM BANK

EVENT : EXIM ARUSHA CORPORATE



EVENTS

CLIENT : SONGAS

EVENT : SONGAS 10TH ANNIVERSARY





MARKETING

OUR SERVICES:

- Market Research: M2 Advertising can find the best way for your company to get mileage, with a clear proposal
- Marketing Strategies & Plans
- Brand building, management and promotional strategies
- Viral Marketing (Face book, twitter and social media that gives you a real edge in business). We can use social networking sites to broadcast your advertisements, promotions and special offers to a following of thousands of people including past, current and potential customers. We can manage the content for you and update the page as per your request.
- Media Positioning: We work with local print companies to meet the needs of your project and deliver the best value.





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