

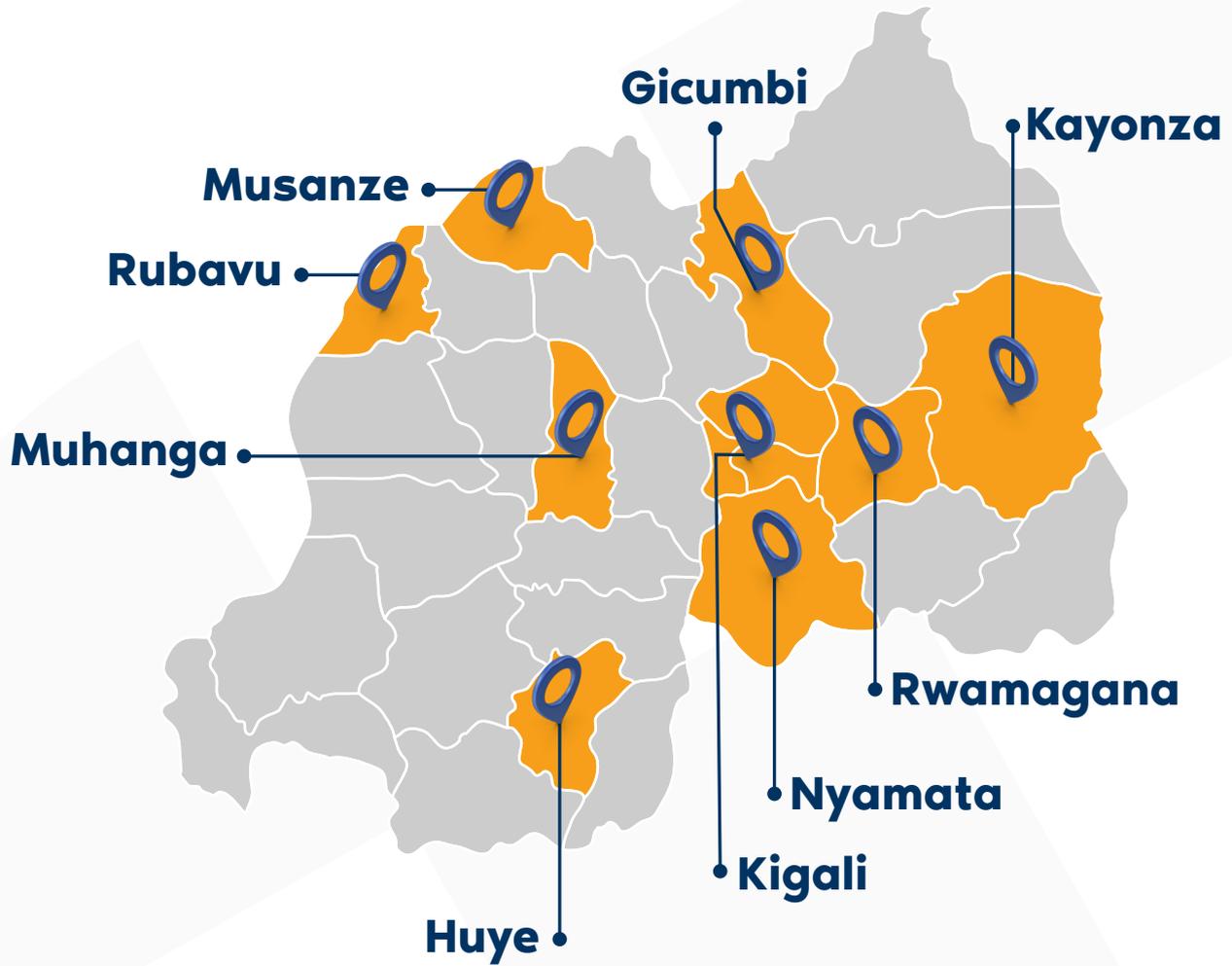


COMPANY PROFILE

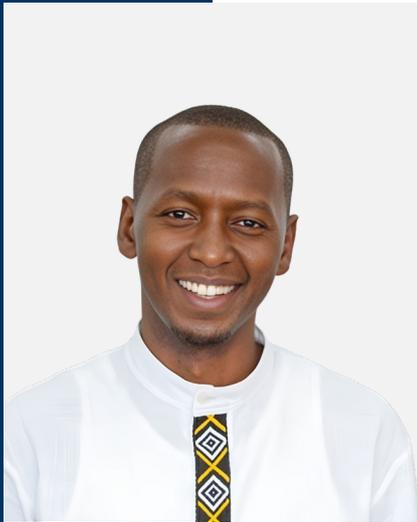
OOH ADVERTISING | BRANDING

www.upscalemedia.africa

KIGALI-RWANDA



**OUR BILLBOARDS
IN RWANDA**



NOTE FROM THE CEO

KWIRINGIRA M Emmanuel

Chief EXecutive Officer (CEO)

As the CEO of Upscale Media, I am proud to lead a company that is at the forefront of innovation in the advertising and branding industry in Rwanda. Since our inception, we have been driven by a commitment to excellence and a passion for helping brands connect with their audiences in meaningful ways.

Our out-of-home (OOH) advertising solutions are more than just spaces for promotion; they are powerful tools that enable businesses to capture attention and drive growth. With a network of strategically positioned billboards across key locations—from Kigali to Musanze, Rubavu, Gicumbi, and Rwamagana—we ensure that our clients' messages reach the right audience with maximum impact.

In addition to our OOH offerings, we take immense pride in our comprehensive branding services. We understand that a strong brand is more than just a logo; it's an experience. That's why our branding services encompass not only graphic design but also corporate identity design, ensuring that our clients' brands are consistently represented across all touchpoints. Whether it's crafting a memorable logo, developing cohesive brand materials, or establishing a distinct corporate identity, our team is dedicated to creating brands that stand out in the market.

As we look to the future, our goal is to continue expanding our footprint, innovating our offerings, and providing our clients with the best possible advertising and branding solutions. I am excited about the journey ahead and confident that, with the support of our talented team, valued clients, and trusted partners, Upscale Media will continue to set new benchmarks in the industry.

Thank you for your trust in us as we work together to achieve new heights in the world of advertising and brand enhancement.

Sincerely,

1. MARKET OPPORTUNITY: RWANDA'S BUSINESS ECOSYSTEM

Rwanda's business ecosystem is experiencing unprecedented growth, driven by a strong commitment to becoming a regional hub for innovation, investment, and entrepreneurship. As the country continues to attract both local and international businesses, the demand for effective marketing and brand-building strategies is at an all-time high. This creates a significant market opportunity for Upscale Media to leverage its expertise in out-of-home (OOH) advertising, branding, and graphic design.



Out-of-Home (OOH) Advertising: As businesses in Rwanda expand and seek to establish their presence, the need for impactful and far-reaching advertising solutions is crucial. Our strategically placed billboards across major cities and key routes provide unmatched visibility and help brands connect with diverse audiences. The rapid urbanization and infrastructural developments in Rwanda make OOH advertising an essential tool for businesses looking to capitalize on the growing consumer market.

Branding: In a competitive and evolving market, a strong and memorable brand identity is key to success. Rwanda's vibrant business environment presents a unique opportunity for companies to distinguish themselves. Upscale Media's comprehensive branding services are designed to help businesses craft distinctive and cohesive brand identities that resonate with their target audiences. From startups to established enterprises, our branding solutions empower companies to build lasting connections with their customers.

Rwanda's transformation into a dynamic and business-friendly economy presents immense opportunities for Upscale Media to grow alongside its clients. By offering a full spectrum of advertising, branding, and design services, we are well-positioned to help businesses navigate the complexities of the market and achieve their strategic objectives. As Rwanda continues its journey toward becoming a leading financial and commercial hub in Africa, Upscale Media is committed to playing a pivotal role in shaping the future of advertising and brand development in the region.

2. PROBLEM STATEMENT

In today's rapidly evolving business landscape, visibility is paramount to success. However, many businesses, particularly SMEs, face significant challenges in standing out amidst the noise of an increasingly competitive market. Traditional advertising channels are often saturated, costly, and may not effectively reach target audiences. Digital advertising, while popular, can struggle with issues such as ad-blocking, limited attention spans, and oversaturation.

In Rwanda, where the economy is growing and new businesses are emerging daily, the need for impactful, cost-effective, and far-reaching advertising solutions is more critical than ever. Many companies struggle to connect with their audiences in meaningful ways, leading to missed opportunities for growth and market penetration. The challenge lies in finding a platform that not only captures attention but also delivers measurable results in brand awareness, customer engagement, and sales conversion.

Furthermore, as Rwanda evolves into a regional financial hub, the influx of new businesses creates an even greater need for visibility. Companies are vying for the attention of a diverse and increasingly discerning audience, but many lack the resources or expertise to execute effective advertising strategies. The result is a crowded marketplace where only the most visible and impactful brands can thrive.

This is where Upscale Media steps in. We recognize the need for an advertising medium that cuts through the clutter and delivers high-impact visibility. Our strategically placed billboards across key locations in Rwanda offer businesses a powerful platform to showcase their brands, communicate their messages, and connect with their target audiences. By providing a solution that is both effective and accessible, we help businesses of all sizes overcome the challenges of modern advertising and achieve their growth objectives.





3. BRAND STORY

Upscale Media was founded with a singular vision: to revolutionize advertising in Rwanda by offering unmatched visibility and impact through out-of-home (OOH) advertising, alongside comprehensive branding services. Our journey began with a passion for connecting brands with their audiences, and this passion has driven us to become a leading player in the Rwandan advertising landscape.

Our strategically placed billboards, from the vibrant streets of Kigali to the bustling highways of the Northern, Eastern, and Western Provinces, serve as powerful platforms that elevate brands and captivate attention. But our commitment doesn't stop at OOH advertising; we also specialize in branding services that include graphic design and corporate identity creation. This ensures that the brands we work with are not only visible but also visually compelling and consistently represented across all touchpoints.

Our story is one of quality, innovation, and a relentless focus on customer success. Recognizing the need for dynamic and integrated advertising solutions in Rwanda, we set out to create a network of billboards and branding services that not only deliver high visibility but also drive tangible results for our clients. Over the years, we have expanded our reach and offerings, connecting brands with diverse audiences across the country through premium advertising spaces and expertly crafted brand identities.

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4. BRAND MOTIVATION

At Upscale Media, our motivation stems from the desire to empower brands by providing them with the tools they need to stand out in a competitive market. We understand that visibility and a strong brand presence are key to success. Our mission is to ensure that every brand we work with enjoys maximum exposure through our OOH advertising solutions, while also benefiting from a cohesive and impactful brand identity created through our branding services.

Our dedication to excellence and innovation drives us to continuously improve our offerings, ensuring that our clients receive the best possible return on their advertising investments. Whether it's through our eye-catching billboards, creative graphic design, or comprehensive corporate identity design, we are committed to delivering results that exceed expectations.

We are inspired by the transformative power of advertising and branding—their ability to shape perceptions, emotions, build brand loyalty, and drive growth. With this in mind, we have made it our goal to create impactful, memorable, and visually stunning advertising and branding experiences that resonate with audiences and leave a lasting impression.



5. MISSION STATEMENT

Connecting brands with people through strategic Out-of-Home (OOH) advertising, branding, and design thus driving growth in Rwanda.



6. VISION STATEMENT

To be Rwanda's trusted OOH innovator, delivering unrivaled brand impact with unmatched creativity.



7. CORE VALUES

- **Innovation:** We are committed to staying at the forefront of the advertising industry by embracing new technologies, creative strategies, and innovative designs.
- **Quality:** We believe in delivering excellence in every aspect of our work, from the materials we use to the locations we choose.
- **Customer Success:** Our clients' success is our success. We are dedicated to understanding their needs and delivering solutions that exceed expectations.
- **Integrity:** We conduct our business with honesty and transparency, building trust with our clients, partners, and stakeholders.
- **Sustainability:** We recognize the importance of environmental stewardship and strive to minimize our impact on the environment through responsible practices.

TAKE ACTION // GET TICKETS

KENDRICK LAMAR
ZUCHU • BRUCE MELODIE

APPEARANCES BY
ARIEL WAYZ • DJ TOKKYK
SHERRIE SILVER



A GLOBAL CITIZEN EXPERIENCE

06 DEC 2023 • BK ARENA, KIGALI

VISIT MOVEAFRIKA.ORG
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8. CASE STUDIES

Billboards are a powerful tool for reaching large audiences and creating lasting impressions. Upscale Media has strategically utilized billboards across key locations in Rwanda to help brands enhance their visibility and connect with diverse audiences. These case studies highlight how our targeted billboard placements, including those at high-traffic areas like border crossings and city centers, have delivered outstanding results for our clients, driving brand awareness and engagement.



8.1 MUSANZE GANTRY BILLBOARD

Located at the gateway to Rwanda's iconic Volcanoes National Park, the Musanze Gantry Billboard is the largest display in the country. With dimensions of **20m x 5m x 2 Faces and 14-hour daily illumination**, this billboard commands the attention of thousands of travelers and tourists. The strategic location and size ensure that brands advertising here receive maximum exposure, making it a prime choice for businesses looking to dominate the market.

Impact: A telecommunication(Airtel) -focused company experienced a 30% increase in inquiries within the first three months of advertising on the Musanze Gantry Billboard. The massive reach and high visibility proved instrumental in driving customer engagement and brand recognition.



8.2. RWAMAGANA BILLBOARDS 2FACED & 3 FACED BILLBOARDS

Our Rwamagana billboard, with dimensions: **6m x 8m x 3 Faces**, is strategically located to capture the attention of travelers and locals alike as they pass through this key eastern town. The billboard's visibility ensures that brands are noticed by a broad audience, making it an excellent choice for businesses looking to expand their reach in the Eastern Province.

Impact: A mattress factory company saw a 35% increase in brand recognition in the Eastern Province after advertising on the Rwamagana billboard. The strategic location and expansive visibility played a crucial role in connecting with the target audience.

8.3. PARTNERING WITH NLL FOR NTARE SCHOOL OLD BOYS WELCOME HOME GESTURE

As a proud Ntare School Old Boy, Upscale Media was excited to partner with the Ntare League of Legends (NLL) for the finale event in Kigali. Our role in this prestigious event involved a visibility sponsorship aimed at extending a heartfelt welcome home gesture to the visiting Ntare School Old Boys (OBs).

We strategically positioned billboards around key locations such as **Kigali International Airport (KIA)**, the **Gatuna Border**, and **prominent spots in Kigali**. These entry points were critical in greeting the OBs as they arrived in Rwanda, setting the tone for a memorable event.

Impact: This campaign achieved widespread recognition and had a significant impact:

- **High Visibility:** With billboards positioned at major gateways like KIA and Gatuna, the campaign captured the attention of both the visiting OBs and other travelers entering the country.
- **Emotional Connection:** The personalized “welcome home” messaging strengthened the bond between Ntare School alumni and the event, creating a sense of pride and unity among the OBs.
- **Brand Awareness:** Upscale Media’s involvement in such a high-profile event highlighted our commitment to supporting meaningful events and enhanced our brand’s reputation for community engagement.
- **Enhanced Sponsorship Value:** The strategic placement of billboards ensured maximum exposure, not just for NLL but for the event sponsors, enhancing the value of the sponsorship.



8.4. PETITE BARRIÈRE BILLBOARDS

At Petite Barrière, one of the world's busiest border crossing, Upscale Media strategically operates a **6m x 10m x 2 Faces billboard**. The billboards here are prominently visible from both Rubavu in Rwanda and Goma in the Democratic Republic of the Congo, ensuring maximum exposure to a diverse and high-traffic audience.

Petite Barrière is one of the most significant border crossings in the region, **with an estimated 55,000 to 70,000 people crossing daily**. The high volume of foot and vehicular traffic at this border makes it an ideal location for impactful out-of-home (OOH) advertising, offering brands a unique opportunity to connect with both Rwandan and Congolese audiences.

Impact: A consumer goods company saw a 20% increase in sales within the Rubavu region and a 15% increase in exports to the DRC after utilizing the Petite Barrière billboard. The strategic location provided significant cross-border visibility and engagement.



9. BRANDING

9.1 EVENT BRANDING

In today's competitive event landscape, effective branding is crucial to creating memorable experiences and driving engagement. Upscale Media has partnered with top event organizers like Global Citizen and Move Afrika to deliver impactful event branding solutions.

From strategic material branding for social causes to enhancing visibility through city-wide campaigns, these case studies showcase how our tailored branding approaches have helped elevate event success and reinforce key messages.



9.1 CASE STUDY 1: MOVE AFRIKA / GLOBAL CITIZEN-ENHANCED VISIBILITY THROUGH LIGHT POLE BRANDING

Background

Move Afrika with Global Citizen, focused on ending extreme poverty, partnered with Upscale Media to amplify their message at a key event in Rwanda.

Approach

Upscale Media branded light poles across Kigali with striking Move Afrika messages, creating city-wide visibility. The branded poles featured vibrant designs that captured the essence of the event, driving excitement and awareness.

Outcome

The light pole branding significantly increased event visibility, contributing to higher attendance. The campaign successfully embedded the Move Afrika brand into the cityscape, generating buzz and anticipation.



9.2. BRANDING IN OUT-OF-HOME ADVERTISING

At **Upscale Media**, **Building Branding** is a dynamic and impactful advertising solution that transforms the facades of prominent buildings into powerful branding platforms. By utilizing the exterior or interior surfaces of strategically located buildings, we help brands stand out in high-traffic areas and become part of the urban landscape.

CASE STUDIES: EFFECTIVE BRANDING CAMPAIGNS



1. DSTV on the KCT Building in Nyarugenge

Overview: DSTV, a leading satellite TV provider, utilized the prominent KCT Building in the heart of Nyarugenge to maximize their brand visibility. The branding campaign involved a large-scale, eye-catching advertisement that dominated the building's facade, ensuring that the message reached both pedestrians and vehicular traffic.

Impact:

- **High Visibility:** The central location of the KCT Building guaranteed that DSTV's branding reached a wide audience in one of Kigali's busiest districts.
- **Enhanced Brand Recognition:** The large, vibrant ad reinforced DSTV's brand identity and positioned it as a leading choice for entertainment in the region.
- **Increased Engagement:** The striking visuals attracted attention and generated buzz, leading to higher brand recall and engagement among potential customers.



2. Heineken at Kigali City Market

Overview: Heineken leveraged the bustling Kigali City Market to showcase its brand through strategically placed advertisements. The campaign focused on vibrant, attention-grabbing visuals that highlighted Heineken's brand message and product offerings in a high-traffic area frequented by locals and tourists alike.

Impact:

- **Targeted Audience Reach:** By positioning their branding in a popular market, Heineken effectively engaged with a diverse audience, including both casual shoppers and market vendors.
- **Brand Affinity:** The immersive and visually appealing ads helped to strengthen Heineken's connection with consumers, reinforcing its position as a favored beverage choice.
- **Market Presence:** The campaign increased Heineken's visibility in a key location, boosting brand awareness and driving consumer interest in a dynamic environment.



10. OUR PEOPLE & SOCIAL RESPONSIBILITY

At Upscale Media, we believe that our success is deeply intertwined with the well-being of our community. We are committed to making a positive impact through various social responsibility initiatives that reflect our core values of inclusivity, empowerment, and growth.

One of our key initiatives is providing full scholarships to vulnerable students who lack financial means. By investing in their education, we aim to empower the next generation with the knowledge and skills they need to build a brighter future.

In addition to supporting education, Upscale Media is dedicated to empowering women, particularly young mothers, by supporting their entrepreneurship projects. We offer access to capacity-building programs and financial support, helping them turn their ideas into thriving businesses. Our goal is to foster an environment where women can achieve economic independence and contribute to the broader community.

Through these initiatives, Upscale Media is not only contributing to Rwanda's economic development but also helping to create a more equitable society where everyone has the opportunity to succeed.



11. 10-YEAR PROJECTIONS AND ROADMAP

Year 1-3: Expansion and Innovation

- **Goal:** Expand our billboard network to cover all key regions in Rwanda, including more rural and emerging markets.
- **Strategy:** Invest in advanced digital billboards and interactive displays that offer dynamic advertising options.
- **Milestone:** Increase our billboard inventory by 50% and introduce data-driven analytics to measure campaign effectiveness.

Year 4-6: Regional Dominance

- **Goal:** Establish Upscale Media as the dominant out-of-home advertising provider in Rwanda and begin exploring opportunities in neighboring countries.
- **Strategy:** Partner with local governments and businesses to secure premium locations for new billboards and develop custom advertising solutions for regional brands.
- **Milestone:** Achieve a 75% market share in Rwanda's billboard advertising industry.

Year 7-10: Leadership and Diversification

- **Goal:** Cement our position as the market leader in East Africa's out-of-home advertising sector.
- **Strategy:** Diversify our offerings to include digital out-of-home (DOOH) solutions, mobile advertising, and event sponsorships. Expand into Uganda, Tanzania, and Kenya.
- **Milestone:** Establish Upscale Media as a regional powerhouse with a diversified portfolio of advertising solutions.

12. OUR COMPETITIVE EDGE

Upscale Media's success is rooted in our distinct competitive advantages that set us apart in the Rwandan out-of-home advertising industry. Our ability to deliver high-impact advertising solutions is driven by the following key factors:

- **Prime Locations:** Our billboards are strategically located in the most high-traffic and high-visibility areas across Rwanda. From the bustling streets of Kigali to the gateways of major provinces, we ensure that our clients' messages reach the right audience at the right time.
- **Local Expertise:** With deep knowledge of the Rwandan market and an understanding of regional consumer behavior, we tailor our advertising solutions to resonate with local audiences. This localized approach gives our clients a competitive edge in connecting with diverse demographics across the country.
- **Localized Concept:** Uniquely, our billboards incorporate Imigongo-inspired Rwandan designs, creating a strong cultural connection with local audiences and distinguishing us from competitors. This blend of technology and authenticity ensures impactful and memorable advertising solutions.
- **Innovative Technology:** At Upscale Media, our commitment to innovation sets us apart in the advertising industry. We leverage advanced construction techniques and cutting-edge materials to build our billboards, ensuring they are both high-performing and environmentally responsible. Our use of eco-friendly materials not only reduces the environmental footprint but also enhances the durability and aesthetic appeal of our structures.
- **Quality and Durability:** Our commitment to excellence is reflected in the quality of our billboards. We use durable materials and innovative design techniques to ensure that our displays remain visually stunning and effective over time, even in challenging environmental conditions.
- **Comprehensive Service:** At Upscale Media, we go beyond just providing advertising space. We offer end-to-end solutions that include creative design, campaign planning, and performance analytics. Our holistic approach ensures that our clients achieve their marketing goals with maximum efficiency and impact.
- **Strong Partnerships:** At Upscale Media, our success is built on strong, collaborative partnerships. We not only work closely with local clients but also cross borders to forge alliances with out-of-home (OOH) agencies across Africa, including Benin, Burundi, Cameroon, the Democratic Republic of Congo (DRC), Kenya, Mauritius, South Africa and Uganda. These strategic partnerships expand our reach, enabling us to deliver impactful advertising solutions across the region.



13. ABOUT OUR CLIENTS



FOUNTAIN PUBLISHERS
RWANDA LTD



JUBILEE DENTAL CLINIC



TECHNO SERVE
R W A N D A



AIDS HEALTHCARE
FOUNDATION



14. CONCLUSION

As Rwanda continues to rise as a beacon of economic growth and innovation in Africa, the role of effective advertising cannot be overstated. Upscale Media stands at the forefront of this transformation, offering unrivaled out-of-home advertising and branding solutions that are not only impactful but also aligned with the dynamic needs of modern businesses. Our approaches are more than just physical structures; they are platforms for storytelling, brand building, and connecting with diverse audiences across the nation.

At Upscale Media, our mission is to drive growth and success for our clients through innovative OOH advertising and impactful branding solutions.

By integrating researched prime locations with culturally resonant designs, we ensure that our billboards and branding strategies connect deeply with audiences while delivering measurable results.

Our strong partnerships across the East African Community, including Uganda, DRC, and Burundi, extend our reach and enhance our ability to serve diverse markets. As we continue to expand and innovate, we remain committed to setting new benchmarks in the industry and helping brands achieve lasting success.

As we move forward, we invite stakeholders, partners, and potential investors to join us on this exciting journey. With a clear vision, strategic direction, and a passion for excellence, Upscale Media is poised to redefine the future of out-of-home advertising in Rwanda and beyond. Together, we will continue to create powerful advertising and branding experiences that captivate audiences, build brands, and drive success in the years to come.

15. PORTFOLIO









Review

“Upscale has consistently delivered exceptional service, providing high-quality OOH placements that truly stand out. Their keen understanding of market dynamics, coupled with their attention to detail, ensures maximum visibility and impact for campaigns. Upscale is not only professional and reliable but also cost-effective, making them a top choice for businesses looking to maximize their advertising budget. Their innovative approach and commitment to meeting deadlines make them an invaluable partner in any advertising strategy. Highly recommended!”

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