



Concepts . **Work** . Results

[www.saimal.co.tz](http://www.saimal.co.tz)





Strategic Communications  
*For*  
Positive Transformations



# Who we are

**SAIMAL COMMUNICATIONS** is a limited company incorporated in the Republic of Tanzania that specializes in offering strategic marketing and innovative communications solutions for positive societal transformation (SBCC), design and development of digital and audiovisual communication content.

Established in 2013 we have grown to become a top emerging high-tech agency in Communication and Experiential marketing industry in Tanzania.

## WHAT WE DO

By leveraging on technology and synergy of our individual capacities, and by crafting value and offering it in a timely manner through responsive customer care, we have focused on the following core areas to distinguish as from traditional Ad Agencies and to effect our philosophy of Social and Behavior Change Communication (SBCC)

- ◆ Audio-visual content production
- ◆ Integrated digital communication and brand management
- ◆ Experiential marketing and events management





## EXPERIENTIAL & SOCIAL MEDIA MARKETING

With the marketing world growing fast and developing in the digital era, Saimal is Innovating and offering solutions at the level of current and most effective market trends. Whether its Experiential Marketing or Digital Social Media Marketing, our creative team develops customised impactful strategies and solutions that ensure your brand stands out in the market. For the Development sector, our Social and Behavior Change Communication (SBCC) strategies are tailored for Non-Govermental Organizations communication needs.

## DIGITAL MARKETING CONTENT PRODUCTION

We provide audio & video production services with a next level touch. With top of the Line equipment, modern studio facilities, and a dedicated and highly professional team, Saimal promises to give you Documentaries, Audio Adverts, Jingles, Visual Advertisments that will leave the target market embracing your brand to the fullest.

## CREATIVE CONCEPT DEVELOPMENT & MANAGEMENT

Our highly experienced creative team lives for "Stand Out Brands. Our Hands On approach towards Creating and Managing brands is just one of the key factors that promises your brand a safe and secure home with Saimal Communications. We embrace all brands equally giving each brand the time and attention it demands.



# Past

# Projects



**Campaign name:** Zama zimebadilika Sio kila homa ni Malaria

**Scope:** 15 District Wide Events  
114 Mini - Events  
114 Road Show  
180 P.A  
15 Short Films  
1 Documentary

**Period:** 2 month  
3 Regions ( Lindi | Mtwara | Pwani)

**Client:** Tanzania Communication and Development Center (TCDC)



Mid-Media activities including Audiovisual Content Creation



**Campaign name:** LISHE Campaign

**Scope:** 3 District Wide Events  
30 Road Shows

**Period:** 1 month  
3 Districts  
1 Region (Ruvuma)

**Client:** Tanzania Communication and  
Development Center (TCDC)



Mid-Media activities  
District Events & Roadshows



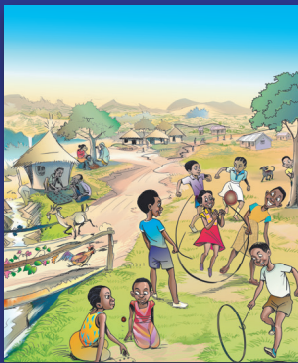


**Campaign name:** Ugawaji wa Vyandarua Mashuleni

**Scope:** 3 District Wide Events  
30 Road Shows

**Period:** 3 month  
10 Districts  
2 Region (Mara and Mwanza)

**Client:** Tanzania Communication and Development Center (TCDC)



Mid-Media activities



**Campaign name:** Chandarua Kliniki

**Scope:** 2 District Wide Events  
14 Road Shows

**Period:** 1 month  
2 Districts  
2 Regions (Mtwara & Mwanza)

**Client:** Tanzania Communication and Development Center (TCDC)



Mid-Media activities



**Campaign name:** Activation of Bull Condom

**Scope:** 14 Mini - Events  
14 Activations  
5700 Bull Condoms Sales

**Period:** 7 days  
1 Region (Mbeya)

**Client:** DKT International



Social Marketing Activities



**Campaign name:** Mafuta Asili ya Alizeti yenye Vitamini A (MASAVA)

**Scope**  
1 District Wide Event  
1 Mini - Event  
4 Road Shows

**Period:**  
2 Weeks  
2 Districts (Babati & Katesh)  
1 Regions (Manyara)

**Client:** Tanzania Communication and Development Center (TCDC)



aminia!

Mid-Media Activities  
& Demand Creation



**Campaign name:** Sitaki Uchafu

**Scope:** 1 Radio Spot  
7 Road Shows

**Period:** 1 Weeks  
1 Districts  
1 Region (Dar es Salaam)

**Client:** Tanzania Communication and  
Development Center (TCDC)



Campaign Awareness & Behavior  
Change Campaign

**afya ni  
mazingira  
mazingira  
ni mimi**

**kataa uchafu,  
changia  
huduma!**

**Changia  
3,000/= tu  
kwa mwezi**

**Fumbuka! epuka kulimbikiza uchafu,  
wajibika, changia huduma ya uondoaji  
maji taka na taka ngumu.**



**Campaign name:** TOHARA

**Scope:** 56 Clinic shows  
84 Road Shows & 112 P.A  
2 Radio Engagement  
4 Short Films

**Period:** 3 month  
4 Districts  
3 Regions (Morogoro, Singida  
& Tabora)

**Client:** JHPIEGO



Road Shows & Demand Creation  
Activities



**Campaign name:** TOHARA

**Scope:** 4 District Wide Events  
900 Road Shows  
4 Social Bonanza  
Short Film

**Period:** 4 month  
7 Districts  
Lake Zone

**Client:** IntraHealth



**Tohara**  
kwa Mwanaume

**Maisha ni Sasa!  
Wahi Tohara! Kuwa Msafi.**

Community Sensitization & Demand  
Generation



**Campaign name:** TOHARA - Tulonge Afya

**Scope:** 48 Mobile Video Show (MVU)  
96 RoadShow & P.A  
96 Mini - Events  
Short Film Production

**Period:** 2 month  
4 Districts  
2 Regions

**Client:** FHI360



**Maisha ni Sasa!  
Wahi Tohara! Kuwa Msafi.**

Community Mobilization & Demand  
Creation.





**Campaign name:** Malaria - Tulonge Afya

**Scope:** 205 Mobile Video Show (MVU)  
1297 Cultural Show  
408 Clinic Show & Talks

**Period:** 2 month  
18 Districts  
6 Regions

**Client:** TCDC



**Zama zimebadilika**  
**Sio kila homa**  
**ni malaria**

**NENDA**  
**UKAPIME!**

Community Sensitization & Demand  
Generation





**USAID**  
FROM THE AMERICAN PEOPLE



**U.S. President's Malaria Initiative**



**JOHNS HOPKINS**  
Center for Communication Programs

**TCDC**  
Tanzania Communication and Development Center



**AIDS Free**  
Strengthening High Impact Interventions for an AIDS-free Generation

**j; jhpiego**  
Saving lives. Improving health. Transforming futures.

**VECTOR)WORKS**  
Scaling Up Vector Control for Malaria Prevention

**fhi360**  
THE SCIENCE OF IMPROVING LIVES

**IntraHealth**  
INTERNATIONAL  
Because Health Workers Save Lives.



**Mwongozi**  
Kudhibiti Malaria



**BARCLAYS**

**NBC**  
National Bank of Commerce  
Conveniently Everywhere.

**DTB** | DIAMOND TRUST BANK



**Alliance Life**  
ASSURANCE  
Think Life, Think Alliance Life

**BrooklynMedia**

**MGen Tanzania**  
The Insurer of preferred choice

**Heritage**  
Insurance Co  
Tanzania  
"With us ...rest assured..."



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