

# Nextgen PR

## Company Profile



DEMAND GEN | MARKETING | P.R. | EVENTS

Your Marketing Solutions Provider

# About Us

Nextgen PR is an integrated public relations consulting company that specializes in offering strategic communication services for organizations. We operate from a premise that an organization succeeds best by planning and sustaining efforts to establish and maintain goodwill and understanding between itself and its stakeholders.

Our objective is to target all the stakeholders of an organization. Customers, employees, shareholders, government, suppliers, community and public at large to create and maintain the desired perception.

We are headquartered in **Nairobi-Kenya** and also work with partners across East Africa; **Tanzania, Uganda and Rwanda.**



# What We Do

Our responsibility is to identify the relevant target Stakeholders that are important to an organization and plan programs that effectively communicate with them.

- Media Relations
- Public Relations
- Crisis Management
- Social Media
- Corporate Events
- Government Relations

# Our Clients



## Our Clients



# Case Studies



DEMAND GEN | MARKETING | P.R. | EVENTS

Your Marketing Solutions Provider

<b>MERCK GROUP</b>	<ul style="list-style-type: none"> <li>• Development of communication strategy</li> <li>• Printing of branding materials</li> </ul>
<b>MOBISOL</b>	<ul style="list-style-type: none"> <li>• Launch of Solar Technology for a lower middle class man in Gatundu.</li> <li>• The event was inaugurated by German Ambassador, Ministry of Energy(Renewable Energy), SC(Energy)</li> </ul>
<b>SIAYA COUNTY GOVT</b>	<ul style="list-style-type: none"> <li>• Development and implementation of communication strategy 2015/16</li> <li>• Development of investment documentary and printing of 5K investment booklets</li> </ul>
<b>DIANI REEF</b>	<ul style="list-style-type: none"> <li>• Media relations</li> <li>• Influencer Engagement &amp; blogger engagement</li> <li>• Content production</li> <li>• Events management</li> </ul>
<b>UNAITAS</b>	<ul style="list-style-type: none"> <li>• Development of communication strategy &amp; Events</li> </ul>
<b>PRIMAROSA</b>	<ul style="list-style-type: none"> <li>• Media relations</li> <li>• Content production</li> </ul>
<b>SHK CONSULTING</b>	<ul style="list-style-type: none"> <li>• Strategic communication on luxury brands: Remy, Glenfiddich &amp; Hendricks</li> </ul>
<b>CIO100AWARDS</b>	<ul style="list-style-type: none"> <li>• Media relations and blogger engagement</li> </ul>
<b>MYRIAD CONNECT</b>	<ul style="list-style-type: none"> <li>• Media relations and events management</li> </ul>

<b>MERCK GROUP</b>	<ul style="list-style-type: none"> <li>• Development of communication strategy</li> <li>• Printing of branding materials</li> </ul>
<b>AWIM</b>	<ul style="list-style-type: none"> <li>• Execution of African Women In Media Conference.</li> <li>• Media Relations and Stakeholder Management</li> </ul>
<b>CYBERPRO</b>	<ul style="list-style-type: none"> <li>• Planning &amp; Execution of Cyberweek Conference</li> <li>• Public Relations and Communications and Media Engagement</li> </ul>
<b>SCHNEIDER ELECTRIC</b>	<ul style="list-style-type: none"> <li>• APC launches</li> <li>• Media Relations</li> <li>• Stakeholder Management</li> </ul>
<b>FORTINET</b>	<ul style="list-style-type: none"> <li>• Events Management E.A</li> </ul>



# Why NEXTGEN PR

---

Nextgen PR rides on internationally benchmarked strategic communication to deliver efficiency and attainment of business goals. We work with a network of experienced experts within the region to ensure you achieve your set objectives. We offer unique and creative communication solutions that exceed client's expectations.

We continuously search for opportunities beyond the agreed communications objectives. Professional quality of services provided by a highly motivated team. Courage and readiness to communicate on behalf of client in crisis.

# Strategy

We develop for your organization **customized communication/pr strategies**. Strategy is the foundation of our approach. It's the lens we use to identify what your organization stands for, to whom it should speak to, what it should say and how it should say it.

Our strategy platform is expressed through following tenets that **enlighten and inspire** by identifying communication opportunities, core audiences, motivating factors, unique attributes and key channels of conversation and conversion for your organization.



# Crisis

---

An Organization's response mechanism during a crisis is often the determinant of its success or failure and **effective crisis communications** is the key to successful crisis management.

Nextgen PR assists clients in **developing crisis management communications** systems, manuals for effective crisis preparedness, assisting clients in developing real time crisis communication to help them manage communications with the media and stakeholders.

# Media Relations

---

An Organization's response mechanism during a crisis is often the determinant of its success or failure and **effective crisis communications** is the key to successful crisis management.

Nextgen PR assists clients in **developing crisis management communications** systems, manuals for effective crisis preparedness, assisting clients in developing real time crisis communication to help them manage communications with the media and stakeholders.



# Media Training

We help you understand the media, develop **spokesperson skill and the confidence** to be effective in interviews with reporters on TV, radio or news stations.

The goal of media training should be to ensure that your spokesperson feels a sense of **confidence and control** when approaching interviews with the news media.

To achieve this confidence, media training should include but not be limited to, three critical elements:

- **Understanding the media**
- **Real world practice exercises**
- **Expert evaluation**





# Marketing

---

Nextgen PR works with the client's marketing department to maximize customer outreach and plan targeted, focused activities to promote the client's products and services.

Services done within marketing communications include

- **Brand launches**
- **Product launches**
- **Customer relationship events**
- **Programmes**

# Government

---

Nextgen PR assists organizations clients in developing key insights into **government policy** and direction as well as enhancing their relationship with various government agencies and departments.

Through our network of relationships with key government officials and influencers, we assist our clients have cordial **working relationship** with the government and also realizing set goals.



# Social Media

Social media is an important medium for building relationships with all audiences. Internet allows opinions to be received by the entire population but also opens up novel ways of establishing a dialogue online with target audiences.

Nextgen PR consultants have a heavy online presence and always deploy these properties for the benefit of the client. These cut across Facebook, Twitter, YouTube, LinkedIn etc. The aim is to create a branded online presence through the use of social media that will allow the client to:

- Connect to a wider audience through narratives, features with an emotional appeal.
- Spread its message and agenda - through a consistent message and hashtags.
- Monitor online reputation and trends
- Increase the availability and usage of online research materials
- Make use of instant feedback to gauge public understanding.





# StakeHolders

---

We assist organizations in managing relationships with their stakeholders through planned and effective communication of their goals, projects, achievements and new initiatives.



# Events

---

Nextgen PR specializes in conceptualizing, planning and executing very high standard and quality events such as corporate functions and launches.

Some of the aspects we handle include:

- Venue selection and booking
- Guest list compilation, sending out invites and RSVP Media relations including drafting a media plan, speech writing, photography.
- Sourcing and managing all 3rd Party suppliers such as MC, catering, Decoration, entertainment, giveaways.
- Program co-ordination
- Design and printing of all event collateral.



# Creative

This department is fully equipped with the latest design software and does creative designs for general advertising and promotional materials including and not limited to:

- Letterheads, Complimentary slips, Business cards, Invitation cards
- Logos
- Posters, Banners, Brochures
- Diaries, Calendars, Notebooks, Newsletter
- Print Media Ads, T-shirts, Caps
- Annual Reports, Brochures



ven  
hys

## branding stationery

#1



# Meet The Team

---



## **DOROTHY OTIENO - MARKETING CAMPAIGNS LEAD**

Dorothy Achieng Otieno is an accomplished marketing and communications professional with extensive experience in brand management, campaign execution, lead generation, and Public Relations. She holds a Master's in Business Administration and a CIM Diploma in Marketing. Dorothy has worked with various organizations, such as Nextgen Marketing Services Ltd and SAP East Africa, where she has successfully developed and executed marketing strategies. Her notable achievements include improving lead generation, brand profiles, and channel performance for her clients. She has also contributed to the success of organizations through her expertise in market research and strategic marketing initiatives.



## **KEN KINYA - DIGITAL & GRAPHICS SPECIALIST**

I am an experienced marketing professional with over 11 years of experience in the industry. Throughout my career, I have had the opportunity to work with a diverse range of clients, including Fortune 500 companies, high-value startups with over \$100 million in funding, and local businesses.

I am passionate about helping businesses achieve success, and I enjoy the process of working with a team to figure out the best approach to reach their goals. I have a strong understanding of the latest marketing trends and technologies, and I excel at developing and executing strategies that drive results. My skills include market research, brand management, digital marketing, lead generation, and more. I am also an effective leader and manager, with experience in leading cross-functional teams and collaborating with stakeholders to achieve common goals.



## **ANN NYOKABI - DIGITAL & SOCIAL MEDIA SPECIALIST**

I am Ann Nyokabi, a proficient social media strategist dedicated to elevating brands and empowering business owners by masterfully navigating the social media landscape. With a focus on strategic brand placement, I excel in devising potent social media marketing strategies that resonate with target audiences. My approach includes curating captivating content, driving organic growth, meticulously researching hashtags for maximum reach, and creating dynamic captions to foster engagement and build a vibrant online community.



**DEMAND GEN | MARKETING | P.R. | EVENTS**

Your Marketing Solutions Provider

***Dorothy Otieno***

***Phone: +254 722 463 322***

***Email: [dorothvo@nextaenmarketing.co.ke](mailto:dorothvo@nextaenmarketing.co.ke)***