

IN 2005,
2 YOUNG AFRICANS
BELOW THE AGE
OF 20 FOUNDED
A COMPANY WITH A
20-YEAR VISION:
**TO REACH, INSPIRE
AND EMPOWER
500 MILLION AFRICANS
DIRECTLY, BY 2025.**



inspiring Africa's youth | www.redafrica.xyz

WE'RE BUILDING A MEDIA COMPANY THAT CAN DO EVERYTHING.

**Inspire, empower a generation.
Impact and influence governments.
Create an army of entrepreneurs and change makers.
Transform systems and societies.
Change the world.**



#Youth #Media #Africa



10 YEARS!

INTRODUCTION

RED has built a formidable network of platforms that communicate in a diverse number of ways to an increasingly sophisticated consumer base that has become an economic juggernaut.


That economic powerhouse? Africa's youth.

Since 2005, RED has dedicated itself to the simple premise that the youth audience has incredible unharnessed power waiting to be unleashed.

The truth is, long before it was clear that young people were not just about fashion and music with no real economic power, our founders believed that the youth were about more.

They understood that young Africans were about their future; about the business of music, film, and fashion; about the intricacies of building a nation; about ensuring universal human rights. Our founders set out to prove that youth is power like none other.

RED has spent the last decade building itself into a leader in its field, cutting through the hype to speak to and tap an unending resource, and to help young people find their voice. Our company has listened to thousands of stories, and has helped shaped the narrative of many more. We build media brand,, projects and products that use strong, positive images to inspire young Africans, to



unleash their highest personal,
professional and
nation-building potential.

In short? We get it.

Information is currency in today's digital
age and RED is in a unique position to
take advantage of its knowledge not
only in Nigeria, but as we expand on to
the larger African stage.

This is RED, and this is what we do.

Adebola Williams
Co-Founder, RED

COMMUNICATION

*Cut through the noise.
Turn your audience into
raving fans.*

Red Media Africa has been called **the new face of Marketing Communication in Africa**. Going beyond communication as you know it, we create experiences that combine trends and tools to reach the largest number of people in your market. We are tool-, place- and line-agnostic, combining levers to create unforgettable and sustainable experiences. We drive narratives and tell brand stories—to ensure engagement, conviction and conversion. We are excited to do what we do best: drive the agenda, and build movements, that turn your audiences into raving fans.

A photograph of three people (two men and one woman) working together at a desk. The woman on the left is smiling and holding a smartphone. The man in the center is also smiling and looking at the phone. The man on the right is leaning over, looking at the phone. The entire image is overlaid with a semi-transparent red filter. A white rectangular box is positioned in the center, containing the text "WHAT WE DO". In the bottom right corner, there are two large, white, stylized diagonal lines.

WHAT WE DO

Public Relations

Let your audience get to know you better. Effective PR is not about selling, it's about storytelling. We at Red Media Africa run the gamut with our services including media relations, press releases, special events, and more creating unique experiences tailored to your needs and that of your audience. Creating a loop that never ends.



Digital Media

New Media marketing and communication is more than great websites, ad banners and tweets-per-second.

It is utilising a holistic set of tools, synchronised through a well-executed strategy that generates, traffic, buzz, sales and goodwill. We are the go-to experts.



Advertising

In today's crowded new media space, we are one of a few with in-depth experience with integrating both traditional and new media and to create messaging that resonates. Along with our affiliate Ashwell & White, Red Media Africa is able to conceptualise and execute cutting-edge campaigns for brands and organisations. Why? We understand who they are.

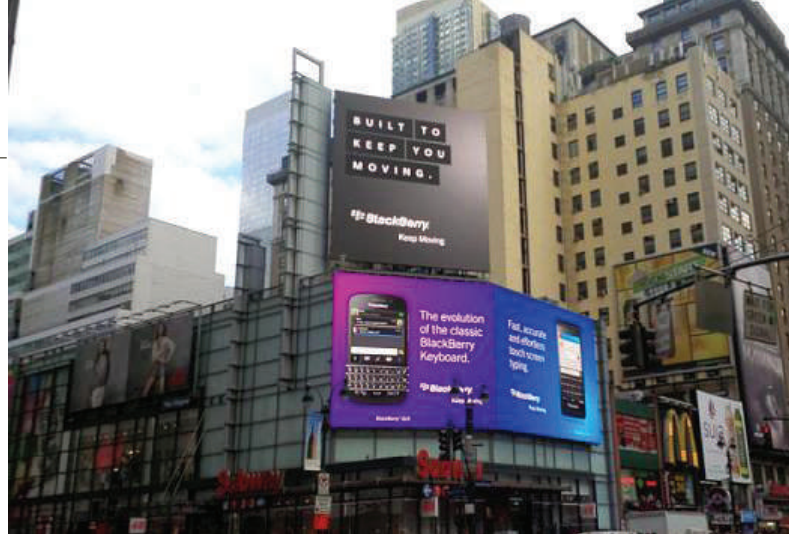


Brand Events

From corporate press conferences to charity balls, we execute flawless events that deliver the ultimate brand experience. We add an extra twang that mixes creativity with functionality.

Street Activations

When it comes to getting your brand in direct contact with your target markets we get your product top-of-mind awareness—getting audiences to experience your products through impeccably designed and executed guerilla marketing strategies that drive premium awareness through brand activations like none other.



Project Management

From start to finish, we deliver projects and programmes. Because of our experience across the field, and the kind of company we have built, clients trust us to manage projects from start to finish beyond communication, where their focus is on building a movement that impacts at scale.



SPECIALISED SUBSIDIARIES

*Because in this
century, the media
can no longer be a
bystander.*



StateCraft Inc. (Governance)

StateCraft is Africa's leading governance communication firm, with a mission to galvanise a generation to make informed choices, working with government officials, public office holders and political candidates ranging from local governments to the Nigeria's 2015 presidential elections.



The Salt Hub (Faith)

Religious organisations need a different breed of agency. We develop and execute PR strategies with a focus on engaging audiences, communicating ideals, retaining attention, and expanding audience. From regular weekly services, to adoption of technology and new media tools, we ensure that our clients are able to spread their message, and retain their brand values.



Small & Medium (SMEs)

In support of start-ups and medium scale enterprises that are future engines of the African economy, Small & Medium is our subsidiary specifically targeted at strategies and communication packages that support, incubate, and grow small businesses with limited resources. Working through a minimum of one year to ensure scale, while delivering effectiveness, the campaigns are created to reach the desired target market and derive satisfactory value.



#OnTheScene (Events)



Focused on ensuring the world and the audiences you target can share in your excitement and your joy, #OnTheScene ensures coordinated and maximal coverage and exposure of events on print, online, television, radio and outdoor media. #OnTheScene guarantees coverage that makes your special moments – weddings, birthdays, anniversaries, engagements, graduations and others – last forever, in the most professional way.

Nucleus.Digital

Nucleus is a full service, metrics-driven digital agency that fuses strategy, design, and technology to tell interactive brand stories. Nucleus is our team of creative minds, strategists, and engineers whose sole mission is to create unique and engaging digital experiences from start to finish. Nucleus connects companies with audiences they don't know exist.





Case Study

General Muhammadu Buhari

As then - General Muhammadu Buhari headed to the polls for the fourth time, client requested a communication campaign that would make PMB's vision and values have a nationwide appeal, own the national conversation and win the elections.



WHAT WE DELIVERED

A three-pronged plan focused on enhancing his narrative, connecting him to a broader national and international audience, emphasise his visionary leadership bonafides and rebrand his image.

Through a sustained digital and traditional media campaign that included photos, videos, an outdoor media, adverts and other content, we executed a strategy stretching simultaneously across 30 states and reshaped a public image of PMB as one that is accessible, humane and dedicated.

Managed perception and conversation for the crucial youth demographic by driving online conversation through digital posters, hashtags and campaigns that became viral sensations. Within three-and-a-half months, organically grew one million followers across Twitter, Instagram and Facebook.

We coordinated the army of passionate independent volunteer groups across the country with a collective reach of 30 million to drive home the campaign's central message: that Nigerians could trust President Buhari.

President Muhammadu Buhari was sworn in as president on 29 May, 2015.

Some of the brands we have amplified;





Guaranty Trust Bank



CONTENT

*Let's spark the
conversations that matter.*

Good conversation can be hard to come by. In a world saturated with a surfeit of flash and little substance, it can be hard to push past the noise to get to content that entertains and informs, especially in our digitally obsessed era. Our content (through our company Generation Y!) cuts through the clutter, delivering an impeccably high-quality that talks to the right people, says the things that matter, and listens to what they have to say.

The background is a dense, overlapping collage of various social media and technology logos. Visible logos include LinkedIn, Foursquare, YouTube, Instagram, Facebook, Twitter, Tumblr, Pinterest, Flickr, Blogger, Vimeo, Google+, and Skype. The logos are in different colors and orientations, creating a busy, digital-themed background. A white rectangular box is centered in the middle of the image, containing the text "WHAT WE DO".

WHAT WE DO

ONLINE MEDIA

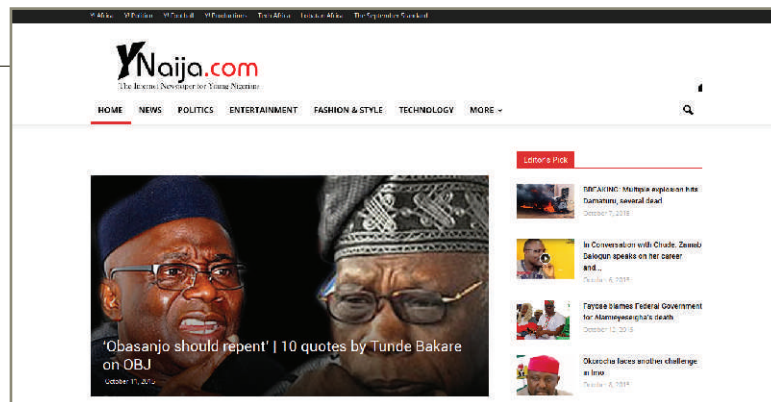
*We tell stories, drive agenda
and build movements that
excite and empower an evolving
generation of Africans.*



YNaija

YNaija is the internet newspaper for young Nigerians, focused on the issues and ideas that matter for an evolving generation. RED's flagship online platform—where news discards the spin—YNaija puts Nigerian news in context like no other platform does.

Visit ynaija.com



The September Standard

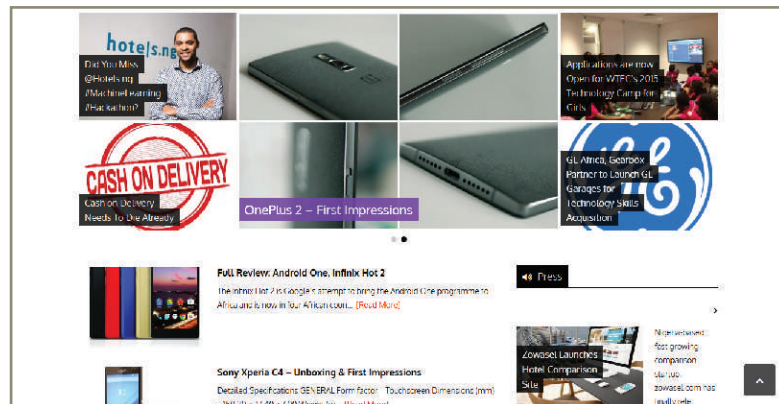
The September Standard (TSS) is new addition to the RED content family. TSS provides front-row coverage of fashion trends, events and conversations in Africa tailored for the fashion-loving African youth. From fashion tips, to look books, trends and event analysis, the September Standard is Africa's online home of Africa's fashion for young Africans by young Africans.

Visit theseptemberstandard.com

Y!Africa

This is Africa's premium online hub for business, entertainment, technology, pop culture and enterprise. A platform to inform and inspire young Africans and keep them connected to the ever-expanding world of African innovation and advancement.

Visit yafri.ca



Tech Africa

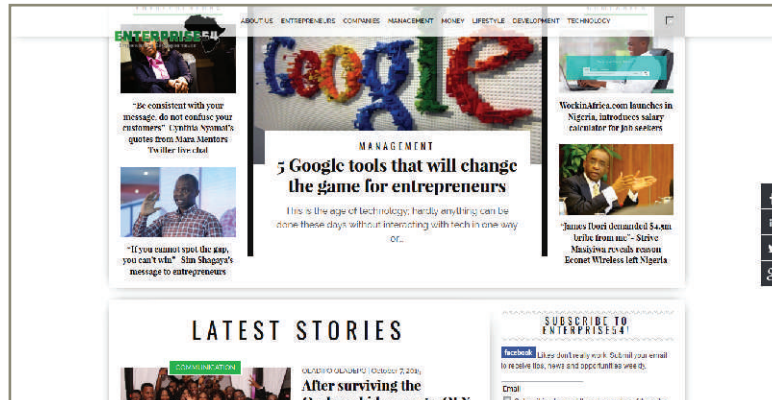
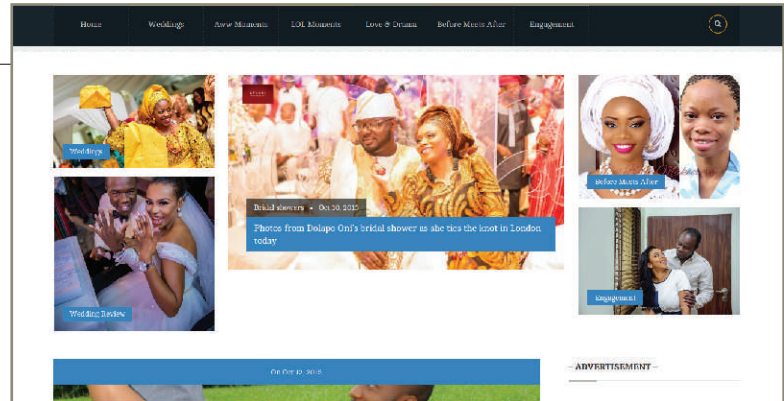
Tech Africa is a media startup telling the continuing African technology story. It discusses everything tech, from the Nigerian blogger that turned gossip into an art, to the Tanzanian whose tragedy inspired innovation. This is a community, only hosted by us and stretched across the continent.

Visit techafri.ca

Wedding In Nigeria

In a society excited by love stories, this is Nigeria's leading online collection of events, happenings and all things wedding. It tells the Nigerian love story like no one else does and it guarantees one thing: your wedding will go viral.

Visit weddinginnigeria.com



Enterprise 54

Enterprise54 is Africa's leading media social enterprise founded to inform, network and empower African entrepreneurs. The company publishes the latest news and resources, freshest stories, and biggest events on entrepreneurship across the continent.

Visit enterprise54.com

AUDIO-VISUAL

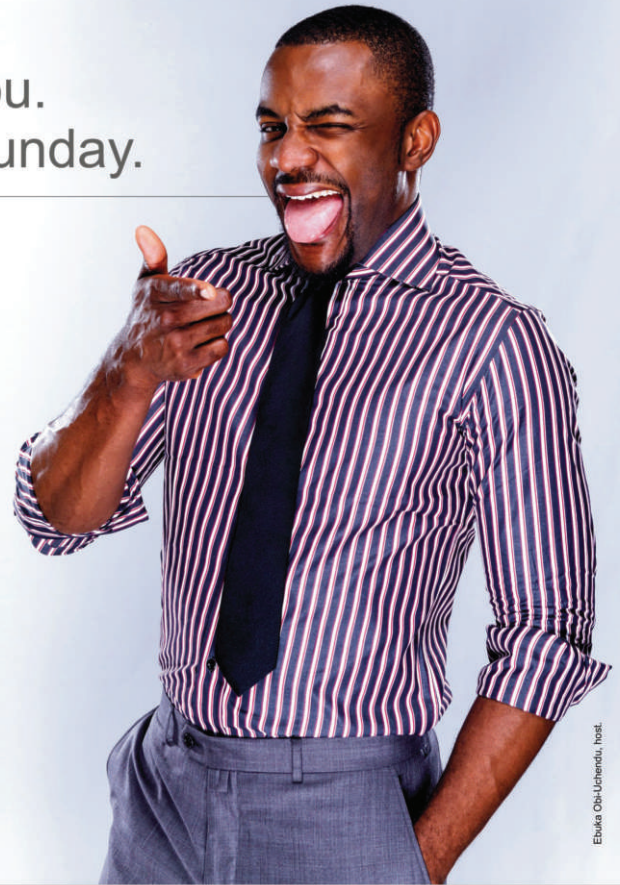
*We don't care
about tools.
We are passionate
about audiences.*



Rubbin' Minds

Rubbin' Minds is Nigeria's number one talk-show for young people, engaging them on the issues and ideas that matter. From candid interviews with celebrities to electoral debates that create paradigm shifts, Join us every Sunday at 3pm on Channels Television.

See you.
This Sunday.



Ebuka Obi-Uchendu, host.

■ Rubbin' Minds

The FrontPage

The Frontpage is Nigeria's number one radio talk show for young people, focused on the ideas and issues that matter across politics, business and culture. Join us every Sunday at 6pm on Radio Continental ,102.3.



e[x]ploring

eXploring

Showing on ONTV, eXploring! goes looking for that vibe that makes us who we are. From the new energy at the Afrikan Shrine to Nigeria's buzzing new trains, we look for the stories that capture the energy, the passion and the colour that makes us wake up every morning.

Bants

An irreverent take on issues in the news, in which no topic and no personality is off limits. You might even learn something in the process.



Y! Set Up

Y! Set Up is the division of Y! Productions which provides sound, lights and coverage for events, documentaries and large scale video production projects. It also delivers video mastering and productions, all with an eye for telling stories that can't be forgotten, for brands.

EVENTS

*We believe the
possibilities of the
media are limitless.*



#YTech100

Described by the chairman of Social Media Week as “one of the week’s most successful events”, the

#Ytech100 is an event annually identifies and recognizes 100 of the most innovative technology companies and entrepreneurs across Africa. It also creates a platform for tech startup founders to engage in crucial conversations with industry leaders. Leaders from across Google, Microsoft, GTBank and leading tech start ups Jumia, Konga, iROKO amongst others have found the platform crucial in connecting with the African tech ecosystem.



The BlackBall

The Black Ball is an annual end-of-the-year party which holds to celebrate young trendsetters at the end of the year. It usually features wine and fine dining, delivered with the sophistication of the Y! brand. The dress code for the event is usually black accompanied by masks and a fairytale setting. Across music, film, the arts, and the media, gets together then most influential pop culture drivers in any given year.

SPEAKERS



BINYAVANGA WAINAINA
AUTHOR AND CAINE PRIZE WINNER



BIODUN SHOBANJO
CHAIRMAN, TROYKA HOLDINGS



DAVID SANDERS
CREL STUDIO, KENYA



BIOLA ALABI
BIOLA ALABI-MEDIA



CHUDE JIDEONWO
CEO, RED MEDIA AFRICA



BOLAJI OKUSAGA
MD, THE QUADRANT COMPANY



BETTY IRABOR
CEO/EDITOR-IN-CHIEF, KENYATV



ADAMS OSHIOMHOLE
ABO STATE GOVERNOR



ROTIMI AMAECHI
FORMER GOVERNOR, RIVERS STATE



JAMES SCHNEIDER
EDITOR-IN-CHIEF, THIRTEEN AFRICA PRESS



JUDE ABAGA (MI)
MANAGING DIRECTOR, CHOCOLATE CITY

**AFRICA'S BIGGEST
MEDIA SUMMIT**

www.redmediaafrica.com

The RED Summit

Launched in 2015, The RED Summit fills a very crucial gap in the African media market, by connecting young people with the enormous opportunities present in Africa's media space.

The 3-day event will bring together the most influential leaders across television, radio, print, online, advertising and public relations to pass on their knowledge to the next generation, to teach them the how, not just the what. To instruct, not just motivate and inspire. The summit aims to give young people the tools they need to thrive in the creative industry of the 21st century.

Case Study

Rubbin' Minds Electoral Debates 2015

A forum where young, passionate and involved youth debated on pertinent issues in the absence of a Nigerian national presidential debate. It became the nation's most talked-about pre-election television event.

CONTINUITY OR CHANGE?
5 PRESIDENTIAL ELECTIONS
YOUTH DEBATE

TEAM GEJ VS TEAM GMB

MAIBASIRA
PDP National Youth President
Ehilebo, PDP Presidential Campaign
Mukhtar Dan'ayan (@MrAyedee)

ISMAILAHMED
Ismail Ahmed, Chairman APC Youth Forum

IKEMISIEKWENA
Ikem Isiekwena, ActNow
Akintunde Oyebo (@A01379)

**SUNDAY 8TH
MARCH, 2015**

3PM
Showing Live on Channels TV

CHANNELS

by **Rubbin' Minds**

A **YNaija** & **CHANNELS** Production

WHAT WE DELIVERED

A high-quality one hour show that sparked debate—online and in the papers. Prominent youth leaders from both parties engaged in an intense debate that covered a wide expanse of topics and were relevant to young Nigerians. It was sharp, it was exciting and it was one of the most singularly galvanising episodes in the election period.

Led to a second debate that garnered even more vie and buzz on social media as young people tuned in to watch candidates give reasoned, well thought-out answers.

A total of 12 million people watched live on Channels TV and 2,238,476 people followed the trend on Twitter.

DEVELOPMENT

*We're building
empowered citizens.*

Our development affiliate, The Future Project has a simple mandate—to build empowered citizens across Africa, through (inclusive) enterprise and (active) citizenship. This focus on human capital development is informed by our value proposition: Africa's growth needs a generation of young people who are gainfully employed and able to demand better leadership.

A photograph of a community meeting or workshop. A woman with braided hair, wearing a yellow and black patterned shirt and jeans, stands on the right, speaking into a microphone. She is holding a small object in her left hand. In the foreground, a woman in a blue and yellow patterned dress sits with a laptop on her lap. Other people are seated in the background, some looking towards the speaker. A man in a dark shirt stands in the background, holding a camera. The room has large windows and indoor plants. The entire image has a green tint. A white text box is overlaid in the center, and large white diagonal stripes are in the bottom right corner.

WHAT WE DO

The Future Project also creates platforms for young Africans to jointly seek practical solutions to Africa's most pressing problems.

Its flagship project, The Future Awards Africa, also popularly known as The Future Awards, is the continent's biggest prize for young African achievement, held over the past 10 years in collaboration with global institutions including the World Bank, the Africa Union and the United States government. It inspires a generation of Africans by finding, spotlighting and sharing the most inspiring stories of young Africans aged 18 – 31. Its footprints lie across at least 22 African nations.



**the
future awards
africa 2015**
le prix du futur Afrique



**the
future
project**



the
future awards
africa
les futurs africa awards



the
future awards
africa
les futurs africa awards

the future awards
africa
les futurs africa awards

ENTERPRISE & ENTREPRENEURSHIP

*We don't just
tell stories.
We spread action.*



The SME Support Clinics

A support clinic for entrepreneurs already on the go. Typically held annually during Social Media Week, the clinic allows experts to directly engage with young SME owners and NGOs, giving advice and strategies to expand their business and solve problems.



The Future Enterprise Support Scheme

TFESS is a series of seminars, workshops and conferences that act as a doorway to opportunity through skill-acquisition and capacity-building training sessions for new graduates who want to get a job or start a business.

The Future Enterprise Support Scheme (TFESS)
ENTREPRENEURSHIP TRAINING 2015

entrepreneurship UNVEILED

JUNE 3 - 13 2015
2 WEEKS INTENSIVE TRAINING

- LIMITED SEATS AVAILABLE -

REGISTRATION IS AT A SUBSIDISED RATE OF **N 12,500**
REGISTER AT bit.do/EntrepreneurshipLogos
REGISTRATION ENDS MAY 29, 2015
For more details, visit www.thefutureofafrica.com @tafrica
email: info@thefutureofafrica.com

the future project

FACILITATORS

#StartupsAfrica

Building African businesses, one community at a time, this is a pilot African entrepreneurship incubator with training, mentorship, funding and ancillary services to ensure promising nascent businesses survive and grow. This will be used to create a replicable template for building enterprising youth, community by community across the continent.

A stream of #StartupsAfrica



Collation of applications and invitations for **INTERVIEWS.**

2



Media Campaign
to get eligible startups based
in and around
SURULERE
to register on www.startupsafri.ca



Secure Mentors, partnerships with Hubs and Media Organisations to provide Mentorship, Incubation space and Media inventory respectively.



Selected Startups are incubated in our hubs for **SIX MONTHS**

7

10

Startups go through a televised boot camp where mentors build their capacity on Financing, Access to Markets, People Management, Business Planning and Marketing, amongst others.

8



3 WINNING BUSINESSES
would be funded with money, incubation media inv



PROCESS
IS REPEATED FOR ANOTHER COMMUNITY.

NEXT COMMUNITY

EMPLOYABILITY

Aiki.ng

A jobs and opportunities portal launched in conjunction with Microsoft to expand access for young people and build their capacity for careers or entrepreneurship—from business modules, to learning how to write business plans; live virtual job interviews to getting online certifications.



Intern4Jobs

Real world, on-the-job experience can provide crucial job skills to young graduates. This programme connects young people to jobs and job opportunities through internships through a network of internship for three to six months. It is structured to ensure interns end their tenure with basic, relevant job skills. Mentors and coaches also closely supervise the process and provide support.

LEADERSHIP AND GOVERNANCE



The Symposium for Young & Emerging Leaders.

This occasion is aimed at building Africa's leaders of tomorrow, today through an annual knowledge-exchange and mentorship event between present and emerging leaders in government and the public sector that facilitates learning and youth inclusiveness.



HowDoIGetInvolved
.com **2**

HowCanIGetInvolved?

This platform gives everyone who wants to make a difference in their community an avenue to make positive change happen, either through mentoring, donating, or being a volunteer.

A tour by The Future Project across 50 cities on the continent will see hubs set up in each of them, and these hubs will engage the youth in those cities and help them form a collective to address the issues that matter to them.

The Future Awards Africa

It has been called 'The Nobel Prize for Young Africans', and it has over 10 years presented a new school of over 1000 young African leaders across politics, business, culture, the creative industries and development who have transformed systems and societies through the awards' interconnected network. The awards have curated a globally acclaimed new generation of African leaders driven by value, innovation and integrity.





Case Study

The #StopEbola Campaign

In response to the global efforts to raise funds to fight the deadly Ebola disease, TFAA, in conjunction with Red Media Africa, launched the #StopEbola campaign, using social media crowdspeaking platform Thunderclap. Its focus was to engage one million young people across Africa via a crowd funding site to donate towards the effort.



JOIN ME.

Iyanya
#StopEBOLA.

40 million Africans are at RISK!
#TheFutureAwardsAfrica
is calling millions of young Africans to get involved.
SUPPORT THE UN AND WHO THROUGH THE
EBOLA RESPONSE FUND

Go to www.stopebola.com now
Donated by: Red Media Africa
Created by: TFAA, Red Media Africa & Thunderclap

In partnership with T4D



JOIN ME.

Basket Mouth
#StopEBOLA.

40 million Africans are at RISK!
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Go to www.stopebola.com now
Donated by: Red Media Africa
Created by: TFAA, Red Media Africa & Thunderclap

In partnership with T4D



JOIN ME.

Ashish Thakkar
#StopEBOLA.

40 million Africans are at RISK!
#TheFutureAwardsAfrica
is calling millions of young Africans to get involved.
SUPPORT THE UN AND WHO THROUGH THE
EBOLA RESPONSE FUND

Go to www.stopebola.com now
Donated by: Red Media Africa
Created by: TFAA, Red Media Africa & Thunderclap

In partnership with T4D



OUR SUCCESS STORY

Enlisting the help of Africa's A-list celebrities, entrepreneurs, and personalities our campaign obtained a direct social reach of over 3.2 million people, and an estimated combined reach of 25 million young Africans through continental media partners.

It also facilitated the donation of a minimum of \$25 directly to the United Nations Ebola Response Fund via www.stopebola.com and www.thunderclap.it/projects/18394-join-us-stopebola.

An e-collective of 100 of Africa's respected youth leaders and celebrities were assembled to headline the campaign using their personal pages on social media platforms—Twitter, Instagram and Facebook.

At the awards, a haute couture dress by renowned Nigerian designer Lanre Da Silva Ajayi was auctioned at the price of one million naira in support of the campaign.

CONTACT US

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Phone: +234 802 222 6712
www.thefutureafrica.com





WE ARE REDEFINING WHAT IT MEANS TO BE A MEDIA GROUP.

**We don't just tell stories, we spread action.
We extend the media to its very limits, and beyond.
We are building a movement that can solve problems
across Africa, community by community.**

The media group to reach and inspire
the largest number of Africans at any time.



**WE ARE NOT TELLING
AFRICAN STORIES
TO THE WORLD.
WE ARE TELLING
AFRICAN STORIES,
TO AFRICANS.**

AND WHEN THAT INSPIRED
GENERATION RISES,
THE WORLD WILL HAVE
NO CHOICE BUT TO
PAY ATTENTION.