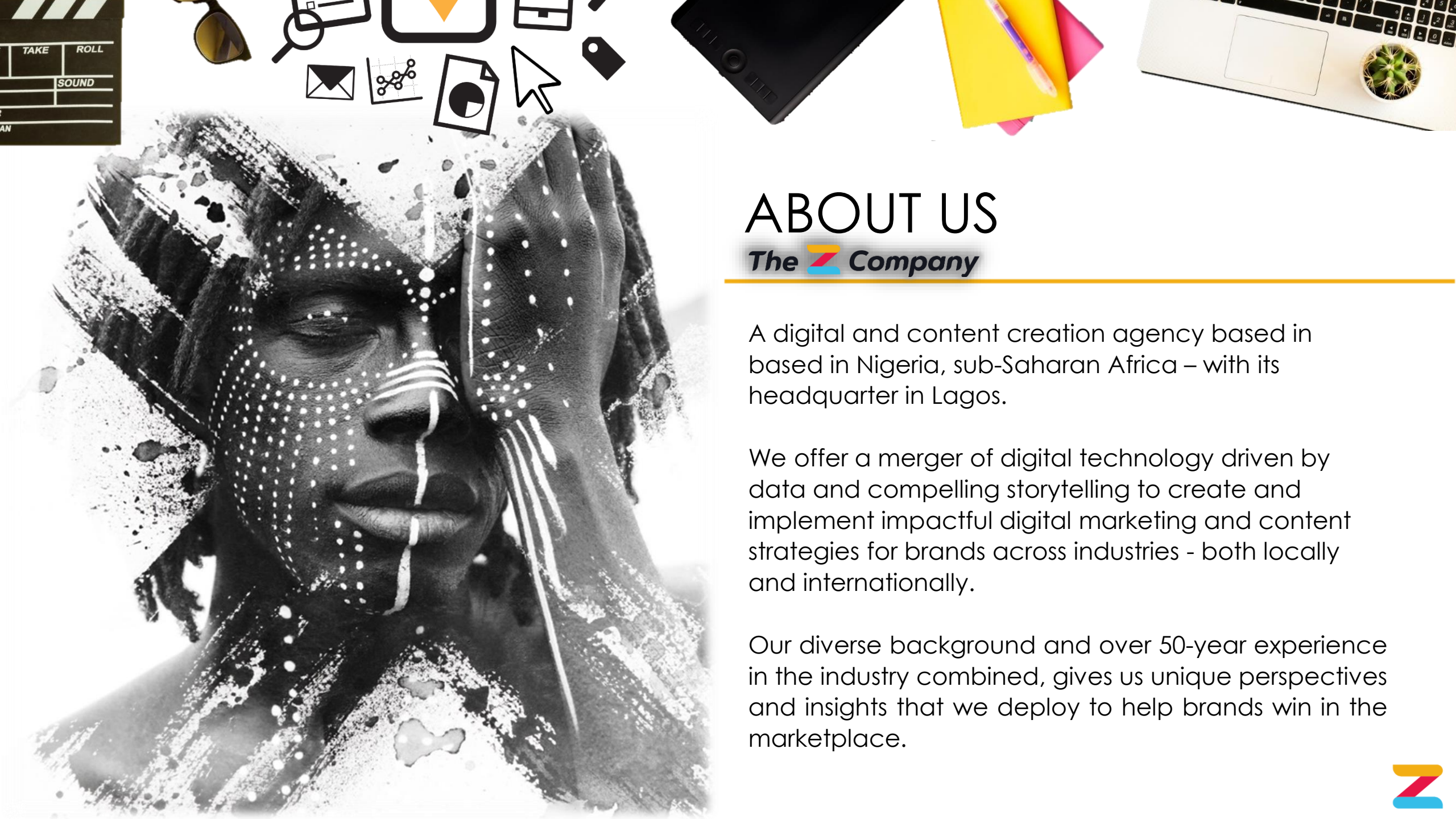


## PROFILE

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*The*  *Company*

DIGITAL | BRANDED CONTENT | TECH



# ABOUT US

The  Company

A digital and content creation agency based in based in Nigeria, sub-Saharan Africa – with its headquarter in Lagos.

We offer a merger of digital technology driven by data and compelling storytelling to create and implement impactful digital marketing and content strategies for brands across industries - both locally and internationally.

Our diverse background and over 50-year experience in the industry combined, gives us unique perspectives and insights that we deploy to help brands win in the marketplace.



# *The Company*

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We are a versatile team of insight-driven and culture-sensitive professionals with expertise in digital journalism, storytelling, media, marketing, technology & brand development and strategy dedicated to delivering enthralling digital experiences that influence those that are most important to our clients and the global audience.





# PART OF THE **RED** NETWORK

**The Z Company** is a subsidiary of RED, a leading media group based in Lagos, Nigeria.

**RED** is Africa's leading omni-media company with a focus on youth. It holds a network of premium media companies built across media tools and platforms. The three divisions - Content, Communication and Development - are run through companies registered and managed independently.



# OUR OFFERINGS AT A GLANCE



## BRANDED CONTENT

Videos – DVC, Series  
Articles – Native & Serialised  
Newsletter Development  
Web Content and Design  
Creative Designs



## CHANNEL MANAGEMENT

Community Management  
Influencer Engagement  
Web Management  
Paid Marketing & Media Buying  
Search – SEO & SEM



## TECHNOLOGY

Web/Mobile/App Development  
Email Newsletter/SMS Management  
Digital Experiential  
E-commerce & Blockchain



# WHY US?

**The  Company**

We believe that stories connect brands and their customers - always in motion, waiting to be shared and understood. And we not only understand just how to create these stories, but also how to share them effectively.



## **CONTENT THAT INFLUENCES**

Because we are culture sensitive, we create branded content that resonates with the target, drives awareness and improve salience.



## **IMPACT-DRIVEN DIGITAL EXPERIENCES**

Focused on consumer behaviour and insight to create digital experiences that works.



## **TECHNOLOGY MERGED WITH CREATIVITY**

Leveraging the limitless possibilities and innovation of media and tech to deliver memorable consumer campaigns that puts you ahead.



# STRATEGY IS AT THE HEART OF EVERYTHING WE DO



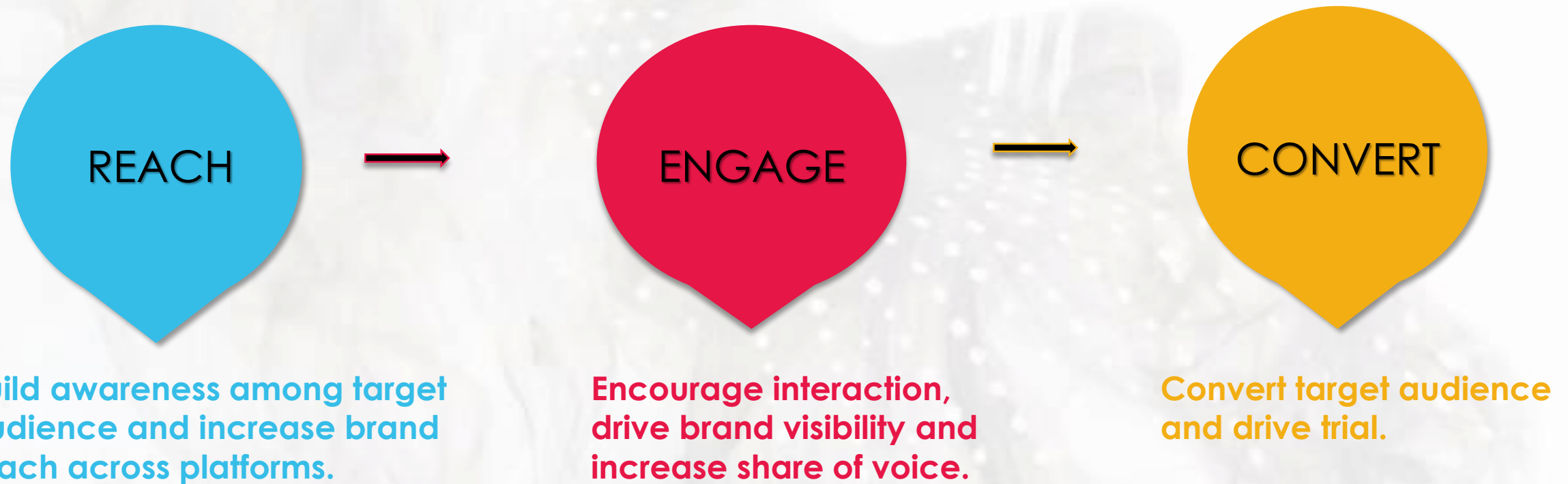
- We are not a commonplace agency. Our solutions are insight driven.
- First, we understand your business and then, your customer; because within that mix lies the trigger to drive the desired change.





# EXECUTION APPROACH

Our campaign execution uses the **R.E.C** approach to ensure that all stages of the consumer journey is addressed through our digital and content strategy.





# THE **RED** EXCELLENCE

**We leverage expertise and experience within our group to deliver solutions that work:**



- A young and vibrant team focused on unlocking the limitless possibilities of the media to influence and actively engage African youth.
- A digital publisher approach – we understand content and cross platform storytelling that works.
- Experienced in partnerships with leading global brand across industries.
- An army of specialists – Strategists, Copywriters, Designers, Producers and Project Managers.
- Always on the pulse of local and global trends.



A black and white portrait of Adebola Williams, a man with a beard wearing a traditional cap and a white garment.

**Adebola Williams**

Group CEO,  
**RED | AFRICA**

A black and white portrait of Tunde Kara, a man with a beard wearing a light-colored shirt and a dark patterned blazer.

**Tunde Kara**

Chief Executive Officer,  
**THE Z COMPANY**

A black and white portrait of Isime Esene, a man with a beard wearing a light-colored button-down shirt.

**Isime Esene**

Director, Content & Quality Control  
**RED | AFRICA**

## Management Team



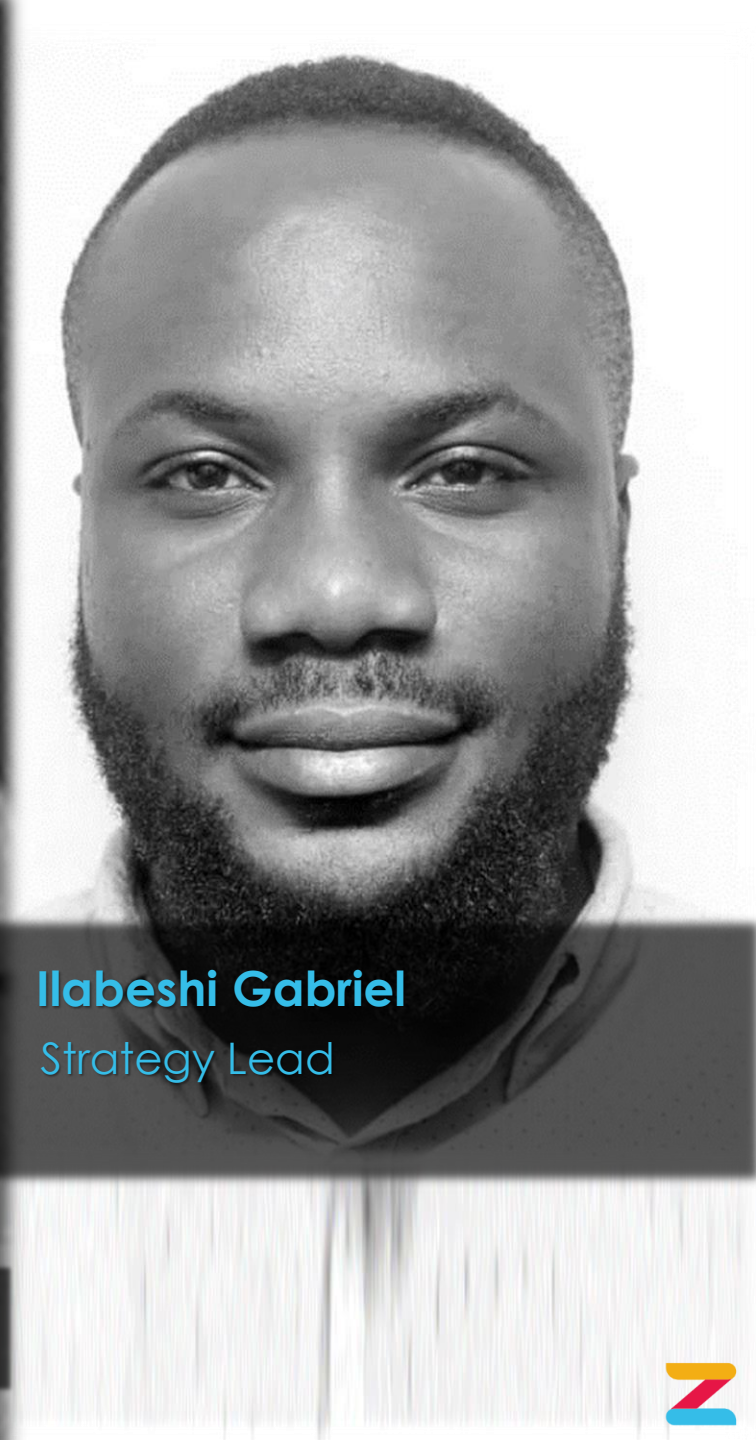




**Ayomikun Bamgboye**  
Business Development



**Moni Ogunlana**  
Account Management



**Ilabeshi Gabriel**  
Strategy Lead

**Some Team Member**





## SOME OF OUR CURRENT AND PREVIOUS CLIENTS



PRESIDENT BUHARI CAMPAIGN  
NIGERIA



PRESIDENT NANA AKUFOR  
CAMPAIGN GHANA



Ministry of Foreign Affairs of the  
Netherlands





Contact  
Us;



Phone Number:

Email:

Office Address:

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