



Africa's *Leading* Strategic Agency:

Transforming Brands Through Strategic Storytelling



Website: www.brazzprandcomms.com



Established Experience: 8+ Years of Excellence

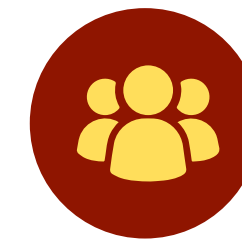
Reaching Endless Possibilities with Marketing and PR.



ABOUT US

Who We Are

BrazzPR and Comms is Africa's leading strategic marketing and creative PR communications agency. We bridge the gap between brands and their audiences through impactful storytelling and strategic execution.



Expert Collective

A dedicated team of energetic industry experts and affiliates delivering cutting-edge strategies.



Founder-Led Expertise

Unique blend of practical experience and deep-rooted relationships with influential individuals.



Global Scale, African Roots

Global industry standards anchored in local cultural understanding to empower brands worldwide.



Years of Excellence

8+

What We Do

We empower brands through strategic, flawless marketing, PR, and communication services tailored to global trends.

01



360 Marketing Strategy

We build strategies that connect your brand to the right people at the right moment, and convert attention into action.

WHAT YOU GET

- Full-funnel marketing strategy (awareness - conversion)
- Market, audience, and competitor insights
- Campaign planning, management, and reporting
- Multichannel integration: digital, outdoor, experiential, influencer marketing
- Clear KPIs, milestones, and measurable outcomes

02



Public Relations & Media Relations

Control your narrative, amplify your story, and get in front of the people who matter.

WHAT YOU GET

Press features in top-tier newspapers, blogs, TV, digital media
Press releases and strategic communications
Media pitching and relationship management
Reputation building and crisis communication support
Executive thought-leadership positioning
Crisis management

03



Traditional Marketing

We leverage traditional channels to drive mass awareness and credibility in ways digital sometimes can't.

WHAT YOU GET

- Transit Advertising : FLM Buses, Billboards, Inflight Advertising.
- TV & Radio commercial production and placement
- Print media campaigns (Magazines, Newspapers)
- Direct marketing activations
- Media buying and negotiation

What We Do

We empower brands through strategic, flawless marketing, PR, and communication services tailored to global trends.

04



Events & Experiential Marketing

We create experiences that people talk about online and offline.

WHAT YOU GET

- Full event conceptualization and production
- Launch events, pop-ups, activations, red carpets
- Vendor management, logistics, and talent coordination
- Guest experience and PR coverage
- Post-event visibility (press, content, social media)

05



Influencer Marketing & Creative Campaigns

We don't just find influencers; we curate creators whose storytelling moves culture.

WHAT YOU GET

- Influencer mapping (nano - celebrity)
- Campaign strategy, scripting, and creative direction
- Negotiations, contracts, and full execution
- TikTok, Instagram & Twitter campaigns
- Performance tracking and ROI reports

06



Branding & Creative Direction

We build brands that stand out, stay memorable, and communicate confidence.

WHAT YOU GET

- Brand identity development (logo, colors, typography)
- Brand messaging & tone of voice creation
- Website and digital asset direction
- Creative storytelling & campaign visuals
- Consistent brand experience across all platforms

What We Do

We empower brands through strategic, flawless marketing, PR, and communication services tailored to global trends.

07



Digital Content & Video Production

Storytelling that captures attention, emotion, and engagement across all formats.

WHAT YOU GET

- Promo videos, brand films, interviews, documentaries
- Short-form content (Reels, TikTok, YouTube Shorts)
- Scriptwriting and creative storyboarding
- Location, production, lighting, and editing
- Social media content calendars

08



Executive Profiling

We position executives, founders, and creators as industry authorities.

WHAT YOU GET

- Media positioning and interviews
- Personal brand messaging and digital presence strategy
- Speaking opportunities and thought-leadership content
- LinkedIn optimization
- Organic credibility growth

09



Digital Marketing

We turn digital attention into conversions, engagement, and brand loyalty.

WHAT YOU GET

- Social media strategy & management
- Paid ads (Meta, Google, YouTube, TikTok)
- SEO content & website optimization
- Email marketing & automated flows
- Funnel development and performance tracking
- Community management & social listening



WHY CHOOSE US

How We Excel

Our distinct approach combines human connection with global expertise to deliver outstanding results.

1

Human-Led Approach

We build genuine relationships and offer personalized solutions, ensuring every client feels supported and valued throughout our partnership.

2

Expertise & Excellence

Our seasoned team delivers high-quality, innovative strategies honed through years of hands-on industry experience and continuous learning.

3

Global Trend Focus

By staying abreast of global industry trends, we provide cutting-edge solutions that keep our clients ahead of the curve and relevant.

4

Diverse Experience

From Broadway productions to tech giants, our varied portfolio enables us to handle any challenge with confidence and creativity.

OUR PRINCIPLES

Core Values

01

EXCELLENCE

Delivering unparalleled quality in every strategy & execution, setting the standard for industry performance.

02

INTEGRITY

Building lasting partnerships through trust and transparency, ensuring our actions always align with our promises.

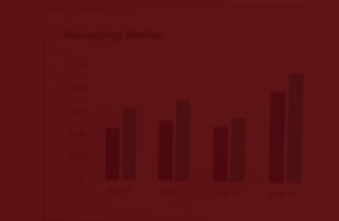
03

INNOVATION

Constantly pushing creative boundaries to deliver forward-thinking solutions that keep brands ahead of the curve.



LAGOS RISE:
Strategic Campaign Review
Q3 2024



REACH. ENGAGE. AMPLIFY.

WHY CHOOSE US



Our Unique Advantage

Distinguished by unparalleled experience and deep-rooted relationships, we deliver bespoke strategies that resonate on a global scale.



8+ Years Experience

Over eight years of unparalleled industry experience delivering exemplary strategies.



Established Relationships

Deep-rooted connections with influential individuals and key industry stakeholders.



Long-term Partnerships

A focus on creating meaningful, lasting collaborations built on integrity and trust.



Vast Clientele Base

Diverse portfolio ranging from high-level executives to global luxury brands, FMCG, SMEs, and tech giants.



Bespoke Strategies

Innovative, tailored 360-marketing and PR strategies designed to meet specific objectives.



Global Scale

International industry standards combined with local expertise to resonate globally.



VISION & MISSION

Our Vision



To be the most trusted and innovative 360 marketing & PR agency in Africa.

Transforming communications and setting elite standards of excellence globally by blending African roots with world-class

Our Mission



To empower industry leaders and brands through innovative strategies and creative storytelling.

Building lasting relationships and delivering excellence with integrity, ensuring every client resonates authentically with their audience.strategy.

TARGET AUDIENCE



Who We Serve

Providing tailored communications solutions across diverse sectors and leadership levels.

1 CORPORATE CLIENTS

Large multinational organizations seeking strategic 360 marketing, crisis management, and stakeholder communications.

Key Sectors

Finance • Tech • FMCG • Fashion • Art • Entertainment • Politics • Energy • Agriculture • Economy

2 EXECUTIVES & POLITICIANS

High-level leadership figures who require personal branding, reputation management, and media relations support.

Focus Areas

Public Speaking • Image Strategy

3 LIFESTYLE & LUXURY

Premium brands aiming for distinctive market positioning through storytelling, events, and influencer marketing.

Key Sectors

Fashion • Beauty • Hospitality

4 STARTUPS & SMES

Emerging companies looking to establish brand presence with scalable, affordable marketing solutions.

Focus Areas

Growth • Social • Launch

TRUSTED PARTNERS



Some of Our Past & Current Clients



boohooMAN

Bolt

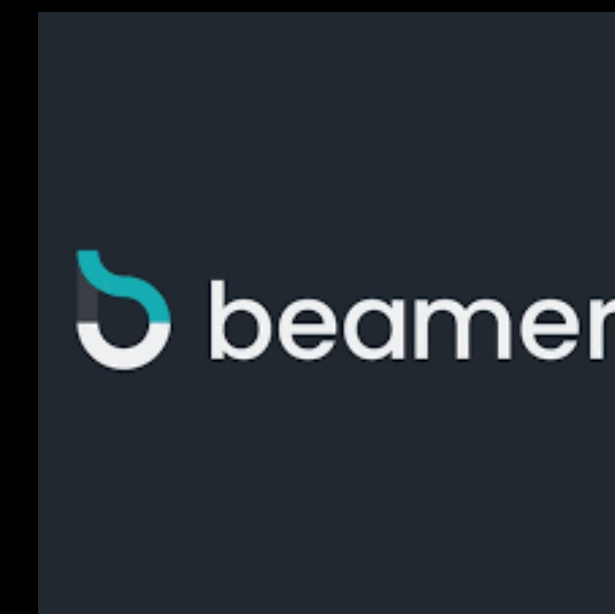
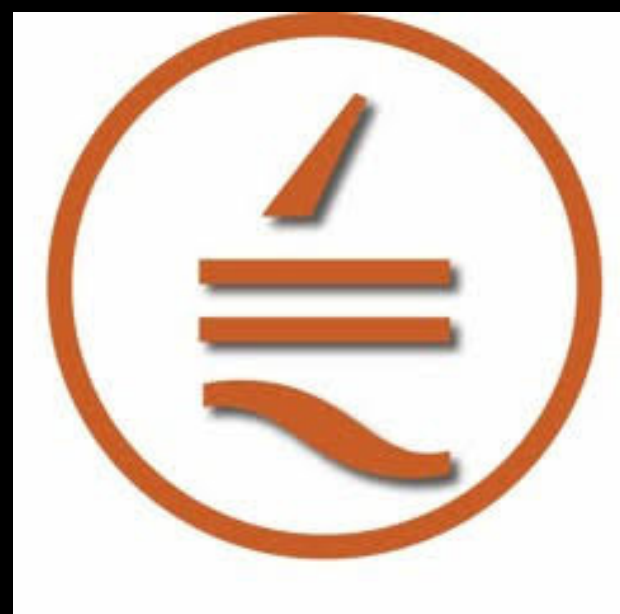
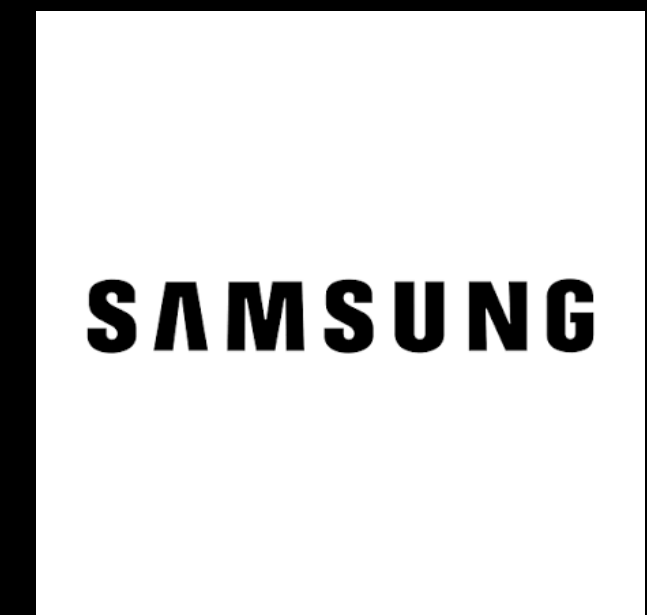
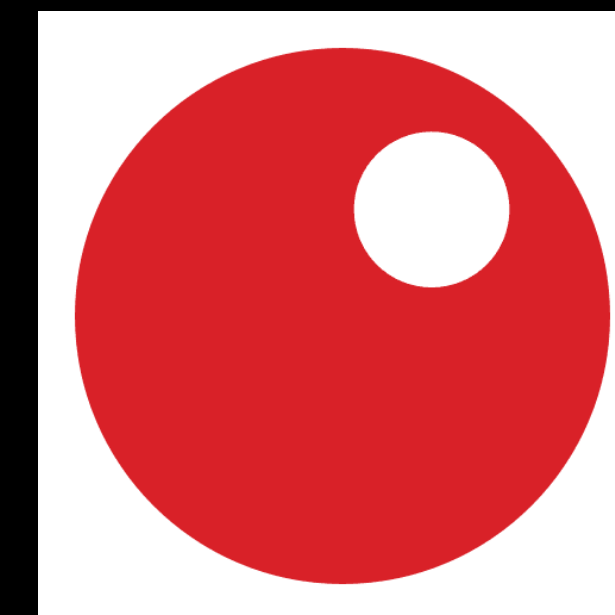
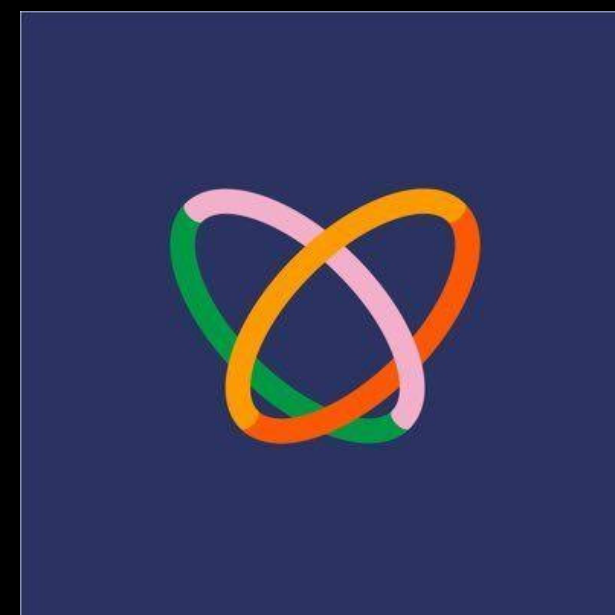


Pay
...Beyond Banking



TRUSTED PARTNERS

Some of Our Past & Current Clients



PROVEN RESULTS

Our Impact



Driving measurable success through strategic innovation, building a legacy of excellence that resonates across Africa and the globe.



Established

8+

Years of Excellence

Seven years of unparalleled industry leadership, delivering cutting-edge strategies and building a collective of dedicated experts.



Diverse Expertise

Delivering impact across multiple high-stakes sectors.

Corporate • Technology • FMCG • Entertainment • Fintech • Fashion, Arts & Culture



Elite Network

Trusted by industry leaders and influential figures.

VP • CEO • VIP+

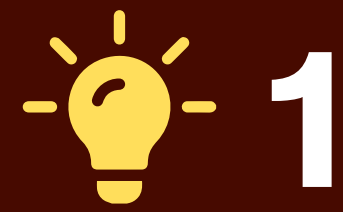
High-Profile Relationships



Global Reach

Bridging the gap between African roots and global markets. We position brands to resonate internationally while maintaining local authenticity.

Lagos • London • Nigeria • Africa • Global



1

Innovation-Driven Strategies

Forward-thinking approaches that keep your brand ahead of market trends.



2

Full-Service 360 Solutions

Comprehensive marketing and PR capabilities under one roof for cohesive branding.



3

Global Perspective, Local Insight

Strategies that resonate globally while remaining culturally relevant and authentic.



4

Human-Centered Approach

We prioritize genuine connections and offer white-glove, personalized

WHY BRAZZPR?

*#1 Choice for Strategic
Communications*



6

Proven Track Record

Consistent delivery of high-impact results for major global brands and executives.



5

Deep Industry Relationships

Unmatched access to key influencers, media gatekeepers, and industry stakeholders.

*Your Strategic Partner for Success
We don't just execute campaigns;
we build legacies. Here is why
industry leaders choose BrazzPR.*



Start Your Journey Let's *Create Magic* Together

Ready to elevate your brand to global standards? Partner with
BrazzPR for strategic communications that resonate.

[Schedule Consultation](#)



Talk to Us

+234 809 854 6762

+44 749 898 7137



Instagram

@brazzprandcomms



Email Us

hello@brazzprandcomms.com



Visit Online

www.brazzprandcomms.com