



# SAMUEL OUMA OMOLLO

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## Communication and Advertising Specialist

I am a seasoned User First enthusiast and Marketing Communication Designer based in Nairobi, Kenya with over 9 years of rich industry experience, I've had the privilege of collaborating with numerous iconic brands to develop and execute award-winning communication campaigns. With an unwavering passion for user-centric design, I've seamlessly blended creativity and strategic thinking to elevate brands' messaging and engagement across various platforms. My diverse portfolio includes successful collaborations with industry giants such as Nestle, Airtel, Coca-Cola, Kenya Airways, PSI Kenya, Basco Paints, BAT, IDH, CCAG, Treasure Data among others and many more, where I've consistently delivered impactful solutions tailored to meet their unique needs and objectives. From conceptualization to execution, I thrive on transforming complex ideas into visually stunning and intuitively engaging experiences that resonate with audiences globally.

**2013 - 2018 2022 - 2024**

I've worked at Ogilvy, partnering with some of the biggest global and African brands as part of a creative team that consistently delivers award-winning campaigns. My experience spans diverse clients, including Nestlé, Airtel, Coca-Cola, PSI, EABL, Barclays Bank, Basco Paints, BAT, and more.

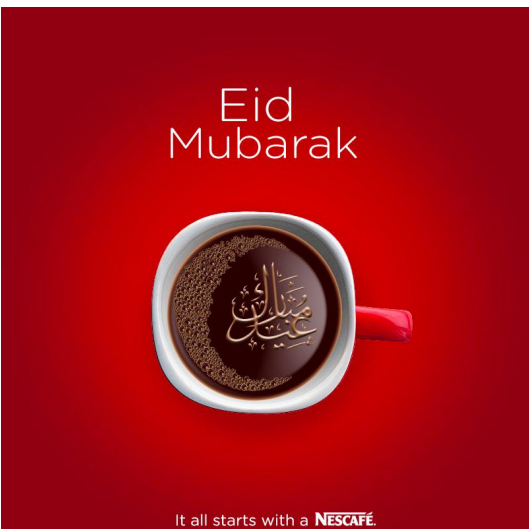
**RECOGNITION:**

- **In 2014, I received the Best Designer Award**
- **2016, APA Awards - Basco Paints Vals Campaign**

# BACARDI 360 CAMPAIGN



# SOCIAL MEDIA POSTS: Pushing engagement and brand love

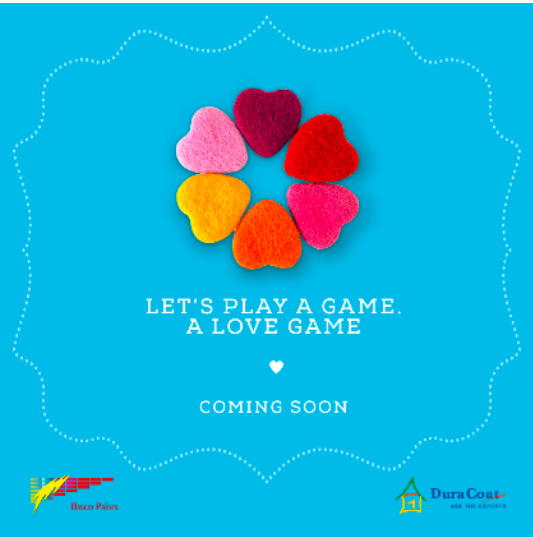


# SOCIAL MEDIA POSTS

## Pushing engagement and brand love




# BASCO PAINTS: Valentine's Day Campaign



LET'S PLAY A GAME.  
A LOVE GAME

COMING SOON



A PERFECT MATCH  
COULD BE  
YOUR PERFECT CATCH

COMING SOON





COLOUR PERFECT  
FIND YOUR PERFECT MATCH



COLOUR PERFECT  
Pick your favorite colour as a tweet;  
And we'll match you with someone as sweet

# UI Design for clients at Ogilvy



## Our press room



The standard Lorem Ipsum passage, used since the 1500s.

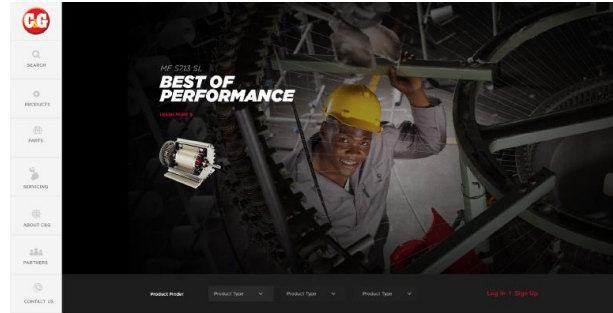
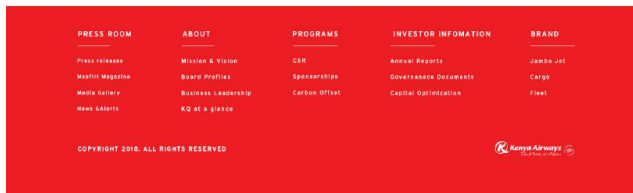


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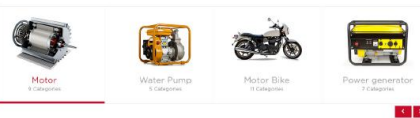
## Current news



Service 10232 of 'Kenya Airways' website. Class p=45 BC.

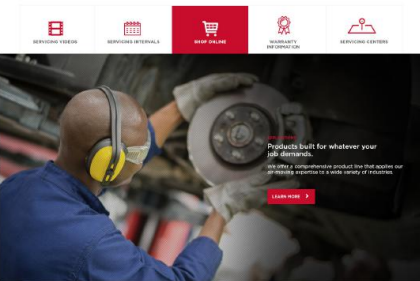


### MOST VIEWED AND PURCHASED PRODUCTS

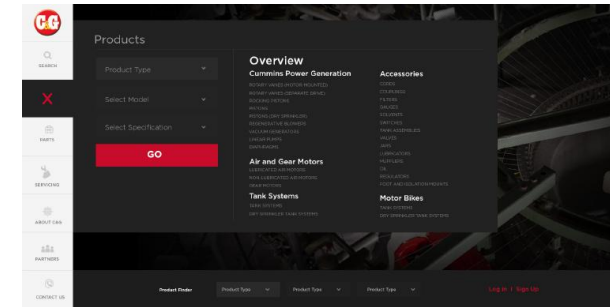


### Find Parts and Servicing

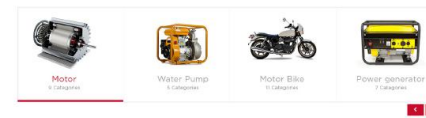
SEARCH SEARCH BY PRODUCT



Media | Most Viewed Products | Contact Us | Careers | CSR | Our Branches | Investor Relations

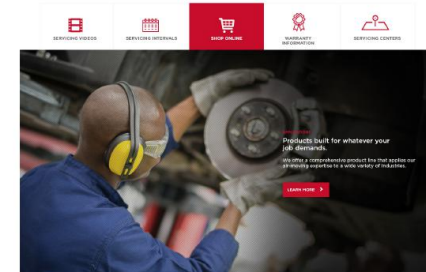
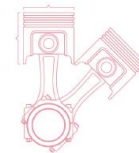


### MOST VIEWED AND PURCHASED PRODUCTS



### Find Parts and Servicing

SEARCH SEARCH BY PRODUCT



Media | Most Viewed Products | Contact Us | Careers | CSR | Our Branches | Investor Relations



UX DESIGN



# Kenya Airways Mauritius 360 Campaign



KQ now flying to Mauritius 6 times a week

Explore our package deals and book now on [www.kenya-airways.com](http://www.kenya-airways.com) or Visit your preferred travel agent.



[kenya-airways.com](http://kenya-airways.com) [social media icons]



Fly KQ to Mauritius 6 Times a Week

Explore our package deals and book now on [www.kenya-airways.com](http://www.kenya-airways.com) or Visit your preferred travel agent.



[kenya-airways.com](http://kenya-airways.com) [social media icons]



Tee off with the best at the MCB Golf Tour with KQ

**Dec 9th- 11th**

Explore our package deals and book now on [www.kenya-airways.com](http://www.kenya-airways.com) or Visit your preferred travel agent.



[kenya-airways.com](http://kenya-airways.com) [social media icons]



Easily book and manage your Kenya Airways flights

Explore our flight deals and book now on [www.kenya-airways.com](http://www.kenya-airways.com) or Visit your preferred travel agent.



[kenya-airways.com](http://kenya-airways.com) [social media icons]

# Kenya Airways Easter Campaign

*Find your  
wanderlust  
this Easter*

Book a ticket at a discount of up to 15% and go sightsee, enjoy different cultures, hike, sail the waters, meet new people, and so much more this Easter

Offer runs from 31st March - 6th April 2022  
Tickets Valid from 4th April - 10th Dec. 2022

Book now on [kenya-airways.com](http://kenya-airways.com), at our sales offices or your preferred travel agent

   @KenyaAirways  KQ mobile



# Bajaj Unshakeable Campaign

**BOXER 125**  
**HAIINGISHIKI**  
Bingwa wa starehe kila uendapo.

BAJAJ LOVED IN 70 COUNTRIES

gettyimages  
waleed ahmed

**STRONGEST CHASSIS** **5 POWERFUL 5 GEAR ENGINE** **PHONE CHARGER**  
**6 AMP BATTERY WITH VRLA TECHNOLOGY** **ONE YEAR WARRANTY/30,000 KMS**

**BOXER**  
MADE STRONGER TO LAST LONGER

The advertisement features a central image of a Bajaj Boxer 125 motorcycle with a driver and a passenger carrying a parcel, riding on a road that loops back on itself in a figure-eight shape. The background is a light blue sky with clouds. The Bajaj logo and 'LOVED IN 70 COUNTRIES' are in the top right. The product name 'BOXER 125' and slogan 'HAIINGISHIKI' are on the left. A list of features is at the bottom left, and the 'BOXER' logo with the tagline 'MADE STRONGER TO LAST LONGER' is at the bottom right. A 'gettyimages' watermark is visible on the road loop.

# 2018 - 2020

KOKO Networks is a startup dedicated to providing affordable, clean cooking solutions to the people of Nairobi.

As Lead Designer on a small team, I was tasked with developing insight-driven 360° communications to bring KOKO's mission to life.

When I joined, the brand had little more than a logo, and our biggest challenge was to make KOKO a household name.

Our greatest success came from deeply understanding our consumers—putting ourselves in their shoes to create messaging that spoke to them in a language they truly connected with.

## RESULTS:

**Over 500,000 Kenyans today have said YES to clean and safe cooking by using KOKO cooker.**

# KOKO FUEL LAUNCH & CHRISTMAS CAMPAIGN: Pushing cooker sales

KARIBU KOKO

maisha ni  
**OK! OK!**  
maisha ni  
**KOKO**

THIS CHRISTMAS  
**sahau meko-nomics**



**NOW KSH 4500/-**  
WAS 6999/-

**Karibu KOKO-nomics:  
Ndio upishi wa kisasa**

- ✓ Pika na 2-burner cooker kwa bei ya chini
- ✓ Nunua fuel kiasi kiasi from as little as 30/-
- ✓ Jaza fuel mtaani from over 600 KOKO Agents

**BUY YOURS FROM:**

- KOKO Agent mtaani
- KOKOFuel.com
- myKOKO App



**KOKO imefika Buru**



USE **KOKO FUEL** **NOT CHARCOAL** **NOT KEROSENE** **NOT GAS**

**CHAGUA KOKO**  
A CLEANER, SAFER AND FASTER WAY TO COOK  
AVAILABLE AT A KOKO AGENT NEAR YOU  
@KOKO\_FUEL WWW.KOKOFUEL.COM



Kuja tukuambie siri...  
**Fikisha Ksh 3,500, tukujenge Ksh 1000 upate cooker yako!**  
Ambia jirani



**LIMITED OFFER KSH 3500 +2 FREE COOKER UPATE KSH 1000\***

Uplishi Smart 

Tutoboe au tusitoboe...  
**Fikisha Ksh 3,500, tukujenge Ksh 1000 upate cooker yako!**  
Usiseme hukuambiwa...



**LIMITED OFFER KSH 3500 +2 FREE COOKER UPATE KSH 1000\***

Uplishi Smart 

**top up, upate offer ya kipekee**



**LIMITED OFFER KSH 3500 +2 FREE COOKER UPATE KSH 1000\***

**TOP-UP ACCOUNT TO KSH 3500/-  
TUKUJENGE KSH 1000 UPATE COOKER!**  
\*Offer valid till 22nd February

- SAFEST COOKER**  
Phosphate-free Fuel (Kerosene-free)
- MOST AFFORDABLE**  
Just 30/- per litre (KSH 1000 per 30 litres)
- MOST CONVENIENT**  
Phosphate-free Fuel (Kerosene-free)

Uplishi Smart 

Only by Top  
**0800 720 716**

# 2020 - To Date

Working with The Contented Agency as a Creative Consultant to develop Policy Documents, Papers and Newsletter for IDH, CAAG and Treasure Data

- **Designed and produced collateral for the AGRF Summit 2023, a core launch platform for the Hub**
- **Collaborated on social media strategy as well as social content creation pre- and post-launch**
- **Led an extensive refresh of existing Hub content and communications**

## Results

- **10,000 views acquired in the first 3 months.**
- **Unique and impactful brand messaging, a recognisable name for the FarmFit Insights Hub**

# CCAG Climate Report

Tabled during 2023  
Climate Summit in both  
Nairobi & New York



# IDH Income Living Paper



# Treasure Data

## Invisible Customer Experience Report 2023



# ROOTED IN INNOVATION

International social enterprise leverages full communications strategy support from Contented; driving global awareness of their interactive FarmFit Insights Hub

## The Challenge

IDH, a Netherlands-based NGO, created their interactive FarmFit Insights Hub for businesses and investors partnering with smallholder farmers, and for those simply curious about the future of sustainable agriculture.

Communicating the Hub's launch to those that require insights into successful, sustainable service delivery for and partnerships with smallholder farmers was key. The team needed to convey the Hub's purpose and progress both externally and internally, capturing its potential impact and overall mission – as well as hitting user acquisition targets.



## The Work The Contented Agency:



Created and facilitated an in-person key messaging and tone-of-voice workshop at IDH HQ in Utrecht, providing the team with a renewed set of brand guidelines and messages



Designed and produced collateral for the AGRF Summit 2023, a core launch platform for the Hub



Led an extensive refresh of existing Hub content and communications



Collaborated on social media strategy as well as social content creation pre- and post-launch

## The Results

# 10K

views acquired in the first 3 months.

Unique and impactful brand messaging, a recognisable name for the FarmFit Insights Hub

The creativity, objectivity and support that we received from The Contented Agency for the launch of the FarmFit Insights Hub was remarkable. From the start of this project, the team challenged us where appropriate, listened to our needs and delivered a communications plan and content that was timely and impressive.

In IDH's words

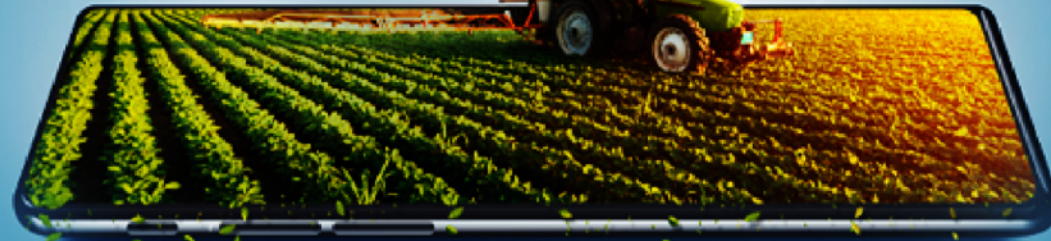


# CULTIVATING CONNECTIONS

LEADER IN GLOBAL FERTILIZER SOLUTIONS RENEWS  
DIGITAL PRESENCE WITH DYNAMIC COMMUNICATIONS STRATEGY

## The Challenge

OCP Africa, a leader in fertilizer solutions for farmers across the African continent, needed to communicate their commitment to the sustainable development of African agriculture. A robust content strategy and consistent output were at the core of their brief.



## The Work

Over a partnership of 2 years, The Contented Agency has so far:



Created and facilitated a tailored messaging and tone-of-voice workshop with the OCP Africa Communications team, providing the team with a clear set of brand guidelines



Co-ordinated, wrote and designed the OCP Africa 2022 and 2023 Annual Reports



Scripted and produced a range of videos that capture OCP Africa's engagement with Tanzanian farmers



Designed a press pack which clearly reflects the group's mission and work

## The Results

The OCP Communications team now confidently creates and publishes regular content that delivers a consistent, impactful and meaningful message to the smallholders, governments and businesses we must reach to fulfil the organisation's mission.

2023 saw record engagement levels with the group's content, which serves to spark the inspiration and the conversations needed to expand on OCP Africa's work – building on future promise and possibility for Africa's farmers and industry alike.



In OCP's words...

**"Our relationship with The Contented Agency is invaluable to OCP Africa, and continues to go from strength to strength. Across a range of objectives, content types and platforms, the team at Contented bring our impact stories to life – and ensure we reach our targeted audiences amongst businesses, government and smallholder farmers."**

Aziz Diop, Senior Communication Associate

# 2020 - To 2022

At DIAGEO – EABL, I managed design needs for all spirit brands and created internal corporate communications.

Close collaboration with the consumer planning and research team was key to developing insight-led, data-driven, and culturally relevant communication and content.

## RESULTS:

- **Growth in Spirits Market Share to an all time high of 70%.**
- **Growth of Sales and SOV of GIN brands .**
- **As part of DigiTribe, we won 8 DIAGEO Global Awards on Effective Marketing, Year 2020-2022.**

# Christmas Spirits Gifting Campaign:

A GIFT YOU CAN CHEERS TO.



Order on:  PARTY CENTRAL  
eabl



EXCESSIVE ALCOHOL CONSUMPTION IS HARMFUL TO YOUR HEALTH.  
NOT FOR SALE TO PERSONS UNDER THE AGE OF 18 YEARS



SHOW HER SOME LOVE  
FOR ADDING SUNSHINE AND SWEETNESS TO YOUR LIFE




Order on:  PARTY CENTRAL  
eabl




EXCESSIVE ALCOHOL CONSUMPTION IS HARMFUL TO YOUR HEALTH.  
NOT FOR SALE TO PERSONS UNDER THE AGE OF 18 YEARS



SHOW HER SOME LOVE  
FOR ALL THE ZESTY EXPERIENCES



Order on:  PARTY CENTRAL  
eabl



EXCESSIVE ALCOHOL CONSUMPTION IS HARMFUL TO YOUR HEALTH.  
NOT FOR SALE TO PERSONS UNDER THE AGE OF 18 YEARS



# Christmas Spirits Gifting Campaign:





# Christmas Spirits Gifting Campaign:






# World Gin DAY Campaign


Owning the day by making EABL GIN brands interact with each other



 **gilbeyskenya** ...






   
456 Likes  
2 HOURS AGO


 **chromeke** ...






   
521 Likes  
2 HOURS AGO


 DO NOT FORWARD TO PERSONS UNDER THE AGE OF 18 YEARS.  
EXCESSIVE ALCOHOL CONSUMPTION IS HARMFUL TO YOUR HEALTH.  
NOT FOR SALE TO PERSONS UNDER THE AGE OF 18 YEARS. 

 **Gordons** ...







   
456 Likes  
2 HOURS AGO

 **Tanqueray** ...



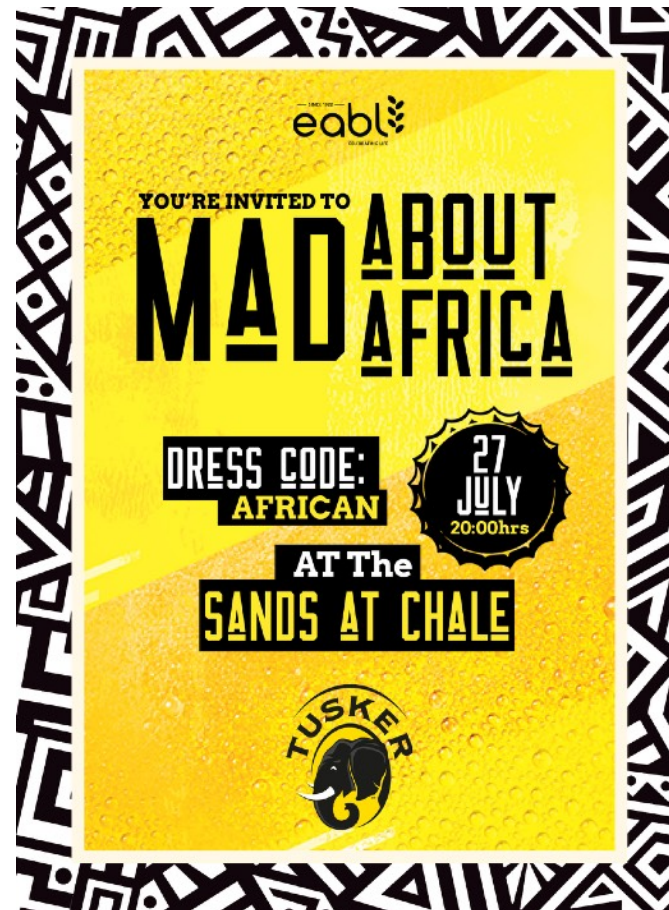
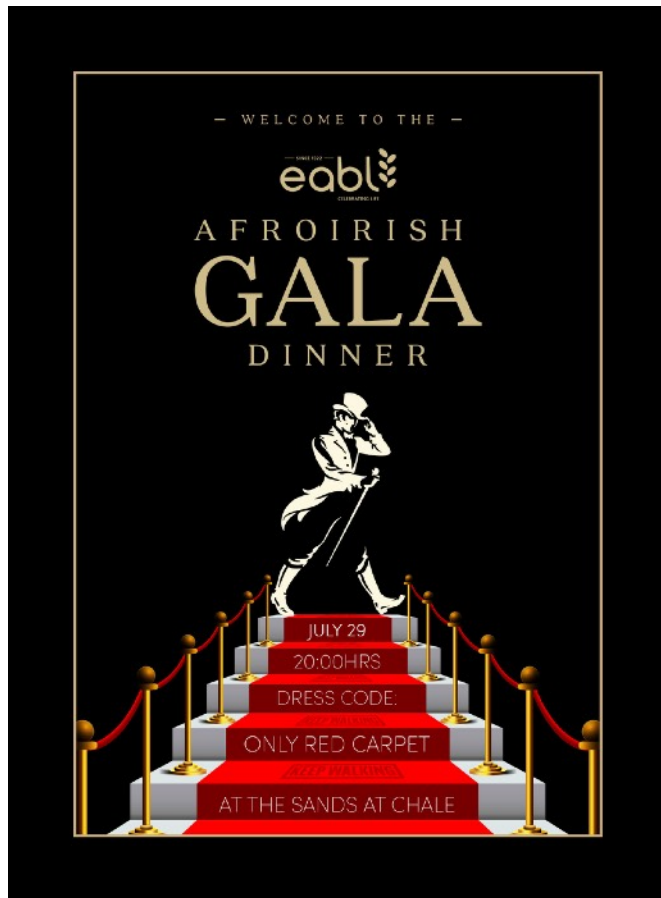
**ICE**

   
521 Likes

 DO NOT FORWARD TO PERSONS UNDER THE AGE OF 18 YEARS.  
EXCESSIVE ALCOHOL CONSUMPTION IS HARMFUL TO YOUR HEALTH.  
NOT FOR SALE TO PERSONS UNDER THE AGE OF 18 YEARS. 

# EABL Internal Comms

Part of my responsibilities includes designing comms for internal use



# Kenya Covid Fund

## Logo and Marketing Materials



# DIGITRIBE

Branding of the EABL in-house Digital Team



# 2020

I was part of a team “Creative Collective” that submitted an entry for The UNWTO(United Nations World Tourism Organization) Inspiring Africa - Branding Challenge. The winning idea was to position Africa as a destination in the minds of tourists. Beyond COVID-19, the campaign aimed to create a positive image of Africa as a tourism destination that support the efforts of individual countries and companies, tells many positive stories about Africa and makes tourism a driver of development. There were 1000 entries from over 100 countries.

## RESULTS:

- Creative Collective made it to final 8 cut

**the collated creative.**

## We are creators re-shaping African narratives




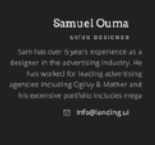


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### Introducing The Creative Collective

We are a collective of Kenyan and South Africans with diverse skills and extensive experience in marketing, advertising and design.

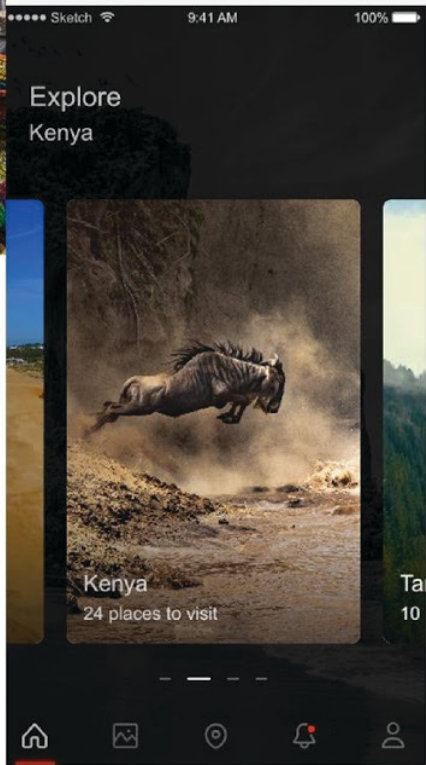
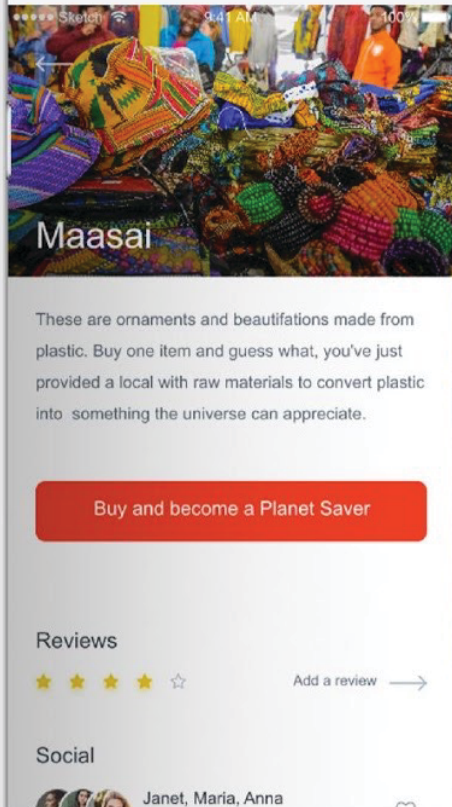
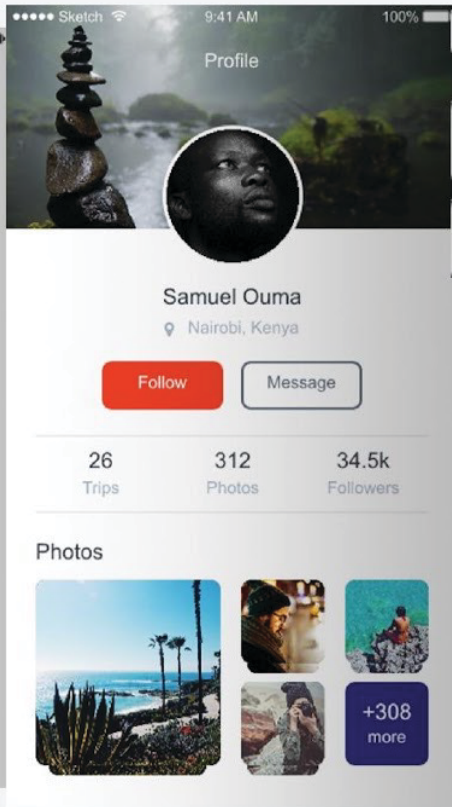
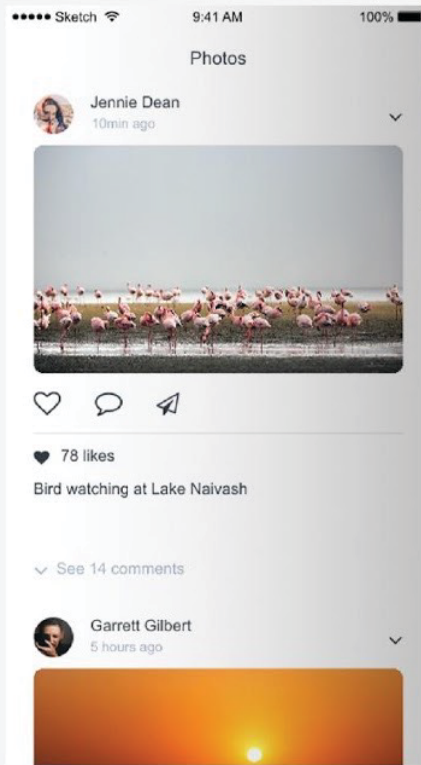
We are brand creators, strategic thinkers, wordsmiths and visual artists!

We use our collective expertise to answer the business and communication challenges of brands, organisations and causes.

 <p><b>Brian Njagi</b> COPYWRITER</p> <p>Brian has 7 years' experience as a copywriter &amp; advertising creative. He has worked for global advertising agencies including Ogilvy &amp; Mather, Leo Burnett &amp; Omnicom. He has worked on brands such as Airtel, Coca-Cola, Safaricom &amp; the African Union.</p> <p>01 <a href="#">@brianngugi</a></p>	 <p><b>Jacque Njeri</b> CREATIVE CONSULTANT</p> <p>Jacque is a passionate Art Director who has worked for leading agencies in Kenya including Sound Digital. As an independent artist, she has worked for brands including Safaricom and featured in CNN, the BBC. She was recognized as a Creativepreneur in 2019.</p> <p>02 <a href="#">@jacquenjeri</a></p>
 <p><b>Karen Vermeulen</b> EXPERIENTIAL MARKETING SPECIALIST</p> <p>Karen has 10 years' experience in experiential marketing. Formerly the Business Director at Ogilvy&amp;Mather and currently based in Cape Town and now the founder of experiential agency Enginome. Her work spans the FMCG, Retail, Tourism, E-commerce &amp; Music.</p> <p>03 <a href="#">@kvermeulen</a></p>	 <p><b>Samuel Ouma</b> UX/UI DESIGNER</p> <p>Samuel has over 10 years' experience as a designer in the advertising industry. He has worked for leading advertising agencies including Ogilvy &amp; Mather and his extensive portfolio includes major brands.</p> <p>04 <a href="#">@samuelouma</a></p>
 <p><b>Stephen Kiprono</b> WEB/UX DESIGNER</p> <p>Stephen is a designer and motion designer. Over the last 4 years he has worked at successful advertising agencies such as Ogilvy and Saatchi &amp; Saatchi on brands such as M-Pesa, Safaricom and Dawa.</p> <p>05 <a href="#">@stephenkiprono</a></p>	 <p><b>Triya Govender</b> LEADER</p> <p>Triya has 10 years' experience as a brand creator, managing some brands such as Johnson &amp; Johnson, The Body Shop and the African Union. She has worked for leading organisations in the FMCG, Management Consulting and Retail sectors, such as Diageo, Kantar &amp; the UN.</p> <p>06 <a href="#">@triyagovender</a></p>

**the collated creative.**

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1\\_23uE7aek0\\_2aq8Sac6xyznJAmy8lpS\\_](https://drive.google.com/drive/folders/1_23uE7aek0_2aq8Sac6xyznJAmy8lpS_)