

A hand holding a glowing house icon over a city skyline at night. The hand is positioned in the center-right, with the index finger pointing towards the left. The house icon is a simple white outline with a glowing yellow center, surrounded by three concentric white circles. The background is a blurred city skyline at night, with lights reflecting on water in the foreground. The overall image has a dark, moody atmosphere with a focus on the hand and the house icon.

RCIC BRAND ACTIVATION AGENCY

Company **Profile**



We make brands BRIGHTER and help you magnify your reach by a multitude of offline and on ground activations.



WHAT WE DO

We are a full-service creative firm that combines offline and online media to produce impactful 360-degree campaigns, frequently on a worldwide level. Creating a solid, thorough strategy to mold your brand is frequently the first action we do to support your brand.

From there, we are able to develop an original idea without sacrificing viability. Our execution skills are broad and reliable. As leaders in experiential marketing, we firmly believe that experiential concepts should be incorporated into the marketing mix, as many CMOs do today.

WHO WE ARE

We are an independent, creative firm that specializes in telling brand stories and fostering word-of-mouth for various brands that want to forge enduring connections with their consumers.

We are a unique firm that combines professionalism with a passion for creativity and a track record of effective execution. We build and produce unique concepts and campaigns with a committed team of marketers, creatives, designers, and project/event specialists

Our **Services**

BTL ACTIVATION

We specialize in BTL Activation. Whether it's a mall, market, residency or office. We will take you there and we will let people know about you

BRANDING

Dealer Boards, Entry and Exit Boards, Co-branding spaces, Corporate visibility, LED displays. We have it all

PERMISSION

Are you a brand or an agency? Can't get permissions for your activity? We can get the permission for you. Our in-house ops team knows how to do it all

CORPORATE EVENTS

We have nationwide reach and are capable of managing corporate events and exhibitions across the nation, be it Tier I, II or III cities.

Our Specialization

STRATEGY

- Insights/trends
- Brand strategy
- (Re)positioning
- Launch strategy
- Communication strategy
- 360° strategy
- Experiential marketing
- Strategy review and evaluation
- Market research
- Creative concept ideation
- Testing creative concepts
- Experiential KPI development and measurement

CREATION

- Branding, theme
- Visual identity
- Verbal identity/Tone of voice
- Product & Packaging
- Integrated campaigns
- Branding, theme
- Concept & design execution
- Event concept & design
- Brand book/Brand guidelines
- Playbooks
- POS materials
- Marketing materials
- Experience design

EXECUTION

- Brand activation
- Product launch
- Event production
- Press events
- Trade shows
- On-trade / Off-trade activation
- In-store activation
- PR stunts
- Corporate/B2B events
- Festival experience
- Pop-Up
- Guerilla marketing
- Roadshows

Executed projects in the last 12 months

BTL Activities

In-store Activations

Shoppers Promotion

Key Distribution Partners' Profiling and Recruitment

Product testing and Sampling

Sales Activation

Focus Group Discussions

In - home - testing

kitchen Panel Modelling

LIST OF SURVEY UNDERTAKEN IN THE LAST 24 MONTHS

PROJECT NAME/ YEAR	CLIENT	OVERVIEW	SCOPE
Local Rice U&A 2022	Wilmar	Usage and Attitudes study to understand the local rice sector in Ghana	1500 quantitative interviews with females, 100 quantitative interviews with traders, 20 key informant interviews with farmers and 16 FGDs with females in Greater Accra, Ashanti, Northern and Western regions
Project AYA 2022	AYA Institute for Women, Politics and Media	To help develop new policies and programs that enhance the capacity of women-led MSMEs and cross-border traders to take full advantage of the AfCFTA as well as address any institutional and structural barriers to trade.	500 women led MSMEs and 250 Traders across the border towns of Ghana
WISE Baseline Project 2022	Plan Ghana	WISE Performance Measurement Framework among Village Savings & Loans Associations (VSLA) beneficiaries in 5 communities	1600 quantitative interviews with female beneficiaries, 30 stakeholder interviews and 15 FGDs
Project OPPO 2021	Samsung Nigeria	To understand the Smartphone market in Nigeria	1500 Sample across 9 states in Nigeria
Paint Project 2021	Fabrimetal	Feasibility study of the Paint market in Ghana	500 Quantitative interviews with households, 50 key informant interviews with paint manufacturers and 100 B2B interviews with traders of paint in Accra, Kumasi, Takoradi and Tamale
Project Bazin 2021	DREWS	Usage & Attitude Study on Textiles in Ivory Coast	250 Consumer Interviews in Abidjan 4 Focus Groups Discussions in Abidjan

OUR TEAM



OLANIYI OLUTIMEHIN

Managing Principal

Olaniyi Olutimehin is the Founder and Managing Principal of RCIC. He is a serial marketing expert, a seasoned researcher with 20+ years of hands on experiences.

He loves to find tailored solutions that really work for brands and bring meaningful experiences to consumers. Rising through the ranks over the years, he has worked in various capacities as field supervisor, executive interviewer, quality control officer, research executive, Senior Research Executive, and country operations Director at MSC with oversight responsibilities for many countries across West, East and Central Africa.

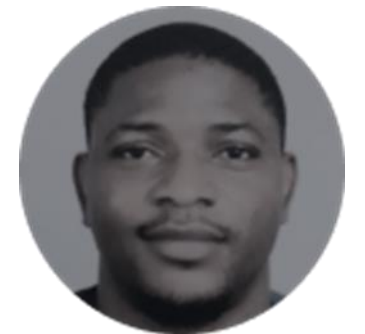
He has handled research projects for various multi-nationals including; Vodafone, Millicom, Airtel tigo, Mtn to mention a few

He oversees the design, development, and communication of marketing strategies that are designed to establish a company or product brand.

With 16+ years of work experience covering Market, Media and Social Research, Monitoring & Evaluation, Business Development, Go to Market Strategy Development and Execution, Media Monitoring and General Management, he has extensive experiences across West, East & Central Africa building businesses from scratch.

He was the Country Manager for Media Monitoring Services, Ghana & Cote D'Ivoire, the Country Manager Media Trak Ghana, Business Development Lead, Content and Compliance Monitoring Ltd, Nigeria among many others.

Wale uses his depth of experience, combined with his management and brand management skills, to guide leading brands to enhance their portfolios, maximize their media investments and to develop winning marketing strategies that guarantees brand growth.



Akinwale Adams

Project Management RCIC



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