



Detailed Portfolio of Services Provided by Vantage Communications

1. What we offer

a. Strategic Communication and PR Consultancy

1. **Communications Audit:** We provide Communication audits services to clarify your communications needs and priorities, and also for determining the adequacy of existing resources to support the achievement of these needs and priorities. Audits are normally carried out:
 - at the beginning of a communication planning cycle,
 - when the organization takes on new communications personnel, or when the organization is about to revamp or overhaul its communications activities.
 - to ensure that communication is mainstreamed into their overall core activities.
 - providing a comprehensive picture of the strengths, weaknesses, opportunities and threats that an institution faces as it tries to manage its reputation and engage its key stakeholders.
2. **Development of PR and Communication Strategy:** An outline of a work plan defining the specific inputs by an agency and the client's communications team. Based on the analysis a specific communication strategy is developed to address either or both corporate and marketing communications objectives. On the corporate communications front, our strategy outlines specific tactical interventions to address key issues such as corporate social responsibility, investor relations, reputation management and crisis management. At the marketing communications level, we develop specific brand PR/communications strategies to complement your marketing communications strategy.
3. **Strategy Monitoring and Evaluation Plan:** To ensure that the specific objectives set are met,
 - Provide specific performance indicators, based on industry standards. These normally cover such metrics as amount and quality of coverage to be achieved, frequency of stakeholder contacts to be targeted, changes quality of customer feedback as measured by regular satisfaction surveys, frequency and coverage of client reports and meetings etc...
4. **Brand Communication Monitoring:** As part of the monitoring and evaluation plan, we offer framework periodic reviews and annual audits to enable our clients keep track of how its marketing and corporate communications activities are performing relative to targets and competitors.



5. **Brand Communication Research:** A basis to assess your brand equity, how its perceived, how your customers think about your product and services, you also need to know what the competition is thinking, what are the market trends, to be able to project the future, understand your strength and weaknesses in the market place, understand your customer needs better to serve them even better.

b. Tactical Communication and PR intervention

1. **Vantage 1-2-1 Approach:** A new thinking that for us to serve our clients better, we should consider approaches that makes us best understand their needs. One such approach is the one-to-one strategy. We deal with the clients on a personalized interaction basis with the understanding that personalization of interactions is the best way to foster greater customer loyalty and better return on marketing investment.

We apply proven one-to-one approaches to reinvest marketing with the personal touch which are absent from many modern business interactions. This approach as enabled us to deliver outstanding and measurable results for MTN product education. Our MPU field workers literally walks down to the MTN customers to educate them on the product. **What 1-2-1 can do for your brand(s):**

- Top of the mind brand presence increasing product penetration – both usage and awareness;
- Taking the services to the customer at the customers convenience;
- Educate customers on products and inherent service values.



2. What we do

a. **Brand Reputation Management:** It's all about your reputation, its all about the way you are perceived by the target audience and public a, its all about **your brand. Today more than ever, brand reputation management is a concept that goes beyond businesses, while in the past only businesses paid** attention to brand reputation, today countries, NGOs and government understand the need for a consistently highly reputed brand in the ever increasingly noisy market place. We offers a cost effective and yet much more believable brand communication beyond advertising. While advertising will raise the needed awareness, PR will provide the credibility and reality check, we will find the perfect solution to increase awareness about it: at any stage of its life cycle, we know the right approach:

- **Launch of a brand. products, policy**
- Is it **excitement** that your launch seeks, we know just how to create that will draw attention to your products and your products benefits but also retain the attention over time?
- Sometimes the diagnosis is that your brand, product or program is flagging, and need to be repositioned, or revitalized,
- There is nothing better an independent sustained and endorsement to your brand messages. We create alliance with the most suitable and credible alliance for a given brand association opportunity for **'Meetings with the consumer'** where the aim is saliency not just awareness, look no further.

3. Tools we use:

- a. **Media relations:** A key role for us as a PR firm is to ensure that our client's messages cut through the media clutter and are positively received by the targeted audiences. As a matter of fact, the company has established a very strong relation with media, especially the business and economic reporters in all key media houses in the region and internationally.
- b. **Media Training and Support to our client's Management Team:** The stakes are high when you talk to media, Get it right, and they will transmit your message to the heart of your audience, in the format your target audience will trust. Get it wrong, and at best you have wasted your time, at worst you will fuel bad publicity in which that same trust will work against you.
- c. **Crisis Management Support Publicly** listed companies, government institutions, Development agencies and any average businesses more today are exposed to industry problem, reputation damage, suits, allegations that can imbue such damage to the brand, product, policy or program. We support our clients, to put in a crisis management strategy. As part of our support for the account, we shall work with the client's team to develop this strategy along with a framework, procedures and protocols for handling different crisis levels and situations with professionalism.
- d. **Corporate Social Responsibility and Sponsorship Management:** Any organization thrives as a subsystem within the bigger economic and social system. Just as in the natural world, where every organism is interconnected, interacts with and depends on the whole, so it is in a global, increasingly interconnected and interdependent world. Organizations are increasingly expected to be responsible in all their operations.
- e. **Special Events Management:** Solid event management credentials are critical for any public relations firm as most clients tend to require support in this area. Vantage Communications makes claim to being one of the foremost event management firms in Uganda having been behind several highly successful product launches and corporate events for our various clients..
- f. **Production of Materials:** Vantage Communications maintains a fully fledged in-house production house, which enable to handle most of our editorial and design work in-house. We also enjoy excellent relations with various external suppliers, which enables us to source and deliver cutting edge concepts, designs, for **outdoors, branding materials, advertising in both electronic and print media multimedia for our clients** even under tight deadlines. Is it brochure, flyers, posters, magazine, newsletter, annual report, DVD, documentary, electronic report, we have capability to provide.
- g. **Endorsement;** we find the right representative and face for your brand.



- h. Exhibition:** Do you want to interact with your customers, stakeholders,, bring together groups to demonstrate and show case, tell your story? Do you want your customers to have an experience with your product? We provide the infrastructure, using versatile exhibition shell schemes, support to the planning, coordination, branding and the bits in between.



4. Our offer:

- a. **Product Differentiation** With increased global competition, every organization will need to work harder to differentiate itself and products in the market place. This will require more support in terms of promoting its present brands, and where necessary more investment in developing brands out of its current banking products.. In our view, going forward, there will need for more unique marketing communications to support not only the corporate objectives, but also the specific brands and sub-brands.
- b. **Customer Retention:** Competition is no longer a local but a global affair coupled with cross sector competition for each dollar. Clients will need to work aggressively to retain its existing customers. At Vantage we develop sustainable and effective strategy to retain and grow business with existing customers supported by appropriate marketing communications interventions, both at the level of advertising and public relations.
- c. **Customer Acquisition:** Customer now have unlimited options, in almost everything, there is competition, monopoly in the true sense no longer exist. And yet while customer base is local, competition comes from local, regional and international players. And any new idea generated today will not be new for long, within days; it will be copied and other version ready for sale. We help our clients to cut across the clutter and noise, the jam of offers, by giving out clear concise relevant information using preferred and convenient medium to our client. Your message will be received and acted upon.
- d. **Reputation Management:** The history of PR is filled with carcasses of bad reputation management, reputation management should at no time be underrated and is considered today's key market success factor. Companies and organizations do not have to invest heavily in damage control, by applying proactive reputation management process, it saves much and rewards highly.
- e. **Stakeholders Relations:** No entity works in a vacuum, there are rules and regulatory utterances and perceptions, there are interested parties, those who have invested, those who oversee, those who benefit, and the community within which an organization operates. This calls for both strategic and tactical interventions.