

CRE- A ION!

Creaxion!



creativity in action



Creaxion! is an affiliate of **TBWA** (ranked among the top 10 global advertising agencies worldwide). We are a thriving advertising agency, that leads the way in Rwanda's creative industry. We are a vibrant and experienced team of knowledgeable individuals who generate fresh ideas backed with targeted strategies. Specialized in brand marketing, we strive to make any product or company stand out in the market. Our in-house and international network resource capabilities are unmatched by any other local agency.

OUR VISION

Creaxion! is Creativity in action, tapping into unique and effective ways to communicate client goals and affect consumer behavior.

OUR HISTORY

Since our inception in 2004, Creaxion! has been rapidly paving new ground in Rwanda's advertising industry. Our humble beginnings included playing major roles in progressing emerging brand names such as Rwandatel, Simtel, and Terracom. We have grown into a multifaceted company with diverse industry experience. Our portfolio includes works for various high profile clients in all sectors of business. Today, clients such as **MTN Rwanda, BNR, IMBUTO Foundation, SKOL, MOTAENGIL, Costa Group (SECAM, FIXIT, LOGIONE, BANDAG)** entrust us with their communication needs.

A close-up, black and white photograph of a hairy creature's face, likely a gorilla or chimpanzee. The focus is on the creature's eye, which is looking directly at the viewer. The skin is wrinkled and textured, and the fur is thick and dark. The lighting is dramatic, highlighting the textures of the face.

**who we
are**

OUR PRODUCTS & SERVICES

We offer a wide range of solutions for our effective advertising and promotion, that positions brands in the minds of targeted audience. We have an extensive hands-on experience and resources to effectively facilitate strategic planning and implementation. We are equipped to provide market research & analysis, public relations, media planning, promotions, and events production. Our research department is able to do market surveys and analysis with focus groups to assess campaign feasibility and effectiveness. We have conducted comprehensive research for clients such as BCR (now I&M).

We invest in the most qualified output resources available locally and internationally. We are constantly seeking for state-of-the-art technology and tools to boost our communication prowess. We have a well equipped production, design and client services departments for a maximum output. We outsource and stock our own production materials from credible suppliers that ensure an uncompromised production quality and delivery.

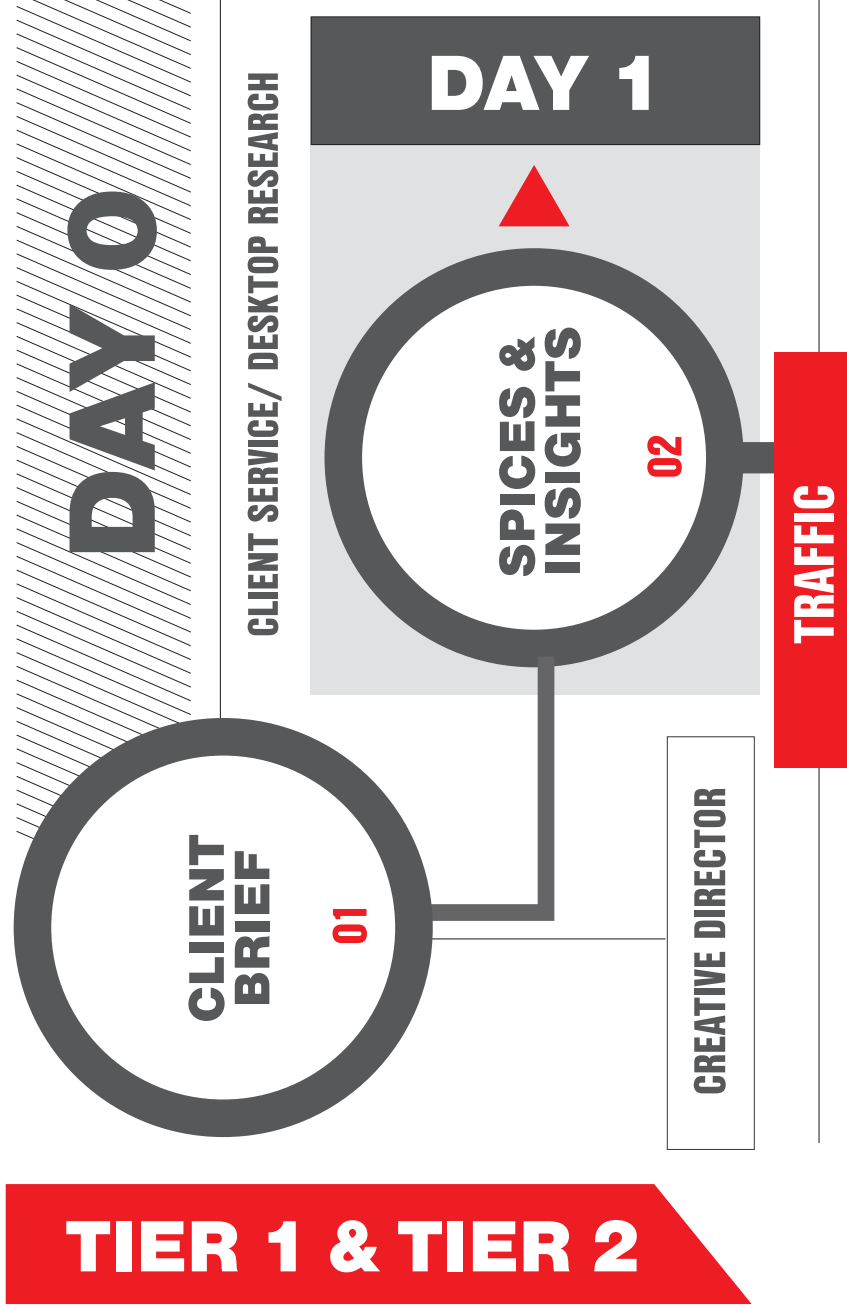
EXPAND MEDIA

Expand Ltd was established in 2006 as a sister company to Creaxion! with the aim to start a full-fledged production arm with local wide format digital printing in Rwanda. Expand has addressed the challenges of sending work across the border, thus shortening delivery time and providing samples before final print runs are executed.

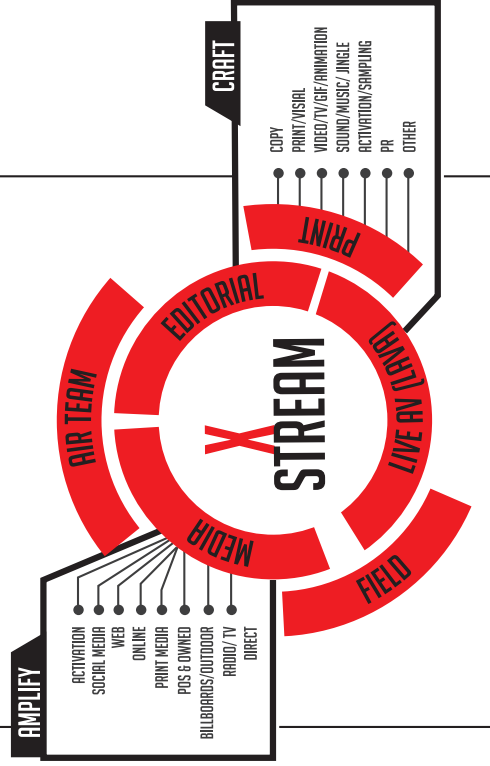
**our
product
facts
services**



WORK WE



EXECUTIONS



DAY 2

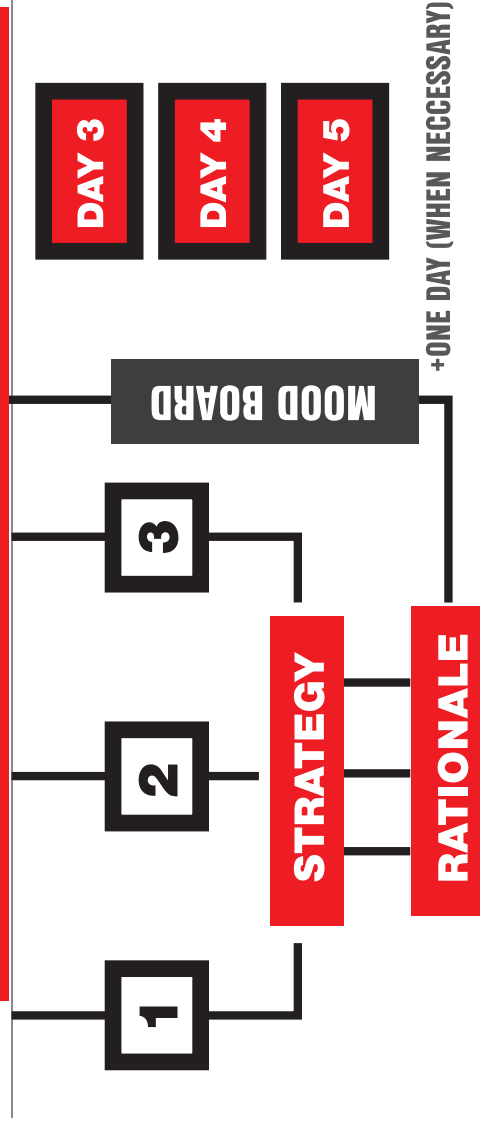
TONE

- NEUTRAL
- CONFIDENCE
- ARROGANT
- HUMOROUS
- EMOTIONAL
- INTIMATE
- SUPERIOR
- SERIOUS

03

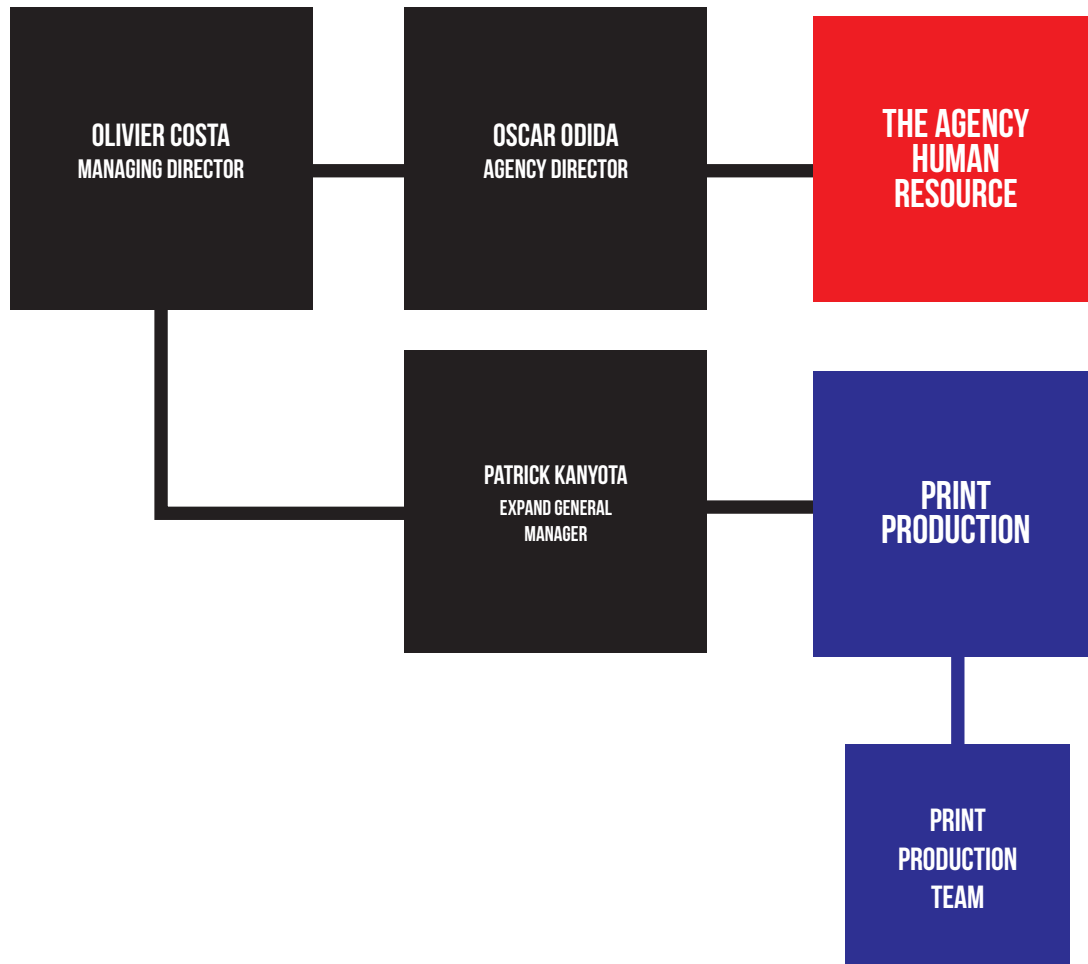
DIRECTION

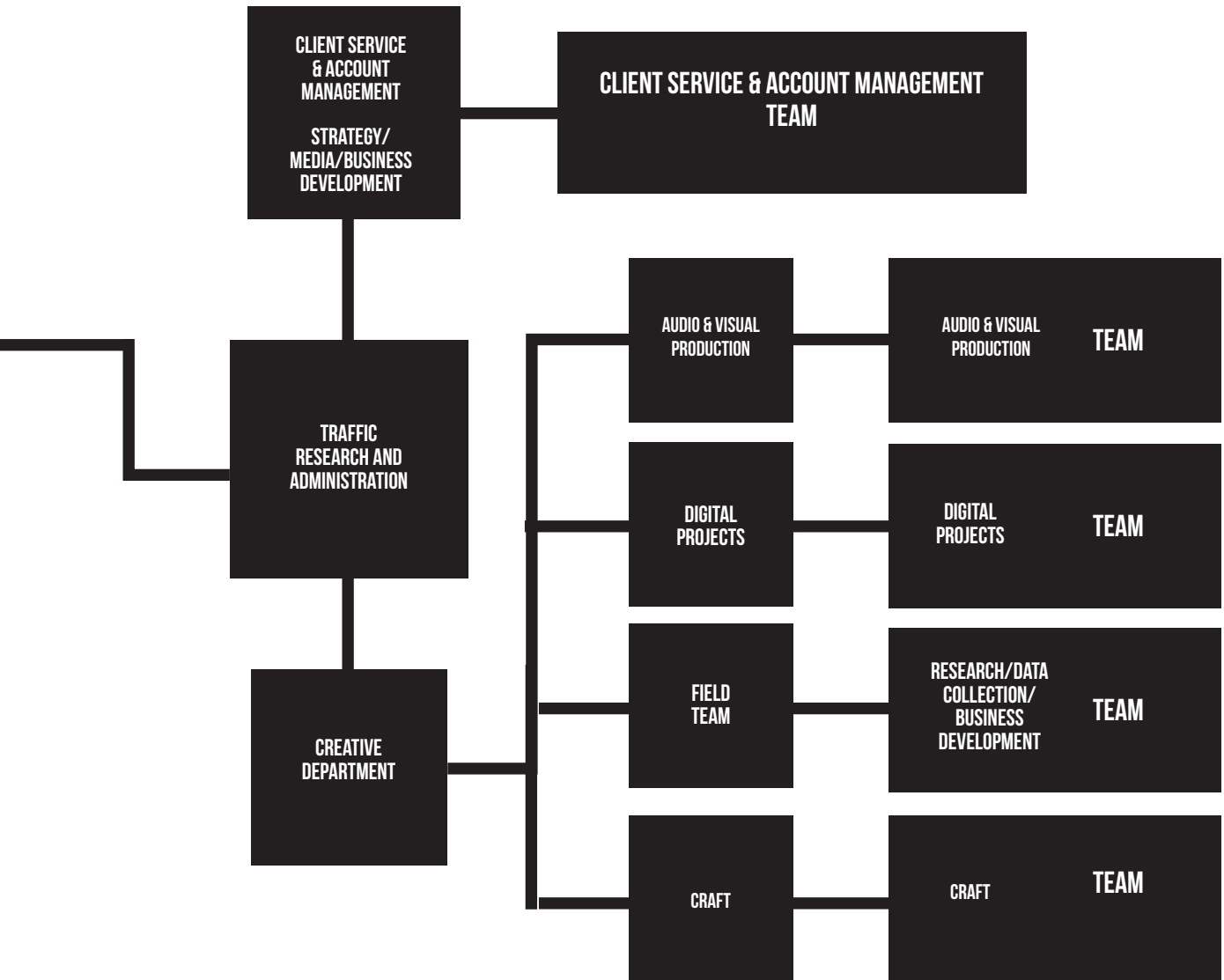
04



PRESENTATION SHOW

ORGANO- GRAM







**Proposed
Staff for
your
Account**

**OLIVIER
COSTA**

**MANAGING
DIRECTOR**

Olivier Costa is Creaxion's Managing Director. He is an Engineer by profession with an MBA from the University of California, Los Angeles (UCLA). He has vast experience in cross continental business. After years of studies and work abroad, Olivier returned to Rwanda to take over the Costa family business. The birth of Creaxion! was Olivier's strategic vision and creation. He brings his passion for excellence and creative collaborations into the team dynamics of CreaXion! As a fellow entrepreneur and venture capitalist himself, Olivier brings the client perspective approach, sympathizing with the goals of our clients and seeking opportunities for success on behalf of our clients, keeping our client's brands alive and exciting.

**OSCAR
ODIDA**

**AGENCY
DIRECTOR**

Oscar has been based in Rwanda for the last twelve years. Over the years, he has developed a good understanding of clients' businesses and demands, and more importantly the competition's trends.

**ALICE
KAYUMBA**

**FINANCIAL
ADMINISTRATOR**

Alice has been in the Human Resources for some years and is now the Agency Administrator agent responsible for recruiting, screening, interviewing and placing workers. she also handles employee relations, payroll, benefits, and training.



JESSIE GITAU

HEAD OF STRATEGY

Jessie is what many would describe as an extrovert; friendly, open-minded and a creative thinker which is a perfect match for the advertising industry. With skills in broadcast journalism and film, she is a passionate account manager with an ignited passion in creative thinking. She has 9 years' experience in leading projects with vast experience in Telcos, FMCGs, Banks and Insurance companies.



JUSTINE GAD CYIZA

**BUSINESS DEVELOPMENT
MANAGER**

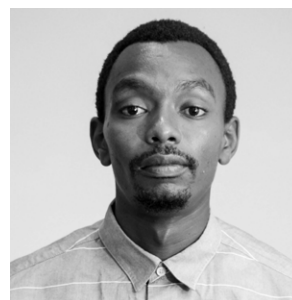
Justine is a hard working self-motivated person who gets along so well with everyone. With 14 years experience, she has developed instrumental skills in coordination of advertising campaigns, project management and leadership, ensuring customer satisfaction first as an Account Executive then later as the Business Development Manager. Over and above, Ms. Cyiza has also had experience in production and branding.



YVES NTAGUNGIRA

**ACCOUNT
EXECUTIVE**

Yves is a flexible and motivated young and vibrant individual whose career in Marketing spans over 2 years. With a Bachelor's Degree in Information Science (Logistics Management) at Mount Kenya University. His professionalism and condour makes him the person to watch in the industry.



ARMEL NTWALI

**ACCOUNT
EXECUTIVE**

Ntwali has 2 years experience in Marketing. An affable and sociable individual, he previously worked with a reginal media house for commercial adverts. He loves challenging jobs in new tasks that Creaxion! has to offer. He has a bachelor degree in Logistics. His drive and teamwork makes him adept when it comes to socialising and networking.



TONY ODUNDO

CREATIVE DIRECTOR

He is a highly self-motivated individual with 18 years of experience in the advertising industry. In his journey so far, he has realized the importance of discipline, team work, delegation of responsibility, dedication and sacrifice. He believes coupling one's confidence with various abilities is key to success, but to also be humble enough to set aside ego and pride, in order to gain from all aspects of life. His goal is to continuously learn and grow artistically, while constantly exploring new horizons.



DENYSE MUTUMWE

ART DIRECTOR

Denyse is an Art Director with 5 years' experience and has a passion for creativity and enjoys learning new things. She has had a desire to further her knowledge after graduating from University of Rwanda. Her drive is to make each project she works on the biggest.



NOELLA HABARUGIRA

ART DIRECTOR

Noella is a passionate Art Director with 4 years experience and working towards growing deeper in her career. Her love for creativity and zeal to learn more, push her to go beyond and widen her skills. She loves working with everything visual and particularly enjoys design and typography.



THOMAS HABANABASHAKA

DESIGNER

Thomas is a creative designer whose skills span over 7 years. A seeker of growth and expertise, he has worked on various projects. Apart from designing, he is well versed in production and printing on a corporate level.

He is a proud owner of a Bachelor's degree in Creative Design at University of Rwanda formerly KIST.

CREATIVE



DUSTIN ISHIMWE

CREATIVE
COPYWRITER

Dustin's creative thinking and unparalleled attention to detail contribute to his success in crafting lasting impressions in advertising. His mastery of English, French and Kinyarwanda make him one of the best copywriter.



BERTRAND Y. ABAYIZERA

GRAPHIC DESIGNER

Bertrand is a bubbly young soul who has been working in the creative industry for over two years now. He is currently pursuing a degree in Computer Science at the African Leadership University. As part of his everyday routine, he is driven by a growth mindset, which helps him learn from his workmates and easily adapts to the work ecosystem.



CLEMENT GAKIRE

WEB DEVELOPER

Clement Gakire is a full stack web developer with 3 years of experience. He worked on several projects like web applications and static websites. He loves coding and enjoys fixing bugs which makes him always on the lookout for new developments in the industry.



DENISE TUYI

DIGITAL MANAGEMENT

Denise is a creative who specializes in social media management and writing to boost clients' social media appearances. Her extensive content creation background since her debut in 2015 made her join Creaxion to give her creative passion a pursuit. In order to bring better content and to stay abreast in the ever changing Social Media industry she has SEO skills and is ever learning and reading on major developments in this field.



BELINDA INGABIRE K.

**SOCIAL MEDIA
CONTENT WRITER**

Belinda is a resourceful person with good interpersonal skills and hard working. Her sociable skills and passion for communication add a much needed energy needed in the social media arena. She has 2 years experience and is on the right path of growth.



JOSEPHA MAFUBO

**COPY & CONTENT
CREATOR**

Josepha is an outstanding content creator. Over the last few years she has developed an eye for creative content that speaks of the clients needs and transforms it to something relatable to their consumers. She is always on the lookout for relevant trends that can boost clients' reach and engagements.

air
team



JEAN PHILIPPE KWITONDA

**FIELD & RESEARCH
MANAGER**

Jean has 18 years' experience in the Graphic Design and Multimedia. He later joined the University of Rwanda, in the College of Science and Technology where he did Communication Design.

He is a passionate and dedicated content producer from visualizing the idea through sketches and storyboards up to the latter production stages. He understands what it takes for an effective pre-production, production and post production phases. He's always eager to learn new things to match with the actual market trends.



GHYSLAINE ISHIMWE

**DATA
& RESEARCH**

Ghyslaine works with field and social media team to get insights from field and helps with content analysis. Her passion for growth, willingness and curiosity to learn makes her journey in the industry one to look out for.

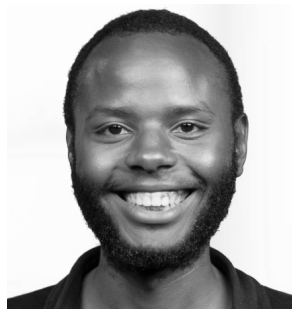
FIELD
team



FABRICE N. MANZI

3D ARTIST
/ ANIMATOR

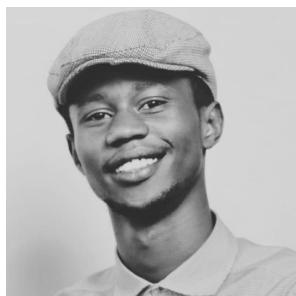
Is a passionate self-taught motion designer and director. He communicates and brings ideas to life through motion graphics by bridging the gap between 2D and 3D techniques.



PATRICK SALOMON NDARUHUTSE

VIDEO EDITOR

Patrick Salomon Ndaruhutse is a dedicated and meticulous videographer and Computer Generated Image artist with extraordinary attention for detail. He has a strong education and comprehensive experience with all aspect of Content creation, animation and post-production; a proven ability to handle a variety, of simultaneous projects and work under high-pressure deadlines.



UWIMANA THIERRY DOMINIQUE

VIDEO EDITOR

Highly creative and skilled Video Editor with vast experience in all video production aspects. He brings professionalisme to audio and video details. He is very proficient in computerised video and non-linear editing systems, including digital video mixer, Videonics digital edit controller and title generator.



NIYIGENA BRUNO

PRODUCER

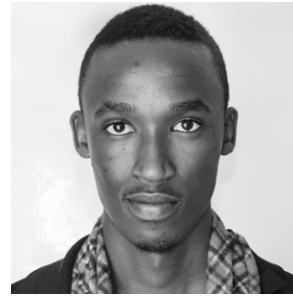
Bruno is our in-house producer whose career has grown exponentially over the last 11 years. His vast career entails production, tuning and mixing audio sound include Radio Ads, Records (songs), TVC (television communication sound), Documentary, voice over sound, sound tracks and sound effects. He also plays guitar, piano, drums and is a recording artist.



LAETITIA NYINAWUMUNTU

**TRAFFIC/PRODUCTION
MANAGER**

Experienced individual in handling strategic sales, building strategic relationships with clients, with a demonstrated track record of service delivery. Laetitia has over 5 years experience in both local and regional organizations. She is a very resourceful, ambitious and creative individual, which has been proven effective in collaboration with clients.



DENIS RUKUNDO

**PHOTOGRAPHER/
LIBRARIAN**

Being in art has characterized Denis' entire life. Commercial photography and digital art are the best ways through which he channels his passion. He is young in the industry but working hard and learning to elevate the photography industry to the next level.



DIVINE INGABIRE

**ASS. TRAFFIC/
PRODUCTION MANAGER**

Divine is a passionate and social creative person who has worked for 2 years. She is well skilled in people management, following up with clients requirements to a right precision when it comes to production, printing and branding.

Production

OUR CLIENTS



PRESIDENT'S OFFICE



OFFICE OF THE
FIRST LADY



REPUBLIC OF RWANDA
Parliament/ Senate



NATIONAL BANK OF RWANDA
BANKI NKURU Y'U RWANDA



Better. Simple. Life.



WORLD BANK GROUP



BANDAG

**OUR
WORK**

BFGoodrich[®]
Tires
TAKE CONTROL[®]

THE NEW BFGOODRICH[®] ALL-TERRAIN/T/A[®] K02

THE NEW K02
OUR TOUGHEST
ALL-TERRAIN TYRE. EVER.

**AGGRESSIVE
ALL-TERRAIN TRACTION**

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ON- AND OFF-ROAD**

TOUGHER SIDEWALLS



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QUALITY CAR SERVICES

OFFICIAL PARTNER OF
DTM GERMANY
Delivering
limitless performance



Available in
RWANDA from



Global Partner 

Be one with
Our Innovation.

The passion and innovatively challenging spirit of Real Madrid C.F. to be the best in their games is the embodiment of Hankook Tire's pursuit of Winning Innovation.



Available in
RWANDA from



WINNER TAKES ALL



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INTRODUCING 




simbuka
account

Dusobanukiwe ibyo wifuzza




TAKE THE LEAP 



UKWEZI GUTANA...
SIMBUKA

Dusobanukiwe ibyo wifuzza



MTN Business

Meet your expert IT team that never sleeps >>

Connect with your new IT department. We are here to assist you with broadband Internet, fiber, voice & 3G/4G data plans, VPN connectivity, web-site hosting, cloud services and more.

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When your backup needs backup >>

Connect with our IT managers. We are here to safeguard your data on the MTN Cloud.

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MTN MoMo

MoMoPay everything
#UkoUbyifuz
No cash. No fee. **Ding-Ding.**
everywhere you go

mtn.co.rw Dial *182#
and follow the prompts.

Ts & Cs apply




MTN MoMo

MoMoPay
when you spoil bae
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No cash. No fee. **Ding-Ding.**
everywhere you go

mtn.co.rw Dial *182# and follow the prompts.

Ts & Cs apply



MTN MoMo

MoMoPay
when you spoil bae
#UkoUbyifuz


No cash. No fee. **Ding-Ding.**
everywhere you go

mtn.co.rw Dial *182# and follow the prompts.

Ts & Cs apply



MTN



Iyami niye

Come rain, come shine,
always stick your chest out
and unleash your inner fire.

#UkoUbyifuza
everywhere you go

Yolo
BE GREAT

Dial *154# to join the YOLO movement.



Iyami niye

Always listen to your inner voice.
When your passion meets your
dedication, the upshot is success.

#UkoUbyifuza
everywhere you go

Yolo
BE GREAT

Dial *154# to join the YOLO movement.





**Keep up with the news
anytime, anywhere.**

*Do it your way with
the fastest Internet.*

We have tripled our Internet speed so you can stream videos or make video calls, and do more on Rwanda's No. 1 Internet Network.

**#UkoUbyifuza
everywhere you go**



mtn.co.rw Call 200 for all Internet tips.



**Video call your
loved ones anytime,
anywhere.**

*Do it your way with
the fastest Internet.*

We have tripled our Internet speed so you can stream videos or make video calls, and do more on Rwanda's No. 1 Internet Network.

**#UkoUbyifuza
everywhere you go**



mtn.co.rw Call 200 for all Internet tips.

MTN



MTN MoMo

Ni impamo!

We have slashed **MTN MoMo** transfer fees. Believe it, you can now transfer small amounts of money with very low fees.

Transfer Amount (FRW)	Old rates (FRW)	New rates (FRW)
1 to 100	--	3
101 to 300	30	10
301 to 1,000	50	35
1001 to 3,000	200	100
3,001 to 5,000	220	180

everywhere you go



Dial*182# and follow the prompts.

MTN Terms & Conditions apply - See www.mtn.co.rw.

**Thanks to you Rwanda,
we have turned 20.**



**Here's to many more years
of brighter connections.**



**#TuriAbanyu
everywhere you go**

mtn.co.rw

Izihirwe with MTN

Free airtime Free calls Free internet Free SMS

Everyone gets a gift!

Izihirwe with MTN on our **20th Anniversary!**
Join for free and get lots of exciting weekly and monthly thank you gifts.

#TuriAbanyu
everywhere you go

Send 20 to 2018 or dial *140*6# to join the celebration for free.
MTN Terms and Conditions apply - see www.mtn.co.rw

KIGALI INTERNATIONAL **20 YEARS**

PEACE MARATHON

20th May 2018

ONE HOPE ONE NATION ONE RACE FOR PEACE

Come run for a good cause at the Kigali Peace Marathon.

Register today for the Kigali Peace Marathon taking place on May 20th of 2018. Registration fee is Free 20000 for Rwandan residents and can be paid with MTN Mobile Money or by cash at either Kigali stadium or our service centres.

everywhere you go

Official Sponsor

MINISPOC KIGALI CITY INDO RWANDA ICAF World Bank BANK OF KIGALI



ANNUAL REPORT

JULY 2018 - JUNE 2019

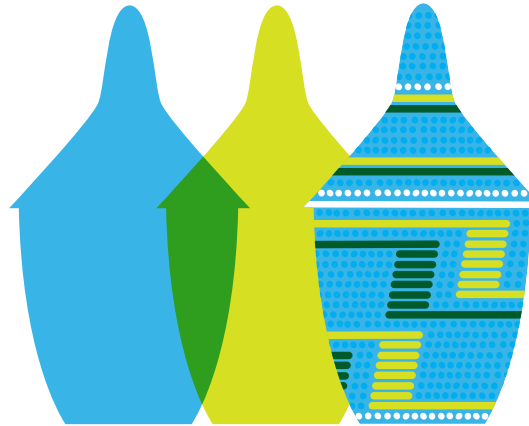
imbuto
foundation



IBYICIRO:
 Ubugenzu: Umushyamba w'inkuru, Umushyamba ukereka amashyamba, Umushyamba w'amaashyamba / imidagiri, Abakobwa bitandukirye
 Indashyamba n'ubushyamba: Ibikorwa bya umushyamba, Ibikorwa by'imbuto / imashyamba n'ubushyamba / ibikorwa bya umushyamba mu muryango, Abakobwa mu muryango
 Filimi na kutana amashyamba: Abashyamba mu gashyamba, Abakobwa bitandukirye bitandukirye / Ubushyamba n'ubushyamba: Abakobwa, Abakobwa



THE 2019 AFI GLOBAL POLICY FORUM USING TECHNOLOGY FOR INCLUSION OF WOMEN AND YOUTH



#afiGPF #afiKigali www.afi-global.org



AGASEKE: A KINYARWANDA WORD THAT MEANS BASKET - SYMBOL OF PEACE, UNITY, GENEROSITY AND COMPASSION

The Agaseke has been an essential part of Rwandan culture for centuries. It is made from the bark of the Agaseke tree, which is woven into a basket-like structure. It is used for many purposes, including carrying goods, and it is a symbol of peace, unity, generosity, and compassion. Historically, women were passed down from mother to daughter, generation to generation. As they grew and matured, they learned to weave, mend, and sew. They used to make, mend, and sew for themselves and their families for a more stable future.

Today, the traditional Agaseke is a symbol of Rwanda's new-found peace, and the basket's woven fabric carries messages of hope for the future of the nation, unity, and hope for the future of Rwanda.



THE 2019
AFI GLOBAL
POLICY FORUM
USING TECHNOLOGY
FOR INCLUSION OF
WOMEN AND YOUTH
11-12 SEPTEMBER, 2019, KIGALI



WOMEN

As we made more money, we made more baskets for me and other women. With all these earnings, I opened a bank account because I knew it would be a good place for me to save my money. I was able to renovate our house and build extra rooms and the cow no longer sleeps with us. We have electricity and water running at home all because of Agaseke.

LIBERATA KAVITESI
GASHAKI LINDI



#women



TECHNOLOGY

Benefits of digital payments are so many. It doesn't look like that until you start using it. Many times people will come and say they can't embrace it but once you have started, then it becomes an advantage. Today lending is a problem because people don't have a track record and this comes with consistently accepting digital payments. This is a storm that is coming the earlier you embrace it the better and easier for business to grow. I have saved just at the tips of my hands.

PATRICK BUCHANA NENGA
CELEAC GROUP



#technology



YOUTH

The advantage of saving on our mobile platform is that there is security and no miscalculations. Today, most of the members (in the savings group) are happy to use their mobile phones to save because it is easier and less stressful. Today we borrow and pay back our loans within the group using our mobile phones. This gives me a lot of confidence because I know how much I have saved just at the tips of my hands.

HASTORUMWE ULLA ABIBI
TUTANURANE SAVINGS GROUP



#youth

#afiGPF #afiKigali www.afi-global.org



42nd ORDINARY MEETING OF THE ASSOCIATION OF AFRICAN CENTRAL BANKS



2019 SYMPOSIUM
Rising African Sovereign Debt:
Implications for Monetary Policy
and Financial Stability

NATIONAL BANK OF RWANDA
REPORT
2017/2018

RWANDA NATIONAL RISK ASSESSMENT
ON MONEY LAUNDERING AND
FINANCING TERRORISM

MONETARY POLICY AND FINANCIAL STABILITY STATEMENT

#MPFSS2019

- ECONOMIC GROWTH**
- COMMODITY PRICES**
- TRADE DEVELOPMENTS**
- INTEREST RATES**
- SOUND FINANCIAL SYSTEM**
- PRICE STABILITY**

VW

Free car clinic.



#DrivingRwanda



Catch small car problems before they turn into big repairs with **full diagnostic and health check**.
You will also enjoy exciting discounts on car servicing and genuine spare parts for your car.

Book a space on: 0788 179 500 | Location: VW Headquarters, Kigali Special Economic Zone



Volkswagen

Get your VW car checked.



#DrivingRwanda



Catch small car problems before they turn into big repairs with **full diagnostic and health check**. You will also enjoy exciting discounts on car servicing and genuine spare parts for your car.

Book a space on: 0788 179 500 | Location: VW Headquarters, Kigali Special Economic Zone



SKOL



IBICIRO BYACU:



NTUYARENZE!

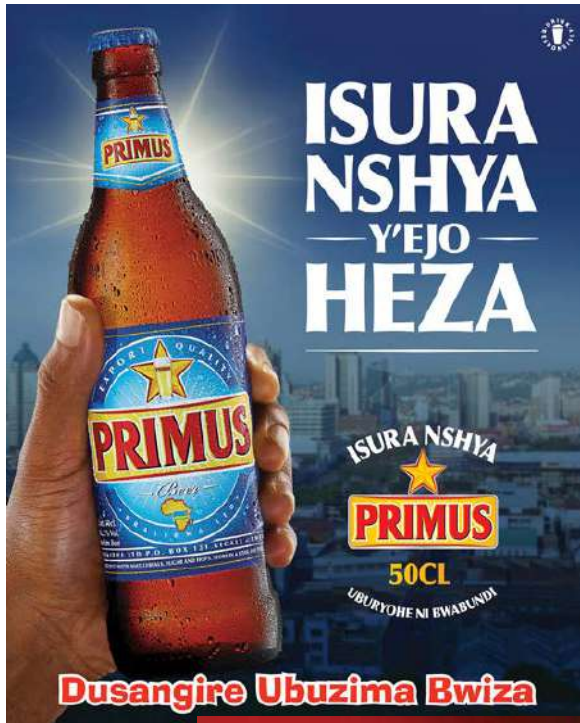
www.skolinternational.com

BRALIRWA



PRODUCT PHOTOGRAPHY

BRALIRWA



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1 Dream Boys
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4 Christopher
5 Urban Boys
6 Kintshi
7 Eric Sengul
8 Dany
9 Furuman
10 Koyless
11 Most Prosper

PRIMUS

GUMA GUMA
SuperStar 3

Abahanzi ba
Primus Guma SuperStar 3
muzataramana mu muji wa
KIGALI tariki ya 29 Kamena. NTIMUZACIKWE!



BRARUDI



Ngaka Akabirya
Ya Primus nyene mw'icupa rishasha

Kirinyota Mugenzi!

BRARUDI KENYA



Ngaka Akabirya!!

Ya Primus nyene mw'icupa rishasha

BRARUDI KENYA

Tunga, Utuze

**Ubwishingizi bw'ibihingwa muri UAP;
mu guteza imbere ishoramari mu buhinzi.
Mutugane uyu muni.**



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Grand Pension Plaza - Kigali | Tel: (+250) 252500905/7 | Email: uapinsurance@uap-group.com | website: www.uap-group.com
RWANDA | KENYA | UGANDA | SOUTH SUDAN | DEMOCRATIC REPUBLIC OF CONGO | TANZANIA

Tunga, Utuze

**UAP Livestock Insurance; Securing your investment.
Call us today**



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Tunga, Utuze

**UAP Icyashara; Ubwishingizi
bwuzuye bw'ubucuruzi.
Mutugane uyu muni**



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RWANDA | KENYA | UGANDA | SOUTH SUDAN | DEMOCRATIC REPUBLIC OF CONGO | TANZANIA

SERVICES WE OFFER

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SERVICES OFFERED IN HOUSE:

Market research and analysis, public relations, media planning buying and placement, promotions, strategy, creative conceptualisation and implementation in Print, Radio TV and Outdoor, Public Relations, 3D and animation, Social Media marketing, management and content development, Client service and account management and Events.



Creaxion!

creativity in action

**MUNDI CENTER. GIKONDO KN3
KIGALI, RWANDA.**

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WWW.CREAXION.RW