



CORPORATE PROFILE

2024

An Integrated Marketing &
Training Consulting
Agency

Consulting Advertising Training



WHO WE ARE

We are a consulting firm registered and operating in Nigeria and Tanzania. Our ethos is youthful, dynamic, innovative, and forward-thinking, underpinned by a strong commitment to value-driven solutions. We leverage cutting-edge technology to tackle challenges, guided by our core values.

We firmly believe that an organization's most asset is its people. Therefore, we specialize in assisting brands in cultivating teams that are not only effective and efficient but also deeply aligned with the organization's goals.



We Create Value Through Consumer Insights

WHAT WE DO

We drive value creation for both SMEs and large corporations by offering innovative, cost-effective, and customized marketing consulting and training solutions. What sets us apart is our ability to strike a balance between strategy, creativity, and flawless execution.

Our marketing consulting solutions encompass market research, brand activation, digital and social media marketing, out-of-home hoardings, programmatic advertising, and destination branding. Meanwhile, our training solutions are uniquely designed to foster capacity development. Delivered in an integrated manner, they effectively enhance stakeholder value.



HISTORY

We commenced operations in 2010 and have created value for great brands in Nigeria and Tanzania, as well as built capacity for more than 400 business owners and young professionals.



MISSION

To help customers achieve their business objective by providing innovative, value-for-money advertising and training solutions, we create experiences that are relevant, aligned with the brand strategy of our clients.

VISION

To be the world's best advertising and training consulting firm that is known for helping brands and employees achieve success through technology, people, and exceptional creative solutions.

GOAL

Work collaboratively to create stakeholder value consistently. We are only satisfied when our clients create and capture value for their customers or clients.

CORE VALUES



INTEGRITY

we do the right
thing always



LEADERSHIP

Complete
Accountability



PROFESSIONALISM

Consistent display
of expertise



INNOVATION

We do things
differently



EXCELLENCE

Outstanding
delivery

OUR APPROACH

Discover

We leverage research and other tools to gather insights and analyze trends to gain a deep understanding of our client's business

Design

Working with our client, we create the structure and components of the programs/solutions to meet identified needs.

Deliver

We deliver solutions/ interventions on time and within budget to create value in a consistent and sustainable way.

OUR CUSTOMIZED Solutions



CORE TEAM



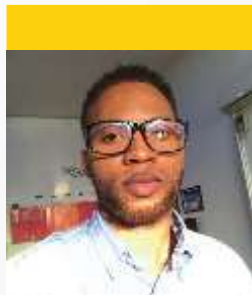
Ikechukwu Kalu, CEO



*Oluwafemi Ajibike
Business Development
Executive*



*Chinelo Nnadozie
Sme & Training Consultant*



Funso Williams, Art Director



*Oluwole Ajani
Brand Activation & Project Mgr.*

OUR CLIENTS

MTN Nigeria

Coca Cola, Nigeria

Axa Mansardard

Cisco Unites Network Academy

Nigerian Bottling Company

Healthgarde International

Perez MediCare Limited

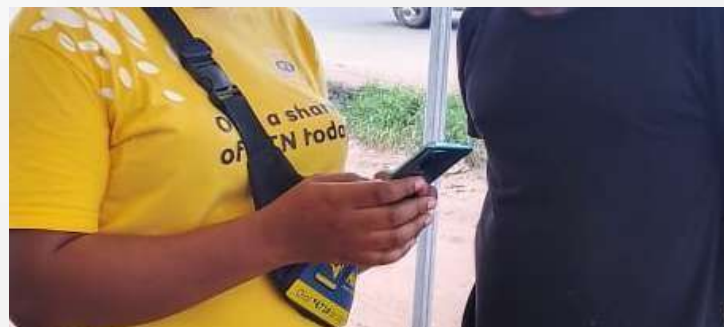
Learn Africa Plc

Prestigious Homes Limited

Ecobank, Tanzania



PROJECTS

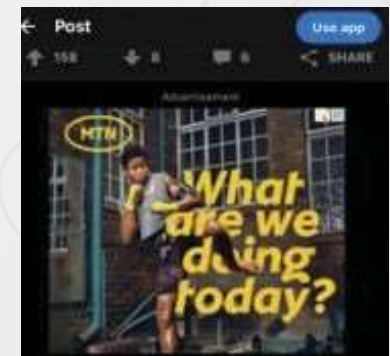
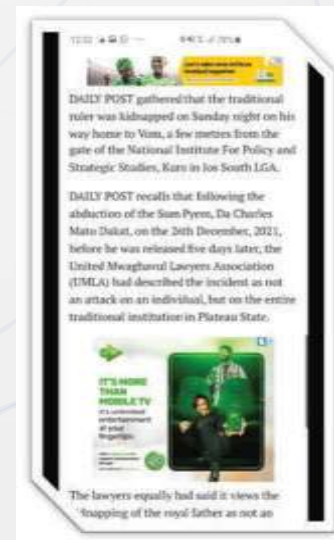


PROJECTS





PROGRAM



TRAININGS


TRAININGS








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CPPL Training Programs

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