



Cornerstone
Solutions

CORNERSTONE JOURNEY

Service & Diversity

We had only concentrated in Dar Es Salaam, but we have to-date increased coverage national wide (Zanzibar Inclusive) based on the number of projected we have executed



Coverage & Expansion

We had only concentrated in Dar Es Salaam, but we have to-date increase coverage in to national wide (Zanzibar Inclusive) based on the number of projected we have executed



Resource & Capacity

Started with only 5 strategic Team members and kept on increasing the team as per service diversity, with now 14 Strategic team members with multiple field operators across the country



Client Diversity

90% of our client would want to repeat do business with us, that has made us to get a lot of referrals and made our clientele base to expand from NGO's, CSO's, Telecoms, Banks, Beverage to Energy companies



Cornerstone has a team of highly skilled business analysts and marketing Gurus who have been exposed in multiple dynamics projects in Government, Corporate and Private owned companies projects

Cornerstone Solutions is an Integrated Marketing Communications Agency incorporated in Tanzania under Companies Act 2002, in year 2011. Since then cornerstone has been exponentially grown in 4 major milestone;

WHY CORNERSTONE

We positively influence and change consumer behavior by turning brands into magical experiences using pleasant interruptions and innovation.

What we have learned is by using this approach we are able to deliver measurable results with a greater return on investment for our clients than the traditional agency model.

Financial Capability:

We have sufficient financial stability and the ability to finance high caliber projects assigned to us.

Performance Record:

CORNERSTONE has had an outstanding performance record since its establishment. 90% of our first-time clients have turned into repeat business and continue to rely on us.

Equipment:

CORNERSTONE owns some of the most vital equipment for activations and events including sound system sets, concert stages, vehicles and event lights.

An in-house market tracking data collection system

We have invested in a in-house technology for data collection and agent monitoring dubbed C-TRACKER, giving us flexibility in meeting our client needs with tailor-made solutions.

A research and data analytics team

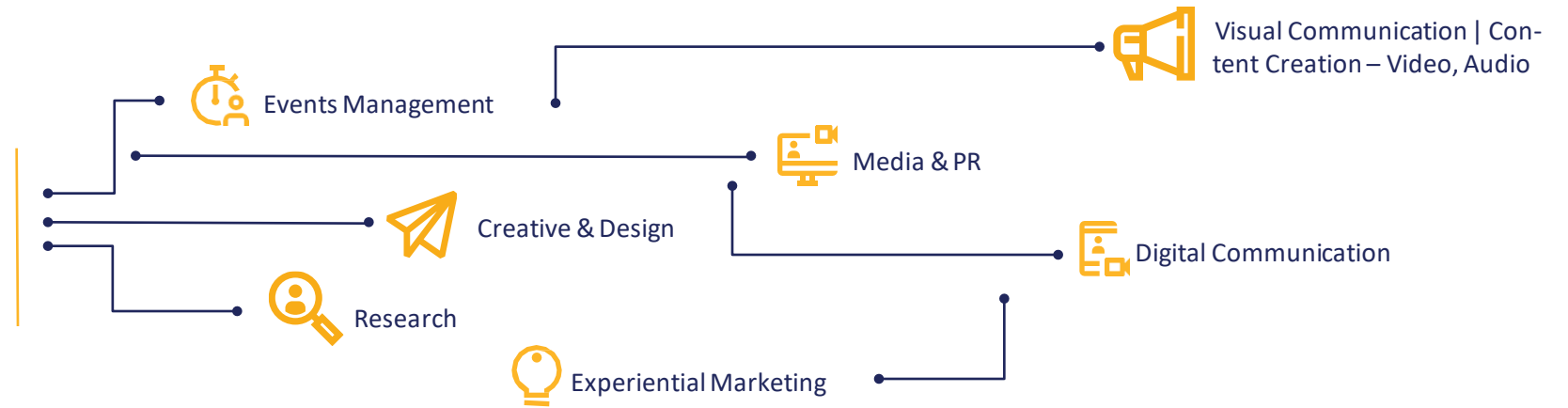
CORNERSTONE has a dedicated in-house research and data analysis team which carefully, design implement, analyze and present actionable insights to our clients on the most effective marketing strategies.

OUR EXPERTISE



SERVICES RENDERED

“OUR STRENGTH ON”



ATL COMMUNICATION

- Public Relations
- Branding
- Radio
- Newspapers
- Billboards
- Tv Commercials (TVC)



BTL COMMUNICATION

- Experiential Marketing
- Events Management
- Social Marketing
- Roadshows
- Direct Sales & Marketing
- Roadside Promotions
- Distribution Channels Management
- Outlet Branding/ Wall painting



RESEARCH

- Market Research
- Social Research
- Political Research
- Opinion Polling
- Big data analysis
- Business Intelligence



VISUAL COMMUNICATION & BRANDING

- Still Graphics
- Audio Production
- Motion Pictures and Videography

OUR CLIENTS



“We aren’t looking for Client, We are Looking for Partners”

Beverage



Telecom & Mobile



Banks & Financial Institution



Government, NGO's, CSO's, FBO's & International Organization



Cigarette & Others



AGILITY TO OUR CLIENT



ATTENTION TO DETAILS is what perfect us in responding to brief but flexibility in project scope as per client emergency alert is what make us the best.



We are excellent in striking a balance between **QUALITY EXECUTION AND COST EFFECTIVENESS** with the most premium results.



90% of our client do **REPEAT BUSINESS** with us with lots of positive referrals from other client

OUR STRATEGIC APPROACH TO CLIENT PROBLEM SOLVING



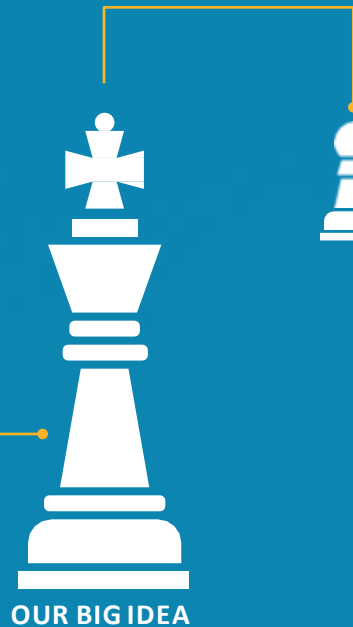
STRATEGIC INSIGHT

We interact with consumers in our client's Primary Target Market in order get an understanding about the Consumer-Brand interface and through which we identify the most relevant brand opportunities in their lives.



ESTABLISH THE CONNECTION

After identifying the key consumer insights, we proceed to identifying the relevance of the products/ brand in our customer's life. i.e., how perfect the definitive characteristics of your brand (your value proposition) meet the needs, lifestyles, interests and preferences of members of your Primary Target market.



OUR BIG IDEA



ESTABLISH DRIVING IDEA

Lastly we formulate the campaign's central driving idea summarized in a single, most compelling expression/ campaign name that engage the customers and drive them to make a desirable decision



EXPERIENCE DESIGN

Intervention/ Develop Our Value Proposition.



EXECUTION

CASE STUDY/ EXPERIENCE





SOCIAL MARKETING

MSPH Tanzania LLC - ICAP

VMMC Demand Creation Targeting Male of 15 Years and Above

27th may – 30th July 2022

DESCRIPTION:

Cornerstone Solutions was contracted to develop evidence based community engagement strategy that will yield sensitization of VMMC involvement by coming up with different creative approach. The approach was made to correspond to target audience settings, location, behavioral interest and produce activities that yield demand creation and awareness of VMMC through small scale community event and community sensitization meeting by ground educators.

COVERAGE:

Mwanza region – Nyamagana, Ilemela, Ukerewe, Buchosa, Misungwi, Kwimba.

OBJECTIVES

- Engage traditional, tribal, and religious leaders to advocate the benefits of VMMC in the community
- Collaborate with R/CHMTs to address concerns on individual barriers related to VMMC services
- Scale up VMMC demand creation activities through use of social engagement aiming at increasing demand uptake of VMMC services
- Design Radios spots and air VGMMC health education through local radios to promote uptakes of services among men aged 15 years and above.



POPULATION SERVICES INTERNATIONAL PSI TANZANIA

SALAMA CONDOMS CAMPAIGN

Sept 2016 – Nov 2016.

DESCRIPTION:

Cornerstone was tasked by PSI Tanzania to come up with experiential road show, street joint hangout engagement and retailer's visibility on Salama condoms campaign.

COVERAGE:

Covering Mwanza, Mara, Kagera, Simiyu, Geita, Tanga, Coast, Dar es Salaam, Lindi, Mtwara, Arusha, Moshi, Manyara, Mwanza region





EXPERIENTIAL MARKETING

Consumer Activations, Trade Activations

MARIE STOPES TANZANIA

LIFE GUARD CONDOM ACTIVATIONS

Dec 2021 – March 2022



DESCRIPTION:

Marie stopes Tanzania launched their product Life Guard condom. They tasked Cornerstone to do listing activations in Tanzania. This included the key objectives which are awareness, branding and sales. Activations took place in 20 regions in Tanzania with 4 teams.

COVERAGE:

Tanzania - Mainland

OBJECTIVE:

- Experiential Engagement
- Product Sell (Give Away provision)
- Generate distributors orders
- Brand Experience
- Outlets branding



CRDB BANK PLC

SIMBANKING ROADSHOW

Feb – June 2023

DESCRIPTION:

CRDB Bank tasked Cornerstone Solutions Limited to come up with an execution plan that will help reach many customers, encourage them to register for SimBanking, become SimBanking users, and apply it to their daily operations.

The execution plan was made, presented, and agreed to run on seven zones of Tanzania's mainland and one zone of Zanzibar, and this report presents the findings from ALL EIGHT Zones, which was covered in 97 working days and reached OVER 20 Regions.

COVERAGE:

All zones of Tanzania & Unguja-Zanzibar

OBJECTIVE:

- Experiential Engagement
- Personal Selling Account opening
- SimBanking Registration
- Give Away provision
- Brand Experience & Branding



EAST WEST SEEDS TANZANIA LTD

SEEDS MPU ACTIVATION

Sep – Oct 2023

DESCRIPTION:

East West Seed (Tanzania) Limited had a campaign that aimed at reaching different direct and prospected customers for brand awareness creation, detailing customers and sales in return. The target audience was Agrovet dealers, Agrovet store sellers and owners, and farmers.

This campaign focused on attaining the three objectives, which are: brand knowledge through customer one-on-one engagement; knowing where EWS customers are geographically located; and product usability through understanding the availability, use, and getting feedback from customers who use these products.

The activation reach was in the market, in the shops, and on farms that customers and TA found. The coverage per region was Dodoma, Iringa, Mbeya, Ruvuma, Njombe, Songwe, Katavi, Pwani, Morogoro, and Rukwa, where the activation work plan, mechanics, and KPI were shared and approved for execution.

Cornerstone Solutions Limited was tasked with coming up with the execution plan for the campaign mechanics, route plan, sales mechanics, database creation for the targeted audience, and branding and visibility. The MPU activation was set for coverage of 25 working days in the mentioned regions.



TOTALENERGIES MARKETING TANZANIA LTD

EXCELLIUM ACTIVATION

Dec 2023 to Jan 2024

DESCRIPTION:

Cornerstone Solutions Ltd was tasked by Total Energies Marketing Tanzania Ltd to undertake the Excellium Activation per Christmas and New year season across Coastal and Northern zone. The activation aimed at raising awareness about the TotalEnergies fuel, awareness on TotalEnergies B2C cards and creating sales based on the awards giving after purchase.

COVERAGE:

Pwani, Tanga, Kilimanjaro & Arusha.

OBJECTIVE:

- Brand awareness creation
- Sales
- Customer details Data base creation
- POSM Placing & Brand visibility



CRDB BANK PLC

TISHA NA TEMBO CARDS ACTIVATION

Dec 2023

DESCRIPTION:

Cornerstone Solutions Ltd was tasked by CRDB Bank to undertake the experiential Activation of its Tembo Card product across the country. The activation aimed at raising awareness about the Tembo cards, creating sale of cards and push mobile payments of different customers to different market. These activation was done on Supermarkets, and Bars targeting customers on their holiday seasons purchase.

COVERAGE:

Mwanza, Dodoma, Kilimanjaro & Dar es Salaam.

OBJECTIVE:

- Brand awareness creation
- Sales of Tembo Cards
- Push mobile payment per purchase via Tembo cards
- POSM Placing & Brand visibility





EVENT MANAGEMENT

Plan, Coordination, Managing & Set Up

MINISTRY OF EDUCATION SCIENCE AND TECHNOLOGY

HEET PROJECT OFFICIAL LAUNCH

13th September 2022

DESCRIPTION:

Ministry of Education Science and technology in collaboration with World Bank launched a Higher Education for Economic Transformation project which aims at helping 14 universities in Tanzania. 752.50 Billion Shillings was funded. And distributed to these entities.

COVERAGE:

Dar Es Salaam, Golden Jubilee Tower

OBJECTIVE:

- Event setup and Coordination
- Launching moment
- Branding and visibility



SERENGETI BREWERIES COMPANY LTD

JOHNNIE WALKER NYAMA CHOMA EVENT
07th May 2023

DESCRIPTION:

Serengeti Breweries Company Ltd in corroboration with Tamu Tanzania organised and coordinated the Big Brunch Event which aimed at putting together different customers to enjoy Food, Music & Drinks.

Cornerstone Solution Ltd was the contracted agency to execute this event, which involved whole set up and Branding, Sales and creation of the experiential engagements.

VENUE:

Golden Tulip – Masaki Dar Es Salaam.

OBJECTIVE:

- Event Organization and Coordination
- Venue Setup
- Branding and visibility
- Customer engagement
- Sales
- Photographer & Videographer



CRDB BANK PLC

BIMA YA BUKU LAUNCH EVENT

13th September 2023

DESCRIPTION:

CRDB Bank hosted the launch of its new product: BIMA YA BUKU an insurance which focus on Boda Boda & Bajaji which allows payment of 1k per day. The event was designed to host Boda Boda & Bajaji riders which goes hand in hand with product profile and direct sales/registration.

EVENT VENUE:

Biafra Ground – Kinondoni Dar Es Salaam.

OBJECTIVE:

- Event Organization and Coordination
- Venue Setup
- Branding and visibility
- Boda Boda & Bajaji Procession
- RSVP



SERENGETI BREWERIES COMPANY LTD

DIAGEO ONE LAUNCH EVENT

19th May 2023

DESCRIPTION:

Serengeti Breweries Ltd. has launched a B2B application system that is aimed at simplifying and boosting the effectiveness of its sales by providing up-to-date information to their customers, especially stockists, wholesalers, and bars.

Cornerstone Solutions Ltd. was tasked by Serengeti Breweries to manage the Diageo One consumer launch, aiming to come up with the execution plan for the launch activities, including the attendees' invitations and RSVPs, launch event set-up, and floor management.

EVENT VENUE:

Slip way: Masaki Dar es Salaam.

OBJECTIVE:

- Event Organization and Coordination
- Venue Setup
- Branding and visibility
- RSVP
- Photographer & Videographer



UNDP TANZANIA

INNOVATION WEEK TANZANIA 2022
10th – 19th MAY 2022

DESCRIPTION

Cornerstone Solutions Ltd was contracted by UNDP Tanzania as an event organiser of IWTZ which took place for two weeks both in Dsm and Dodoma regions. Over 1500 people attended the event.

OBJECTIVE

- Event Organizing and coordination
- Branding and visibility
- Venues setup
- Exhibitors management
- Coordinating Online sessions via live streaming
- Online registrations
- Media management
- Exhibition



AMREF HEALTH AFRICA

UZAZI NI MAISHA WOGGING MARATHON

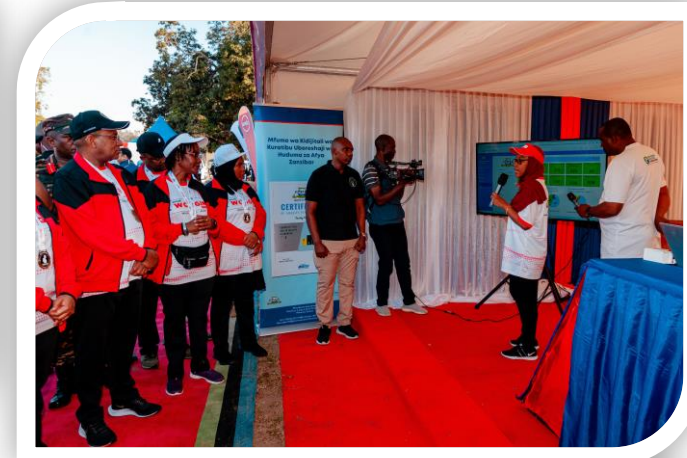
26th August 2023

DESCRIPTION

Cornerstone Solutions Ltd, the Contracted Company was obliged by Amref Health Africa-Tanzania Office to Provision Various Services at the Uzazi ni Maisha Wogging Marathon at Zanzibar. The aim of the marathon being to raise money to help women during birth.

OBJECTIVE

- Event Set up & Branding
- Kits Collection
- Entertainment
- Vendors Management
- Sponsors Booth Branding.
- Live Streaming
- Route Signage



UNDP TANZANIA

Wildlife & Elephant Strategic Launch
04th Dec 2023

DESCRIPTION:

UNDP organized the Gala dinner which invited different stakeholders to Launch the Wildlife Policy implementation strategy and Elephant management in Tanzania, where by almost 120 attendees were invited and attended the event.

EVENT VENUE:

Dar Es Salaam, Hyatt Hotel

OBJECTIVE:

- Event Planning and Coordination
- Branding and visibility
- Registrations for participants
- Organizing Live streaming events
- Media Management



TANZANIA CIGARATE COMPANY

TCC Family Day
09th December 2023

DESCRIPTION:

TCC organized the family day event to its staff, for family gathering where by each staff came with his/her family to celebrate the company success upon the year 2023. The event had almost 850 attendees with the program involved music, local dance, local cuisine and traditional theme.

EVENT VENUE:

Gwambina - Chang'ombe Dar Es Salaam.

OBJECTIVE:

- Media coordination and management
- Main Event Planning and Coordination
- Min event setup at Morogoro & Tabora
- Branding and visibility
- Entertainment
- Food vendors management.



NBC BANK

KIZIMKAZI HEALTH CENTRE LAUNCH 26th August 2023

DESCRIPTION:

NBC Bank, in partnership with the government, decided to build the new Kizimkazi health center at Kizimkazi, Zanzibar, as a part of the great support of Tanzanian President Dr. Samia Suluhu Hassan in making Kizimkazi out of different social problems that existed many years ago before her being a president.

Cornerstone Solutions Ltd., as a contractor, was tasked by NBC Bank with coming up with the execution plan for the launch of the foundation of the Kizimkazi health center, which will serve all Kizimkazi citizens and its nearby villages.

EVENT VENUE:

Kizimkazi – Zanzibar.

OBJECTIVE:

- Event setup, planning and coordination
- Branding and Visibility
- Designing a Launch action
- Photography and videography



CRDB BANK PLC

SIMBANKING INCENTIVE & REWARD EVENT LAUCH
04th Feb 2023



DESCRIPTION:

CRDB Bank contracted Cornerstone Solutions to organize the launch of their SimBanking Incentive and Reward Campaign Launch event their customers.

COVERAGE:

Dar Es Salaam, Zakhiem Ground

OBJECTIVE:

- Event setup, planning and coordination
- Branding and Visibility
- Designing a Launching video and ambiance
- Photography and videography

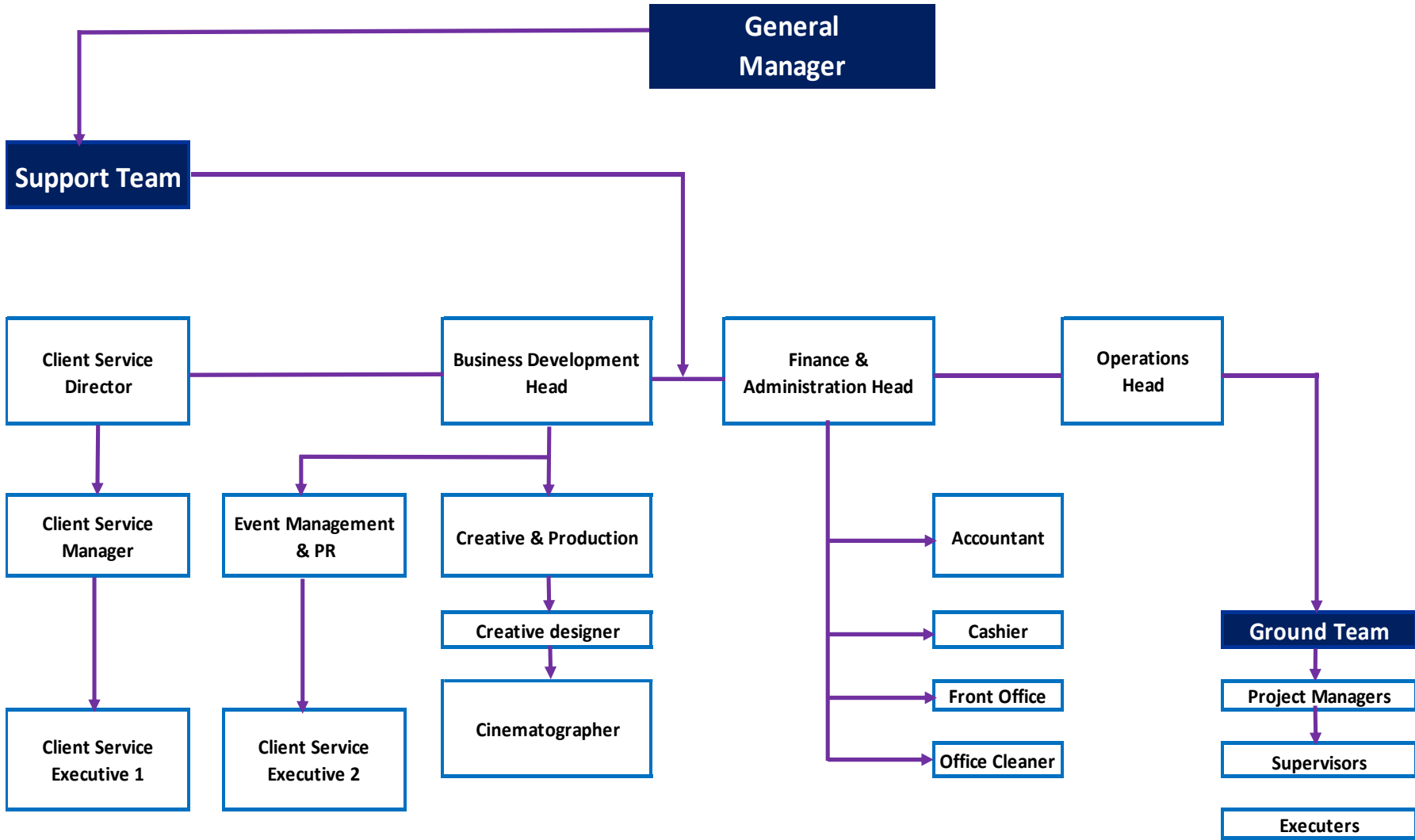


COMPANY ORGANOGRAM



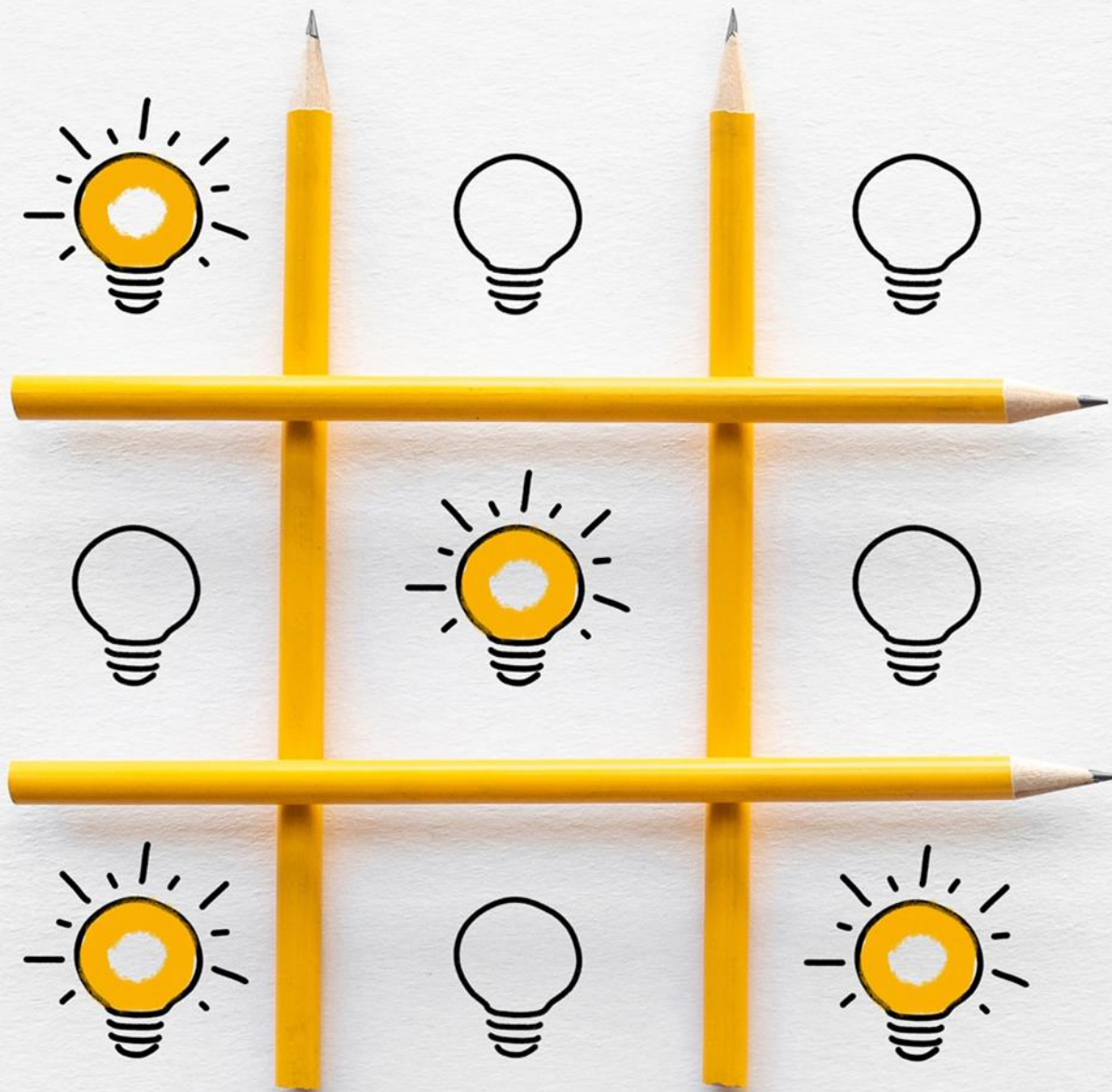
ORGANOGRAM

STRUCTURE



Meet our Strategic Team

- **General Manager:** Godwin Mouko
- **Business Development Head:** Joan Swai
- **Client Service Manager:** Sylvia Batamula
- **Finance & Admin Head:** Winniefrida Ritte
- **Operation Head:** Thadeo Trevious
- **Operation Manager:** Daniel Mbelwa
- **Event Management & PR:** Irene John
- **Creative & Production:** Victor Peter
- **Client Service Executive:** Malick Hassan



Thank You!!

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 Cornerstone Solutions Limited