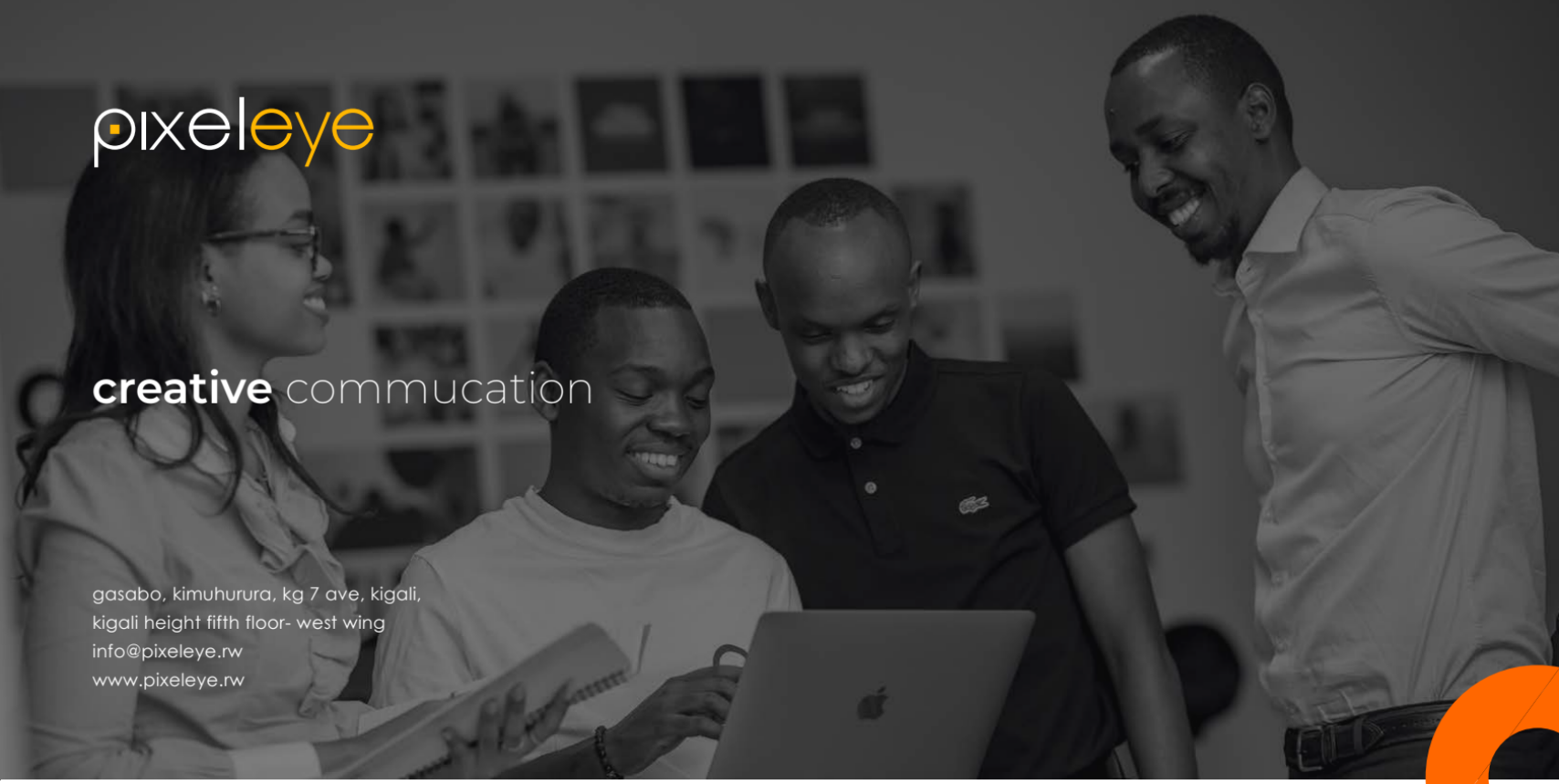

pixeleye

creative commucation

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we believe that communication can be creative.

Pixeleye is a creative media, art, and communications company established in 2010 with the purpose to redefine communication through a creative and dynamic approach.

At Pixeleye, we set out to drive change through the power of creative campaigns, storytelling, branding, and creative communication & PR, to support brands and organizations to flourish and thus meet their business objectives.

about us

unique value proposition

at pixeleye, we set out to fully understand and integrate ourselves into our client's business model. Through research, we are able to develop tailored communication strategies which therefore drive our client's goals home.

we therefore attach ourselves to the client's brand, which enables us to approach the given tasks with utmost professionalism and creative care.

when you partner with PixelEye, we become one with you.

our portfolio

Event Communications

Attract and engage high-potential attendees with creative yet crisp communication before, during, and after your event. With well-planned messaging and high-quality, on-brand visuals, our creative team will get people talking about you, helping generate leads and grow brand awareness.

From teasers and invites to live updates and post-event videos, we ensure you always publish high-quality, visually-appealing content that serves your marketing goals. We do this by studying your audience and the trends, as well as collaborating with your team to create a comprehensive event communication strategy that gets you great results.

ITU-WTDC 2022 KIGALI

The International Telecommunication Union (ITU), through its Telecommunication Development Bureau (BDT), organizes a World Telecommunication Development Conference (WTDC) every four years to consider topics, projects and programmes relevant to telecommunication development. This years' conference was held in Rwanda for its first time taking place on the African Continent, and we were assigned the role of providing communications and public relations services for this conference.

This required us to closely work with both the Ministry of ICT and innovation through the office of the Government's Spokesperson and the supporting team of ITU to provide a wide array of services & content consisting of over 26 videos, over 2000 pictures of the events, and over 25 graphic content which was used to continuously update and communicate to over 4800 young people and over 1300 participants who followed and attended the conference in Kigali. This greatly contributed to the success of ITU-WTDC conference happening for it's first time in Africa.

145th IPU Assembly Kigali

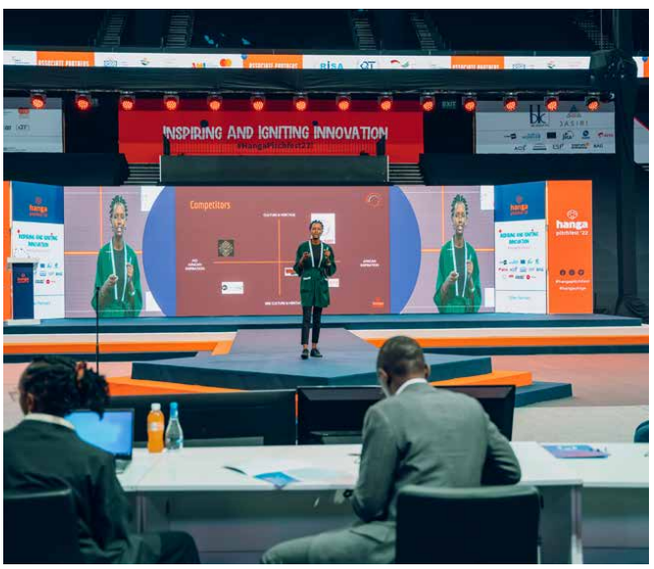
We worked with the Parliament of Rwanda to provide content development services for a pre-conference campaign in preparations for the 145th IPU-Assembly that was held in Rwanda, Kigali from the 11th Oct to the 15th Oct. This role entailed that PixelEye works hand in hand with the Parliamentary Of Rwanda to develop the content that was to be used across the various social media platforms of the parliament in an effort to showcase Rwanda's progress in improving gender equality across various sectors.

As part of the content development process, we developed copy that was used across the various social media platforms and this content was developed in three main languages; English, French and Kinyarwanda. The content was used in publishing over 20 tweets, 15 Instagram posts and various Facebook posts. The posts focused on a wide range of topics including Political will and good leadership, Legal, policy, and Institutional framework, gender and governance, gender and economic sector, and gender and social. This greatly contributed to the success of IPU-Assembly conference happening for it's first time in Rwanda.

HANGA PITCHFEST 2022

Hanga pitchfest is largest in-person technology event in Rwanda. Co-organized by the Ministry of ICT and Innovation, Rwanda Development Board, and the United Nations Development Programme, Hanga Pitchfest aims to provide a unique platform to showcase tech-entrepreneurs and creative talents from all over the country and promote the use of technology and innovation in the Rwandan market. The second edition of Hanga pitchfest among other things, aimed at providing an opportunity to match selected start-ups to potential investors such as Angel and venture capital investors, Technology company founders and co-founders as well as private sector business leaders.

To effectively communicate this unique event, we developed a comprehensive communications strategy that would highlight the activities around the event categorised in three major parts from Pre-event, During the Event, and Post-Event communications. We produced 23 videos, 1 radio Ad, 7 animated videos/clips, 34 graphics posts, and recorded 4TB worth of footage. Through this, We reached 49,228 people via social media and increased our following by roughly 1,275 new followers on all Hanga pitchfest social media accounts. This greatly contributed to the success of the second edition of Hanga Pitchfest.



19th EAMJA Conference

The East African Magistrates' and Judges' Association (EAMJA) draws membership from the organizational bodies representing magistrates and judges in the three East African countries, namely; Kenya Magistrates' and Judges' Association, (KMJA), Uganda Judicial Officers' Association, (UJOA), and the Judges' and Magistrates' Association of Tanzania (JMAT). Their mission is to Promote, Enhance and Protect the Rule of Law,and accessibility to Justice for all, through Harmonization of the Judicial Systems and the Development of the Capacities of Judicial Officers in East Africa.

In preparation for the East African Magistrates' and Judges' Association (EAMJA), we prepared content and advertisements to announce the 19th East African Magistrates' and Judges' Association (EAMJA) conference. This was approached through various creative content such as TV commercials, graphic designed cards for social media which featured various speakers at the event, event photography and videography, curated social media content in three languages; English, French, and Kinyarwanda. This enabled the Judiciary of Rwanda to effectively communicate with its wide-ranging audience across various social media platforms during the conference.

corporate communications

At Pixeleye, our Corporate Communications services provide both private and public companies with a comprehensive and effective way to communicate with their audiences. We help businesses establish a strong brand identity and build relationships with key stakeholders through a wide range of tactics, including communication strategy development, traditional and digital PR, media relations, and content creation.

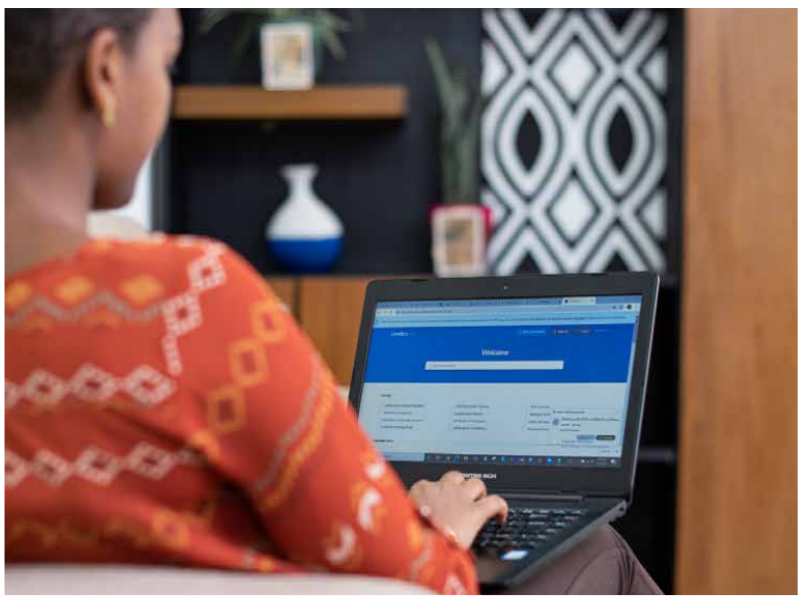
Our team of experienced professionals has a deep understanding of the industries we serve, and we use this knowledge to develop custom communications strategies that deliver results. Whether you need to announce a new product, build brand awareness, or address a crisis, we have the expertise to help you succeed. We understand that every company has unique communication needs, which is why we work closely with our clients to understand their goals and objectives. From there, we develop a customized plan that leverages the right tactics to achieve the desired outcomes.

Rwanda Cooperation

Rwanda Cooperation was established by the Government of Rwanda in 2018 with a mission to serve as a hub for learning that promotes innovative initiatives through national and international cooperation and to promote and share innovative development initiatives through South-South and Triangular Cooperation.

As a brand new organisation, RC required a comprehensive build up of its branding and communication strategy so as to position itself as a hub that promotes innovative initiatives in the region. We curated a tailor made branding and communication strategy, designed their logo, brand identity, brand guidelines, and their website which now hosts their services and general organisation information.

Our work has afforded RC the opportunity to uniquely distinguish itself as a brand, through their logo, brand identity and brand guideline. RC has also been able to collaborate with various other organizations from other African countries through their website.



Gorilla Games Rw

Gorilla Games Rwanda, is the first online accredited Rwandan responsible gaming platform providing quality entertainment to passionate players in a modern interactive environment. Gorilla Games' consistent focus on their customers drives their mission core which is Delivering quality entertainment to passionate players.

In an effort to stay on top and compete in the market and keep attracting more users and clients on their betting platform, we developed a campaign based communication plan, that focused on amplifying their online presence through content marketing focused on normalizing betting by use of persuasive messaging to drive engagement on their social media platforms and website.

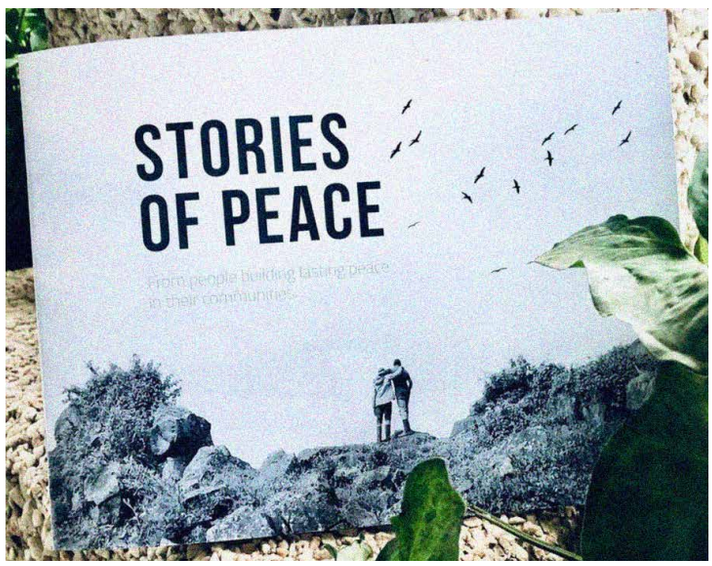
Through the various campaigns that we curated, we were able to greatly improve their social media following by 70%, and brand awareness by 90%, which increased customer's brand affinity towards their betting platform & games by 95%. The gaming brand also realised an increase in online registered users by 65%, which greatly contributed to their brand growth.

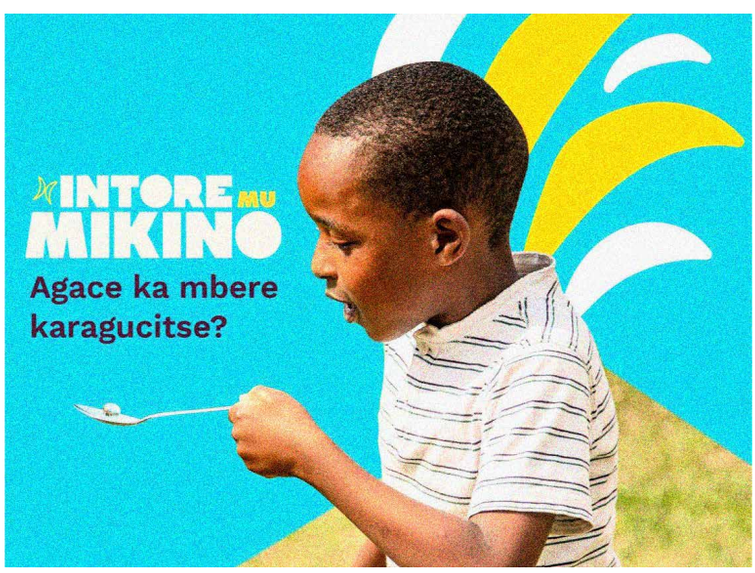
Aegis Trust

The Aegis Trust is an international organization that was launched in 2000 working to prevent genocide. Through education, Aegis works to build long-term peace by encouraging communities to change from mindsets of mistrust and prejudice that lead to genocide, to a position of shared responsibility for peace and stability. Aegis conducts and encourages research about how genocide comes about to improve the practice of prevention.

Over the years, we have worked with AEGIS TRUST in a creative capacity over various projects that range mostly in creative graphic design. One particular project to highlight is the stories of peace book. AEGIS TRUST wanted to design the book in a visually storytelling manner that would appeal to the readers.

We designed a book that combined visual and written elements to tell stories of peace, which were a compilation of stories from survivors of 1994 genocide against the Tutsi. This enabled AEGIS TRUST to launch the book, thus contributing to their peacebuilding mission here in Rwanda, and all around the world.





Kina Rwanda

Kina Rwanda is Rwanda's play movement that is a part of a global movement under the partnership of Lego Co. and Purpose, that believes that play can be a driver for social and economic progress in every community. Kina Rwanda believes that by unlocking play experiences for children at home, at school and in public spaces, we can ensure that all children have the opportunity to reach their full potential by Learning through Play.

As a 360° creative communications company, we were entrusted with the overall responsibility of managing the campaign's operations, financial management and implementation in the country. We provided key contact staff that included the campaign director, creative director, and the content director who offered 24/7 support to the various stakeholders involved, reported on a monthly basis regarding the campaign's deliverables, and offered creative proposals which improved overall results.

Rwandafoam Ltd

Rwandafoam was established in 1983 with a mission to serve as the leading pure foam mattress manufacturer in the region. Their vision is to provide the end-user with a product that creates an experience of peace, tranquillity and satisfaction.

With the need to revive their public presence and re-establish themselves as the leading manufacturer of Pure foam mattresses in Rwanda, we developed a campaign based communication plan, that focused on re-establishing a reputable brand name for Rwandafoam across all social media platforms, increase product knowledge by using TV commercials, and thus generate more sales by establishing Rwandafoam's online shopping platform.

Within a first year, we were able to greatly improve their social media following by 90%, and brand awareness by 85%, which increased customer's brand affinity towards Rwandafoam's products by 95%. The mattress brand also realised an increase in online sales by 87%, with the use if the online shopping platform we tailor developed for them.

Branding

Further, maximise your business goals by harnessing our branding services. Through branding, we create a strong positive & unique perception of your company and its products/ services in the customer's mind by combining branding elements such as logo design, graphic design, and brand guideline, to communicate your business' unique selling proposition that sets your brand apart from the competition.

Audio-Visual Production

We use audio & visual storytelling to communicate impactful and target-oriented messages to your target audience through the production of tv and radio commercials, documentaries, highlight videos, animated videos, and photography that help your business to reach its target audience in a visually appealing and interactive manner.

Public Relations & Communications

We use audio & visual storytelling to communicate impactful and target-oriented messages to your target audience through the production of tv and radio commercials, documentaries, highlight videos, animated videos, and photography that help your business to reach its target audience in a visually appealing and interactive manner.

clients

thank you

pixeleye

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