

CORPORATE PROFILE

The Brand Story

A multidisciplinary creative partner, taking business challenges from strategy through execution.

Kampala • Uganda

www.sukriadvertising.com



What this document covers

01 THE FOUNDATION Who we are Our story Our positioning Philosophy Vision, mission & values	02 WHAT WE DO The service ecosystem Branding & identity Creative design Digital & web Print, signage & production	03 HOW WE WORK Integrated capabilities Our workflow Organizational structure Client experience	04 THE EVIDENCE Industries we serve Selected clients Our team Why Sukri Engagement & contact
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A creative partner, not a creative vendor.

Since 2015, Sukri Advertising has grown through curiosity, challenge and an unrelenting focus on solving real business problems. We began as a small team with big ideas and, over a decade, became a full-service creative agency in Uganda shaping brands, digital experiences and communications that matter.

Our approach is simple: put you first, understand your business, solve your challenges and deliver measurable impact, investing in your long-term success.

10+ YEARS OF
CREATIVE
LEADERSHIP

From a small studio to an integrated creative practice



Seven disciplines, one integrated creative partner

Sukri is not simply a supplier of creative materials. We operate as a creative partner embedded in our clients' business challenges, connecting the disciplines that most agencies keep in separate silos.

						
Strategy	Creativity	Technology	Communication	Production	Experience	Results
Clarify the problem, the audience and the objective before a single pixel is drawn.	Ideas and design that are distinctive, on brief and built to be remembered.	Websites, platforms and interfaces that turn intent into interaction.	Messaging and campaigns that reach the right people with the right story.	Print, large format and fabrication that render the brand in the real world.	Signage, environments and spaces where people meet the brand in person.	Outcomes that drive trust, efficiency, conversion and long term growth.

Your success is the only measure of our success

We believe creativity is only meaningful when it drives results, that strategy without understanding is wasted effort, and that honesty, iteration and learning are essential to excellence.

1 You come first Your goals guide every decision we make, and every recommendation is measured against them.	2 Impact, not vanity Every design must solve a problem or create value. We are not interested in decoration for its own sake.	3 We stay transparent We admit when we need to pivot, iterate or challenge an assumption, and we say so early.	4 We collaborate deeply Your team and ours operate as one, sharing context, decisions and accountability.	5 We grow with you Every project sharpens our insight into your business and improves the next solution.
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Vision & mission

VISION

To be the creative partner that organizations across Uganda and the wider region rely on to turn ambition into brands, experiences and measurable results.

Where we are heading.

MISSION

We help organizations clarify who they are, connect with the people who matter and bring their brands to life consistently across every digital and physical touchpoint, from strategy through execution.

What we do every day.

Core values

Consistent with our philosophy, these values describe how we actually behave on client work.

01

Client centricity

The client's goals, not our portfolio, set the direction of the work.

02

Integrity

Honest counsel, transparent process and no promises we cannot keep.

03

Creativity

Original thinking applied to a real commercial problem.

04

Collaboration

One team across your side and ours, with shared context and decisions.

05

Accountability

We own the result, from the first brief to the final installation.

06

Continuous learning

Every project makes the next brief sharper and the next solution better.

07

Impact

We measure work by the value it creates, not the noise it makes.

08

Excellence

Attention to detail through strategy, design and production.

What we do



One connected creative ecosystem

Five core capabilities that most clients use in combination. The advantage is not any single service, but the way they connect, from a strategic idea to a finished touchpoint a customer can hold, click or walk into.

 01	 02	 03	 04	 05
Branding & Identity Strategy, naming, logo and identity systems that clarify who a brand is.	Creative Design Collateral, campaigns, packaging and content that communicate and convert.	Digital & Web Websites, UX/UI, platforms, social and performance across digital channels.	Print & Production Stationery, large format and materials produced with quality control.	Signage & Fabrication Wayfinding, environments, installations and vehicle branding.

Branding & Identity

Crafting identities that inspire trust, clarify purpose and differentiate you in crowded markets, from the strategic foundation through to the applied system.

WHAT WE DO

Brand discovery, strategy and positioning Naming, logo and visual identity systems Corporate and product identity, brand architecture Brand guidelines and brand manuals Rebranding, refresh and repositioning

PROBLEMS WE SOLVE

An inconsistent or dated brand that no longer fits the business · A new venture that needs a credible identity from day one · A portfolio of sub brands with no coherent architecture

TYPICAL DELIVERABLES

Positioning and messaging direction Logo suite and full visual identity system Brand guideline document and asset library Investor and stakeholder materials



Creative Design

Turning complexity into clarity. We produce collateral, packaging, experiential displays, infographics and technical visuals that communicate and convert.



WHAT WE DO

Marketing collateral for print and digital Campaign, social and digital creative Packaging and labeling for FMCG and agribusiness Experiential design for events and retail Infographics and technical communication

TYPICAL DELIVERABLES

Campaign key visuals and adaptations Product packaging and label artwork Presentation and pitch design Exhibition, retail and event graphics

PROBLEMS WE SOLVE

A message too complex to grasp quickly · A product that needs shelf presence and clear labeling · A campaign that needs one idea to work across many formats

Digital & Web

Designing platforms and campaigns that guide behavior, simplify interaction and increase adoption, from strategy and architecture through to ongoing optimization.

WHAT WE DO

Hosting services, Website strategy, UX architecture and UI design
Corporate sites, landing pages, ecommerce App, dashboard and web application interfaces
Digital campaigns and social media management
Analytics, conversion and optimization

PROBLEMS WE SOLVE

A website that looks dated or fails to convert · A digital presence inconsistent across channels · A product experience users find hard to adopt

TYPICAL DELIVERABLES

Sitemap, wireframes and UX flows
Designed and built responsive website or platform
Social content systems and campaign assets
Performance dashboards and reports



Print & Production

Bringing ideas into the physical world with quality that matches the brand. From brochures to large format signage, every piece is prepared, produced and checked for impact.

WHAT WE DO

Corporate stationery and office collateral Brochures, profiles, catalogues, annual reports Posters, banners, flyers and display systems Large format printing for signage Custom production for events and retail

TYPICAL DELIVERABLES

Print ready artwork prepared to specification Produced stationery and large format pieces Event and display materials Quality controlled final output

PROBLEMS WE SOLVE

Artwork that looks wrong once it reaches the printer · Inconsistent production across suppliers · A launch or event that needs reliable materials on time



Signage & Fabrication

Creating wayfinding systems, branded environments and installations that help people understand, navigate and experience the brand in physical space.

WHAT WE DO

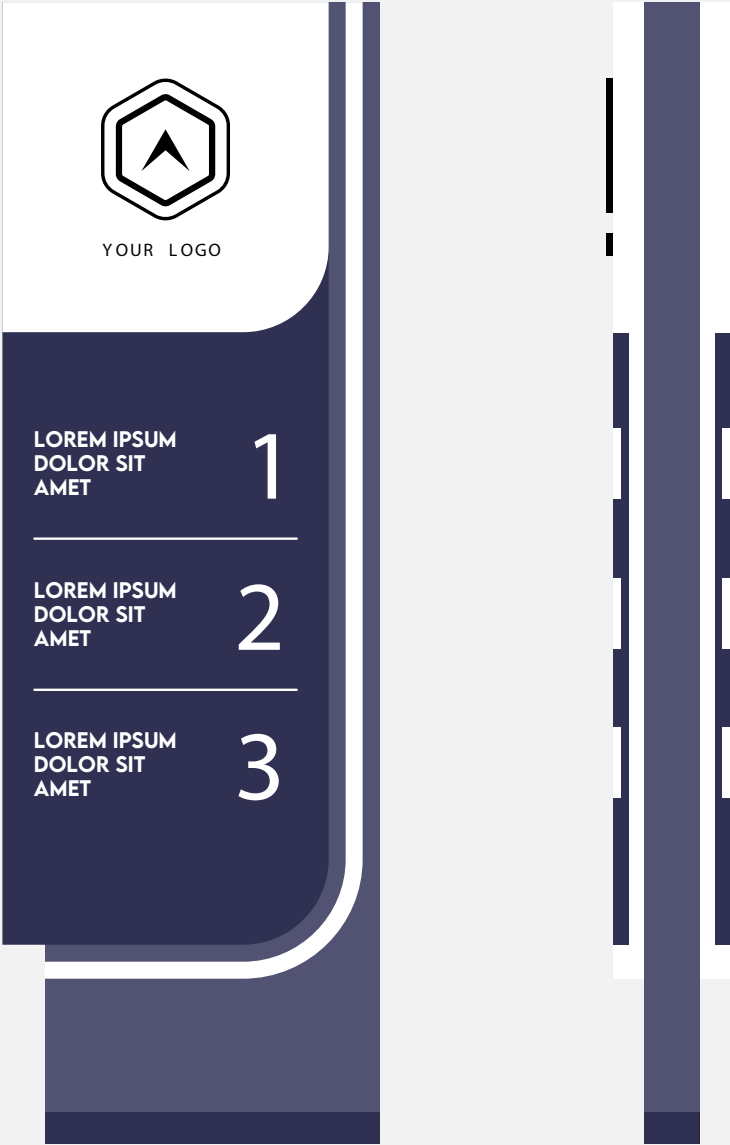
Indoor, outdoor and corporate signage
Wayfinding and directional systems
Retail, event and exhibition branding
Branded environments and reception spaces
Vehicle branding and fleet graphics

PROBLEMS WE SOLVE

A space visitors find hard to navigate · A physical presence that feels off brand · A fleet or premises that misses a branding opportunity

TYPICAL DELIVERABLES

Signage and wayfinding schemes
Fabricated and installed brand environments
Exhibition stands and event installations
Vehicle and fleet livery

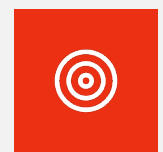


How we work



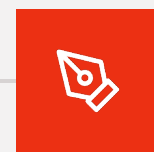
The advantage of one creative partner

Because every discipline sits under one roof, a single idea can travel from strategy to a finished touchpoint without being lost in translation between separate vendors.



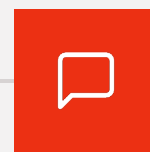
01 Strategy

Define the problem, audience and objective.



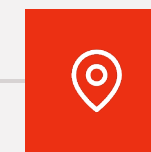
02 Identity

Shape how the brand looks, sounds and behaves.



03 Communication

Carry the message to the right people.



04 Experience

Reach every digital and physical touchpoint.



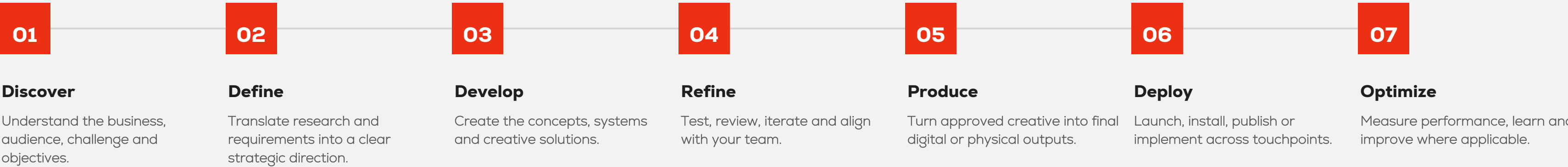
05 Production

Render it in the real world, on spec.

A brand can then exist consistently across both digital and physical touchpoints, designed once and applied everywhere it appears.

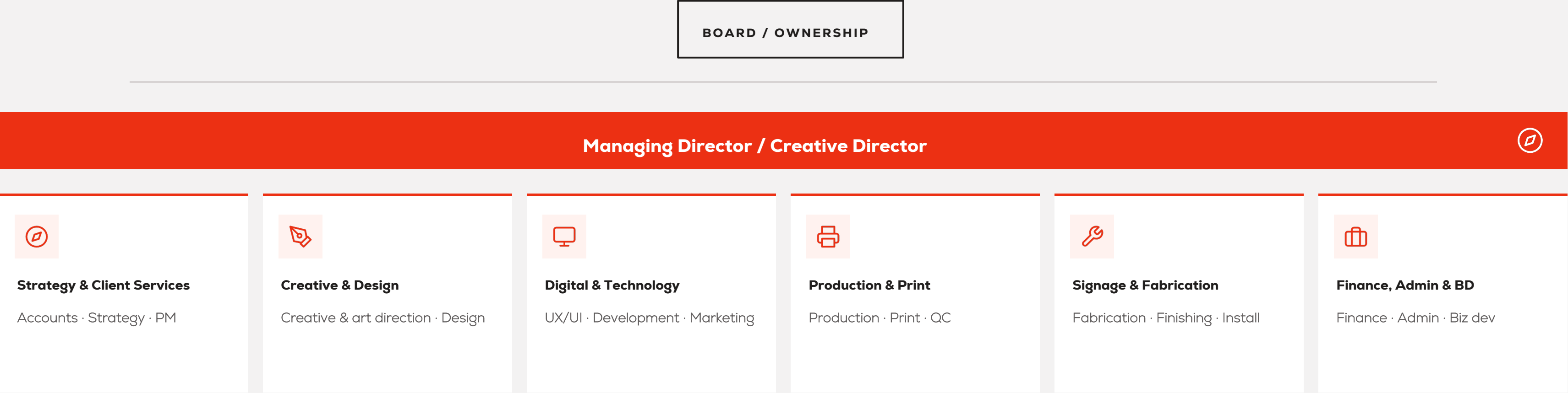
Our workflow

A single, transparent method that runs from the first conversation to measured performance.



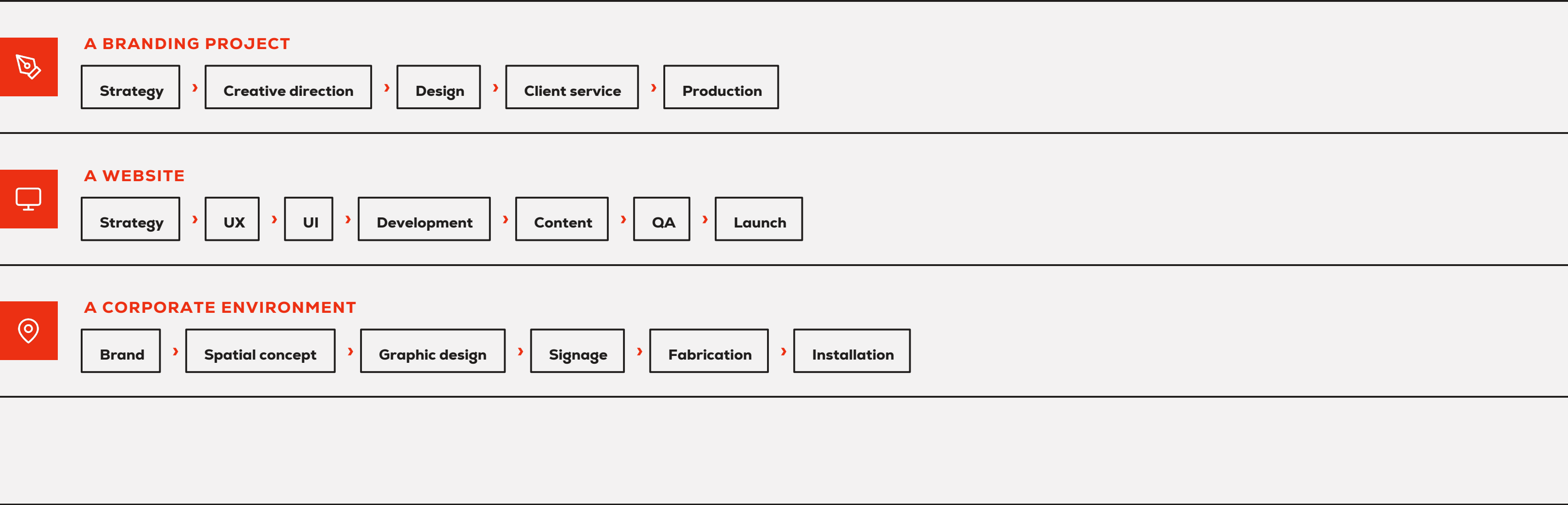
How the practice is organized

A functional structure, shown by role rather than headcount, that lets multidisciplinary teams form around each brief.

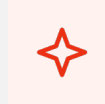


How our teams work together

Every project draws the right specialists into one team. Three typical paths:



What working with us feels like

 Clear communication You always know where a project stands and what happens next.	 Strategic thinking Every recommendation is tied back to your business objective.	 Creative quality Work that is distinctive, considered and fit for purpose.	 Professional management Timelines, approvals and delivery handled with discipline.
 Transparent collaboration We flag issues early and problem solve them with you.	 Production reliability What is approved on screen is what arrives in the world.	 Attention to detail The small things that separate professional work from adequate work.	 Long term partnership We invest in understanding your business over time.

The evidence

Industries we have worked across

Sector experience drawn directly from our client portfolio.

Financial services & fintech Fintech, EBC, FFICD Limited, Numida ABC Capital Bank	Hospitality & leisure The Choate, Silver Springs, The Bridge, Kigambira, Theron	Aviation, travel & tourism Emirates, Kenya Airways, Magical Kenya	Manufacturing & industrial Uganda Baati, Steelworks Limited, Rubis Energies
Real estate & development Pearl Marina	Education & EdTech Sqillpad	Healthcare Crown Healthcare	Automotive & mobility CarPlus, Prestige Driving School

Trusted by a diverse client base

The team behind the work

A multidisciplinary team of strategists, designers, developers and producers who form around each brief. Drop a headshot into any frame.



Chakra
Creative Director/Team Lead



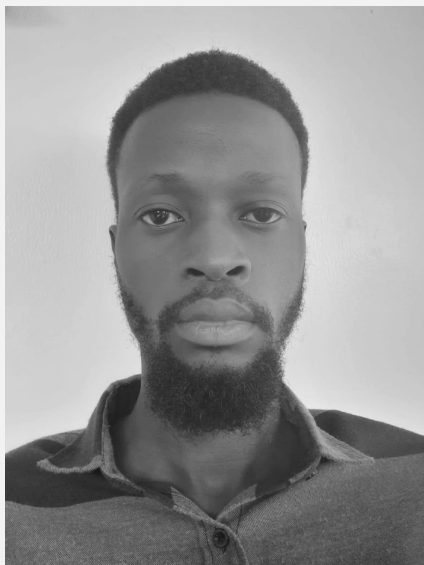
Wandia
Lead Strategist



Obed
Lead Developer



Stephen
Lead Production



Ken Rogers
Creative Designer



Mazirwe
Accounts Manager



Desire
Copywriter

10+

A multidisciplinary team

Specialists who form around each brief across strategy, design, digital and production.

Why organizations choose to partner with us

 One creative partner Strategy, design, digital and production under a single point of accountability.	 Strategy led creativity Ideas that start from a business problem, not a visual trend.	 Design to production We can take a concept all the way to a finished, installed reality.
 A decade of delivery Working relationships built and sustained since 2015.	 Local insight An agency that understands the Ugandan and regional market first hand.	 Outcome oriented Work measured by trust, efficiency, conversion and long term growth.

Ways to work with us

We shape the engagement around the work, from a single defined project to an ongoing partnership.

01

Project based

A defined brief with a clear scope, timeline and deliverable.

02

Campaign based

A concept developed and rolled out across the channels it needs.

03

Retainer / ongoing

Continuous creative and digital support as an extension of your team.

04

Brand development

End to end identity work, from strategy to a complete system.

05

Digital development

Websites, platforms and digital presence, built and maintained.

06

Production & fabrication

Print, signage and physical production managed to completion.

07

Integrated programs

Multiple disciplines combined into one coordinated program of work.

A partner in solving business challenges.

Through creativity, strategy, technology and execution, Sukri helps organizations become clearer, more consistent and more compelling, across every place their brand appears.

Let's talk about your next challenge.

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