

A surreal underwater scene with a deep blue background. Several glass bottles of various shapes and sizes are floating. One bottle in the center-left is filled with numerous small, glowing white lightbulbs. Another bottle on the right contains a single, large, glowing yellow lightbulb. A fish is swimming towards this glowing lightbulb. Other bottles are partially submerged, with water splashing around them. In the bottom right corner, a small clownfish is visible. The overall atmosphere is dreamlike and creative.

NOVELPOTTA  
CAMEROUN | Y&R

*Ideas before advertising;  
Ideas beyond advertising.*

AGENCY CREDENTIALS 2017

# About Us



- Started activities in Cameroon via partner Agencies
- Official Launch in April 3, 2008
- Affiliated to the Y&R Network (*Young&RubicamAdvertising*)
- 6,500 People for 190+ agencies in 93 countries
- Subsidiary of Novelpotta Y&R Group Nigeria
- Offers IMC Solutions
- License No. 126 / MINCOM / CNP / ST Jan. 24, 2017

mecglobal

Strategy and Media Execution

SilverBullet  
PUBLIC RELATIONS

PR and Event

WUNDERMAN

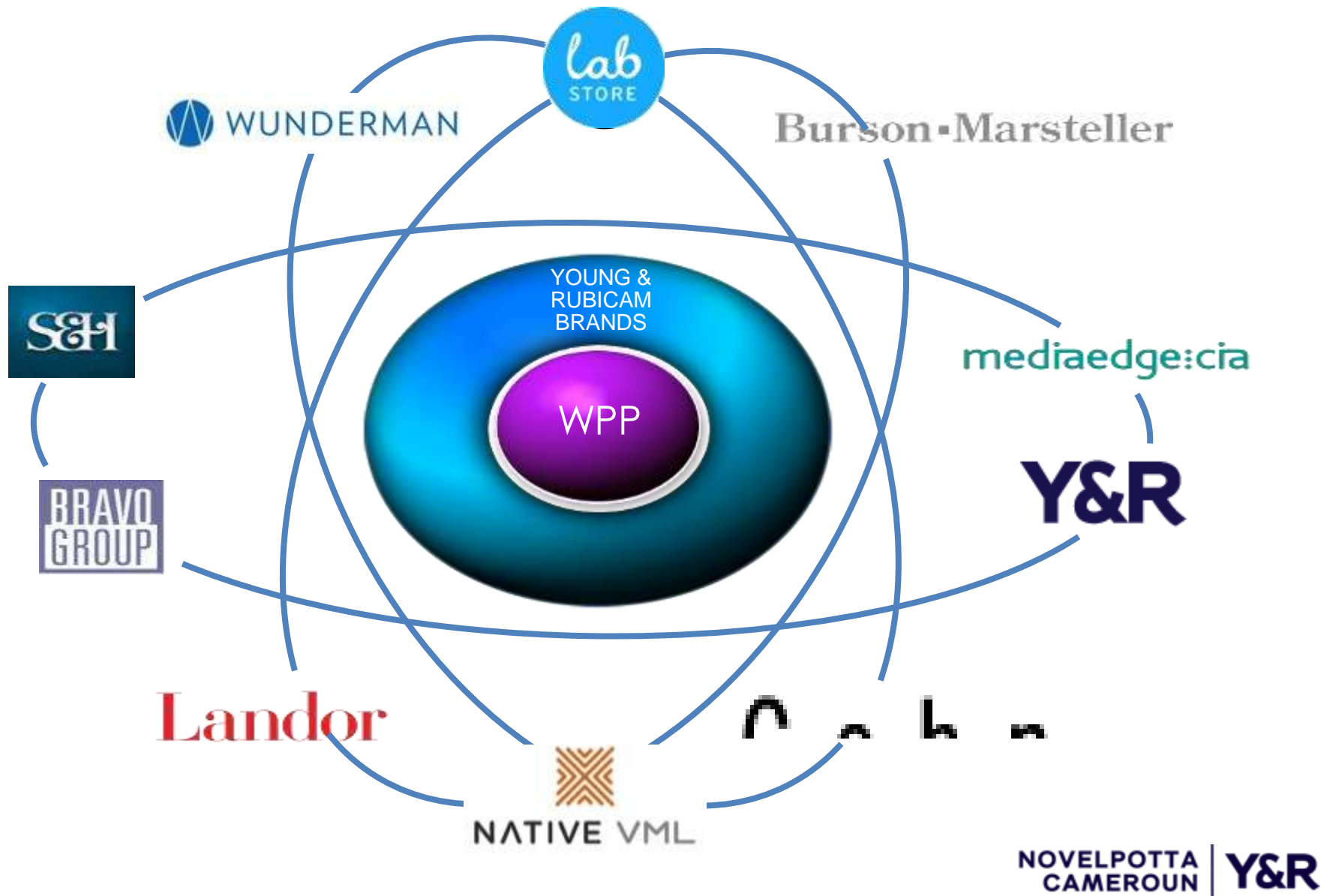
Through The Line

# Our Heritage

**WPP** | The world's largest communications services group, employing 190,000 people working in 3,000 offices in 112 countries



# Our Connections





# Our Partners | Cameroun & Nigeria



MOTOROLA



COLGATE-PALMOLIVE

ST. JOSEPH'S COLLEGE, SASSE



The Bridge Clinic



Les Brasseries du Cameroun



WEST AFRICA MILK COMPANY (NIGERIA) PLC



FODECC



festicaca

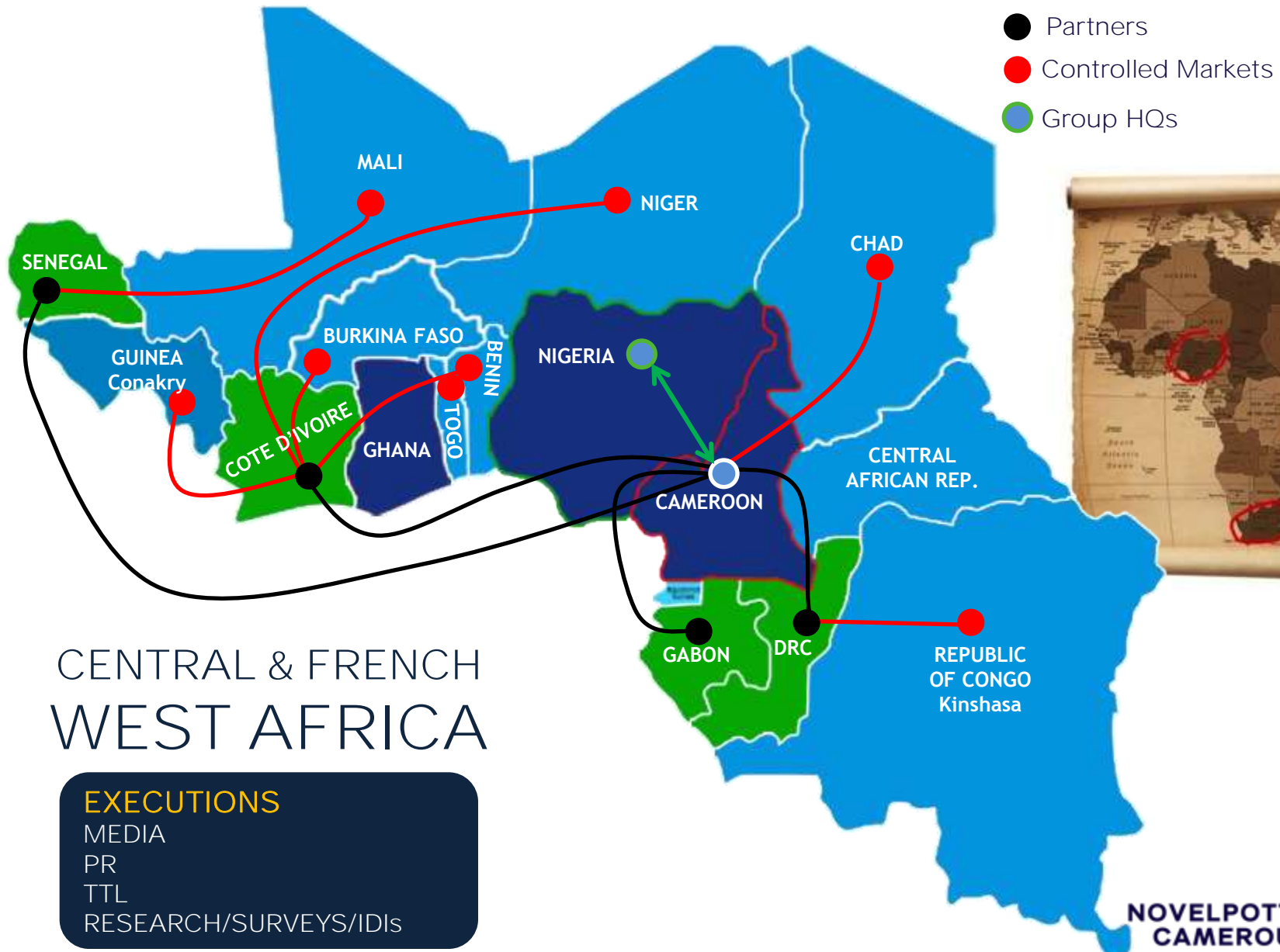


Union Bank of Cameroon Plc

The People's Bank of Trust

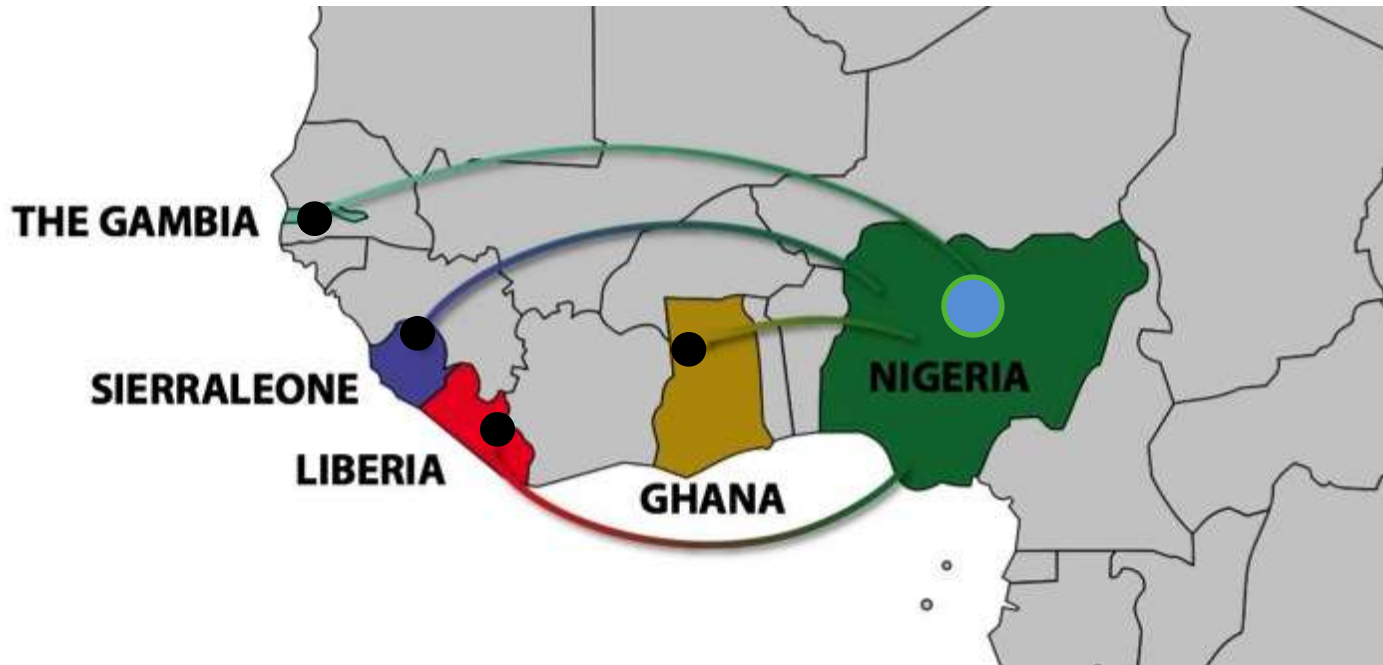
NOVELPOTTA CAMEROUN | Y&R

# Our West Africa sub-regional structure | Hub - Douala



# Our West Africa sub-regional structure | Hub - Lagos

- Partners
- Group HQs



## WEST AFRICA

### EXECUTIONS

MEDIA

PR

TTL

RESEARCH/SURVEYS/IDIs

# Our Competences

- Brand Building
- Marketing Strategy Consulting
- Communication Strategy
- Activation & Promotion
- Shopper Marketing
- CSR
- Creative Design
- Digital Multimedia Production
- E-Marketing / Digital Platform Management
- Call Center Management
- Media Planning, Buying and Monitoring
- Event Management
- Press /Public Relations





## Y&R Tools



*For us, the success of brands does not rely on luck.*

*For Brand development, positioning and communication strategies, we use our own empirical tools and methods regularly tested and improved.*



*The BAV is the foundation of our strategy process. As the database of most brands in the world, it allows clear and thorough analysis . That is why we are able to plan the success of a brand better than anyone.*

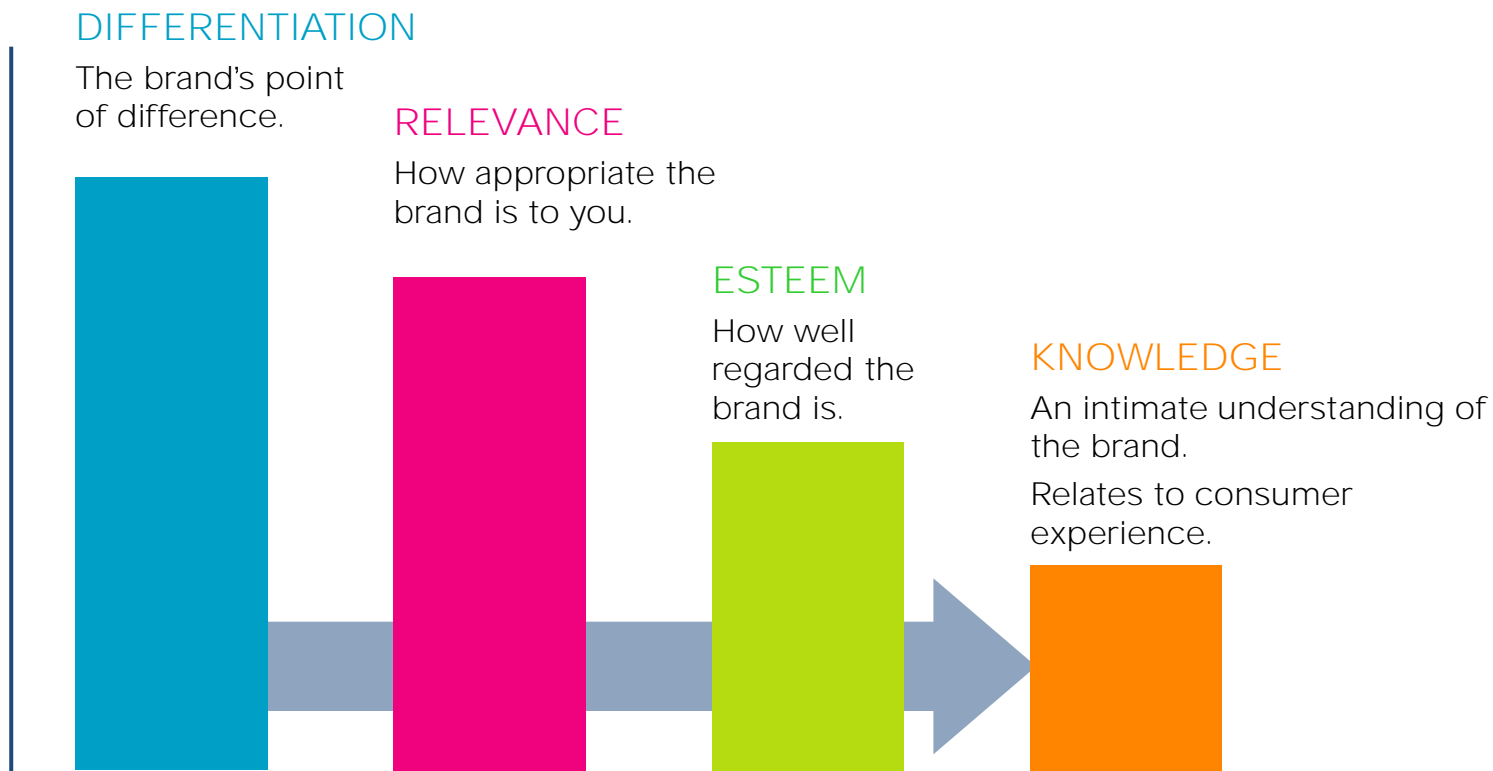
**The world's** longest running quantitative study of brands, spanning 20 years, more than 50 countries and over 800,000 respondents.

# Brand Asset® Valuator

The World's Largest Brand Database



We've found that Brands are Built on 4 Pillars





Unique processes to develop brand strategy and orientation.



What are the 4Cs?

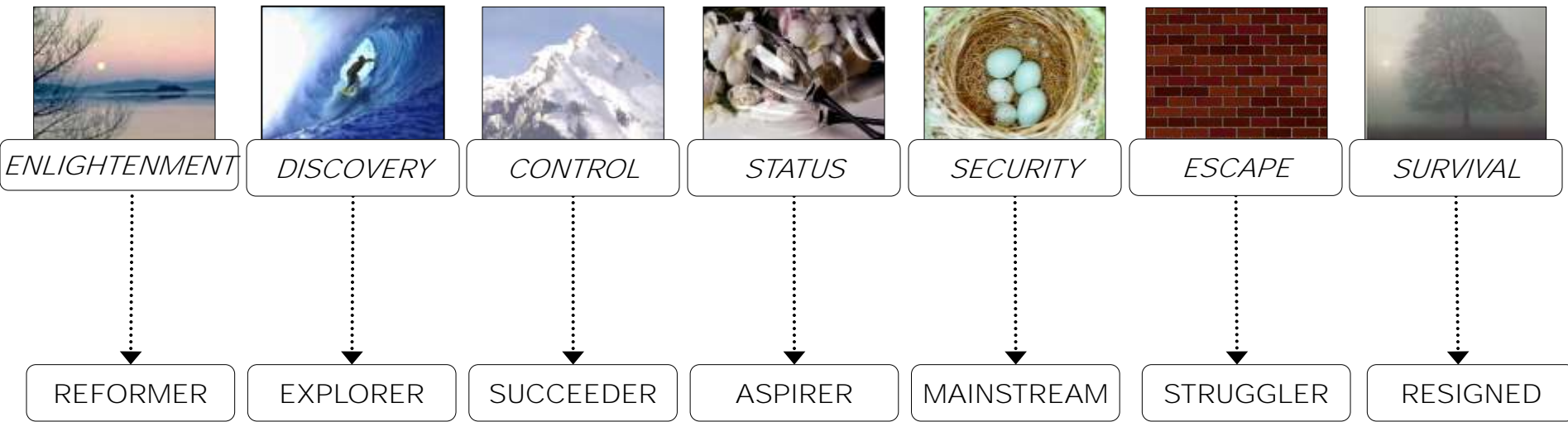
the 'Cross Cultural Consumer Characterization' (4Cs) of Y&R is the consumer segmentation based on universal values.



## 4C Is All About People

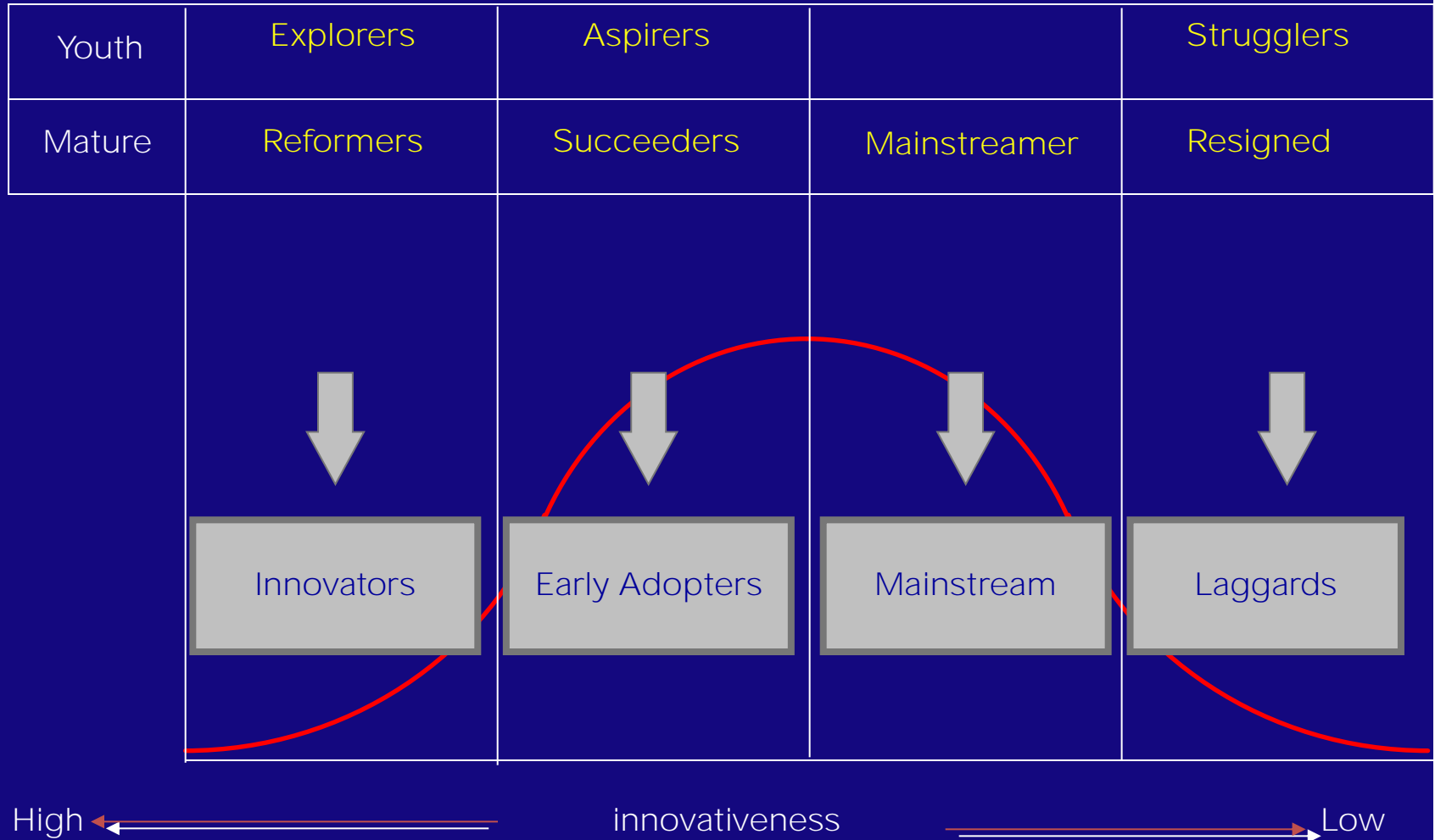
Y&R thinks people are guided by a combination of seven different values.

### SEVEN 4Cs VALUES



### SEVEN 4Cs GROUPS

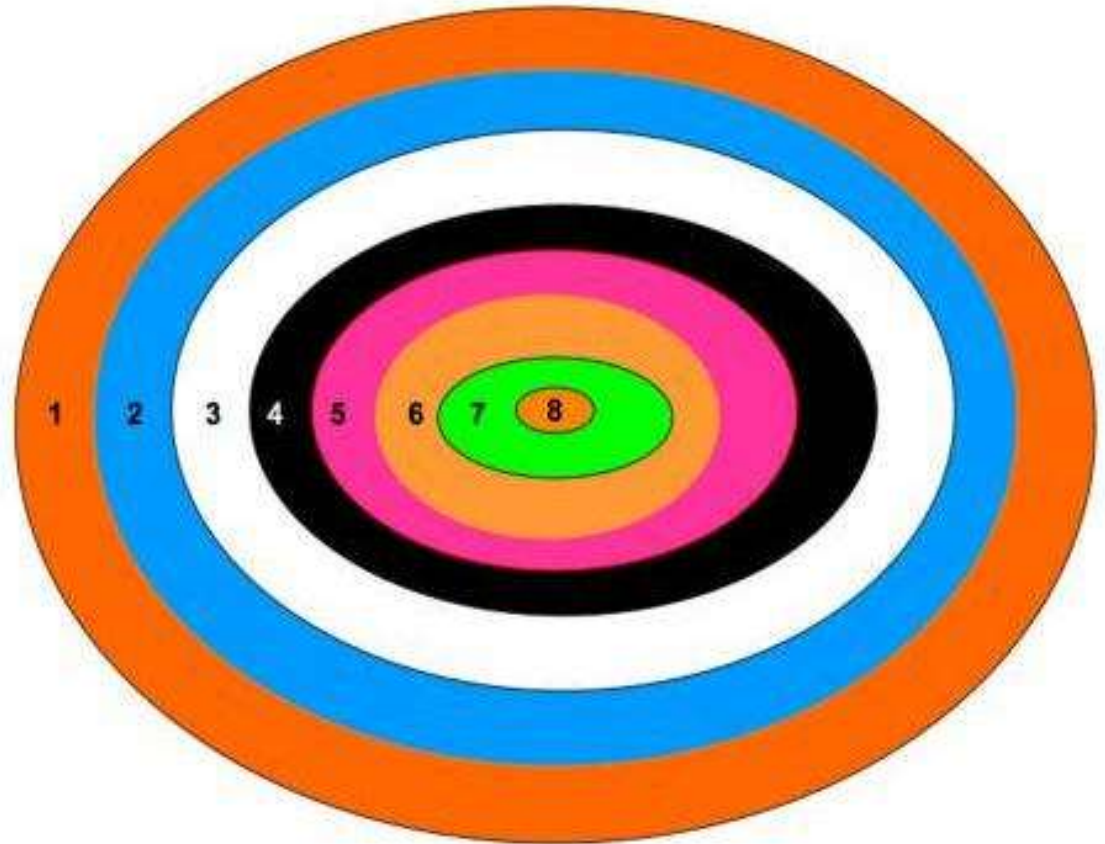
## Adoption of new ideas , trends and brands



# Y&R Tools | Brand Analysis

How do we proceed  
To define the future of the brand?

-  1.) The Competition.
-  2.) Target
-  3.) Market insight
-  4.) Benefits
-  5.) Values
-  6.) Personality
-  7.) USP
-  8.) Brand Essence





# Y&R Tools | BRAND WHEEL



Our Support



# Human Capital

NOVELPOTTA Y&R NIGERIA	30 Staff
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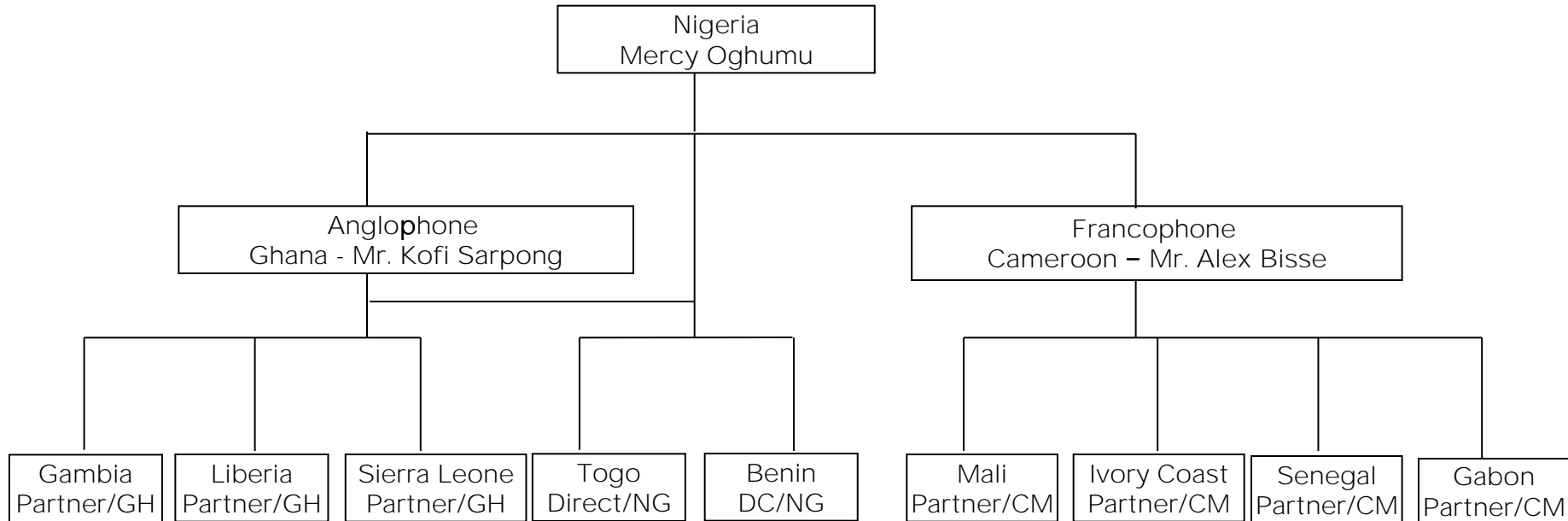
NOVELPOTTA Y&R CAMEROON	16 Staff
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Mecglobal /mediaedge:cia	8 Staff
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WUNDERMAN	10 Staff
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SilverBullet	5 Staff
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# Geographical Footprint | West & Central Africa



Major Cities office location:

NG – Nigeria (Lagos)

GH – Ghana (Accra)

CM – Cameroon (Douala)

Togo & Ghana has direct contact to Nigeria



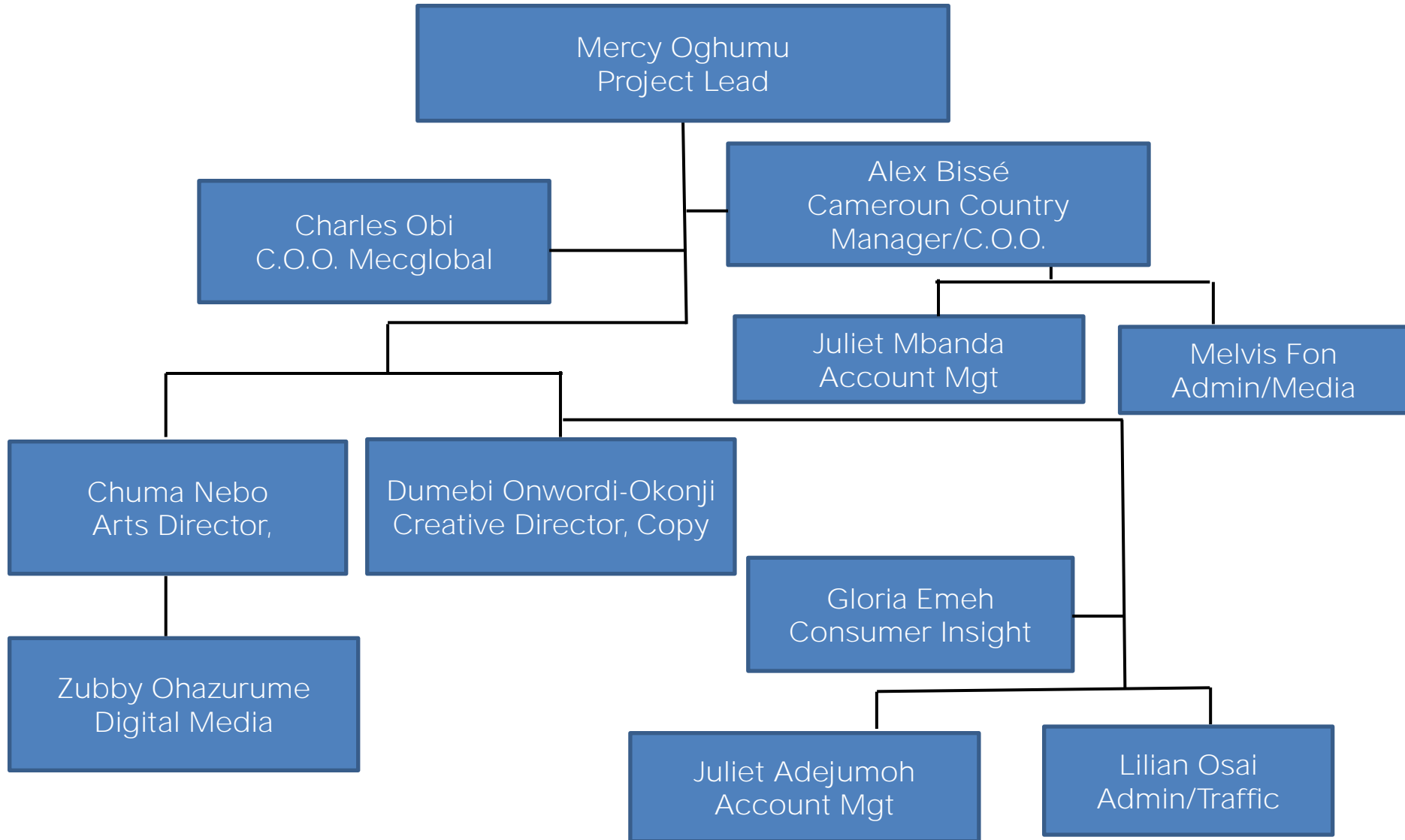
## Regional coordination | West & Central Africa

- Overall Regional Lead/Anglophone Lead will be based in Lagos.
- Francophone Lead who will have direct report into Lagos & Client, will be based in Douala.
- Group 1 (Anglophone) countries – Ghana, Gambia, Liberia, Sierra Leone, Benin & Togo (though Benin & Togo are French, for easy access, they will be in this Group.
- Group 2 (Francophone countries) – Cameroon, Mali, Cote d'Ivoire, Senegal & Gabon etc. will be in this Group.
- First step to execution is for the Project Leads to visit each country and debrief the Affiliates/Partners on the Brand Manual of Client and adaptation process for materials from Client/Regional office.
- For weekly contact, Anglo & Franco Project Leads will contact country offices on Mon, Wed and Friday by phone, email and SMS only.

## Regional Coordination cont'd

- The Regional Lead will maintain twice-weekly debriefing and contact with the Anglo & Franco Project Leads.
- Weekly report (COB Friday) will be generated by each country and sent to Anglo & Franco Project Leads via email but copied to the Regional Lead.
- Quarterly review meeting of Regional Lead, and Anglo & Franco Project Leads.
- Mid-Year Review meeting of Anglo countries only.
- Mid-Year Review meeting of Franco countries only.
- Year-end Review by all parties.

# Dedicated Team



# Our Philosophy

- Our business is about people
  - Those who work with us
  - Those we work for
  - Those we communicate to
- We are also about passion
  - In all we do
  - If it isn't the best and it isn't fun then lets not do it



# Our resources | Hubs



**Celey Okogun, PhD**  
Group CEO - NOVELPOTTA  
Y&R Hub ECOWAS - Lagos  
Nigeria

Standard Press, Aba and Acen Publishers, Enugu as Senior Editor in 1990

He began his advertising career in Insight-Grey in 1993 and rose to the position of Account Manager, **Worldspace** with responsibility for West African markets in 1996

He joined DDB CASERS as Senior Business Development Manager & Head, Client Service in 1998

He founded **NOVELPOTTA**, an integrated marketing communication company in 2001 and by the following year, the company became an affiliate of Young & Rubicam Worldwide, a global advertising network which is part of the WWP.

**Dr. Celey Okogun** is the Chairman/CEO of NOVELPOTTA Y&R Limited, Wunderman Limited, MEC Global Limited, Silver Bullet PR Limited and **NOVELPOTTA Y&R CAMEROON**.



**Alex BISSE**  
COO - NOVELPOTTA Y&R  
CAMEROUN  
Hub CEMAC & French West  
Africa Countries

Alex's career totalizes 14 years of rich experience in advertising. His achievements extend from creating and running popular publications, to developing efficient and profitable digital platforms, managing several accounts, building prestigious brands, and today, he successfully manages NOVELPOTTA Y&R Cameroon office, consolidating its position across the CEMAC and French West African markets.

With diplomas and certificates in Management, in Arts and Creative and several trainings (academic and professional) in marketing and communication. Alex, is in the forefront of building, sustaining and even reviving several brands in Cameroon like **MRS of Corlay**, **Vestergaard Frandsen** makers of **PermaNet** long-lasting insecticide treated mosquito net; **Axion** of Colgate Palmolive; **SNS Mobility** ISP, **Tangui**, **TOP**, **VIMTO**, **COCA-COLA**, **PELFORTH**, & **XXL** of SABC/SEMC; **Festicocoa** & **Festicoffee** festivals, **DHL**, **IIA**...

Alex has conducted cross-territorial and sub-regional researches, surveys and IDIs (Cameroon, Cote d'Ivoire...) for some brands; extended the office's spread and presence in **Gabon**, **Congo**, **Cote D'Ivoire**, **Senegal** Alex is fluent in French and English.

# Our resources | Group



**Dumebi Okonji**  
Creative Director & Copy.  
NOVELPOTTA Y&R Group

Dumebi's keen interest in literature has grown in recent years into a way of life and become a rewarding resource in his marketing communication career as a thorough bred copy strategist.

He was the brain behind all campaigns for Vestergaard Frandsen (PermaNet®) and other great campaigns for big brands like Texaco until it became MRS (till date), LG, Chevron Nigeria, Samsung etc. With a strong wit and imagination, one of his greatest qualities is the ability to think as the clock ticks.

A member of APCON and British Council of Nigeria, 'Dumebi holds a Master's degree in literature from the University of Lagos, having obtained a first degree in the same field at Delta State University..



**Anih Monday**  
Executive  
Experiential & Activation

Monday holds a BSc in Industrial Relations and Personnel Management from Lagos State University.

He has years of experience in Human Resources with specialty in event management, experiential, activation, market storm etc.

His decisiveness in project execution comes from his conviction that every project is planned to succeed. With his background, he is a good manager of people and resources in execution projects and has recorded great success in projects for national and multi-national brands like Union Bank of Nigeria, Samsung CE, Wiko etc.



**Chuma Nebo Thomas**  
Arts Director  
NOVELPOTTA Y&R Group

Chuma is a paradox of some sort. He has high adaptive abilities, yet would easily break all rules. He is open to anything, yet can easily switch off from everything.

Welcome to the world of this uniquely talented painter and shape shifter. Chuma's ability to take in his surrounding ensured he was able to adapt and thrive as a member of NOVELPOTTA Y&R Cameroun's inaugural team.

He has experience working on brands like Tangui, CICC, Kadji beer, PPL and LG. - Ideas come naturally to Chuma, it seems like he has one for every strand of lock on his head.



**Chinenye Godsproperty**  
Senior Project Manager

Chinenye has in his portfolio an aggregate of skills and cognitive experience in project management. He is the project lead in all event and experiential engagements.

With a degree in Fine and Applied for the prestigious Institute of Management & Technology, his knowledge spans across art direction, design, print production, photography, model casting, procurement etc.

He has managed tasks for big brands like Union Bank of Nigeria, MRS Oil and Gas, Vodacom, DHL, Zain etc.

# Our resources | Group



**Charles OBI**  
COO  
MECGLOBAL

Charles Obi - Chief Operating Officer-Mecglobal media

A Multi-disciplinary, Media planner, Charles knows what it takes to be successful in Media planning, Buying/Control and public relations.

Prior to joining Mecglobal Media-a MIPAN Member Agency, Charles held a variety of Media, PR Account Management, and communications positions where he strengthened his account management and multi-tasking skills. He understands that different clients have different needs, and immersing himself in their respective industries and initiatives is something he thoroughly enjoys.

He has delivered thoughtful media solutions for some of the world's biggest brands, including Bournvita, TOM-TOM,(Cadbury Nigeria Plc), Malta Guinness, Gordon's Spark, Foreign Extra Stout, Satzenbrau, (Guinness Nigeria Plc), Nigerian Bottling Company Plc, Coca Cola Nigeria Limited, North American Airlines, as well as Universal Trust Bank Plc (which melted into Union Bank of Nigeria Plc), Power Horse Energy drink, Emaar, Damac properties, Yahsat Internet service provider among others.



**Gloria Emeh**  
Consumer Insight Lead  
NOVELPOTTA Y&R Group

Gloria Emeh – Consumer Insight Lead

With a background in Sociology which comes in handy in her role as the group's lead in providing a thorough study of specific target market group for the team's understanding of consumer behaviour to brands.

Her role has been outstanding in harnessing the different components of a project, not least in using consumer insight as the pivot of all IMC engagements. She has to her credit the group's consumer insight references for Colgate-Palmolive, Pick 'N' Pay, LG, Dupont etc.

With a B.sc in Sociology from the University of Abuja, Nigeria, Gloria's best challenge is always in the next project.



**Zubby Ohazurume**  
Head, Digital  
NOVELPOTTA Y&R Group

Zubby Ohazurume – Head, Digital

A graduate of Urban and regional planning, Zubby drifted towards his passion, film and television production. He has worked on a number of TV productions for Sound City (A local music station) on Dstv.

Today, Zubby's reputation in digital strategy and web development is on the rise. His exceptional on-strategy creative solution has generated tractions for brands in ways that effectively connect with their consumers through integrated digital channels.

He has also led creative engagements for LG and Colgate-Palmolive brands

# Our resources | Key Resources Cameroon



Joseph NDZE  
Creative  
Novelpotta Y&R  
Cameroun



Juliet Mbanda  
Sr Acct Executive - PR  
Novelpotta Y&R  
Cameroon



Melvis Fon  
Admin/Media  
Novelpotta Y&R  
Cameroun



Susan Musonge  
Admin/Finance  
Novelpotta Y&R  
Cameroun



Malende Epee  
Creative  
Novelpotta Y&R  
Cameroun





# EMEA Support | Chairman's Office South Africa & Network

Business Development

- Chairman Y&R EMEA .

Strategy

- Head Strategy Y&R SA.

Creative

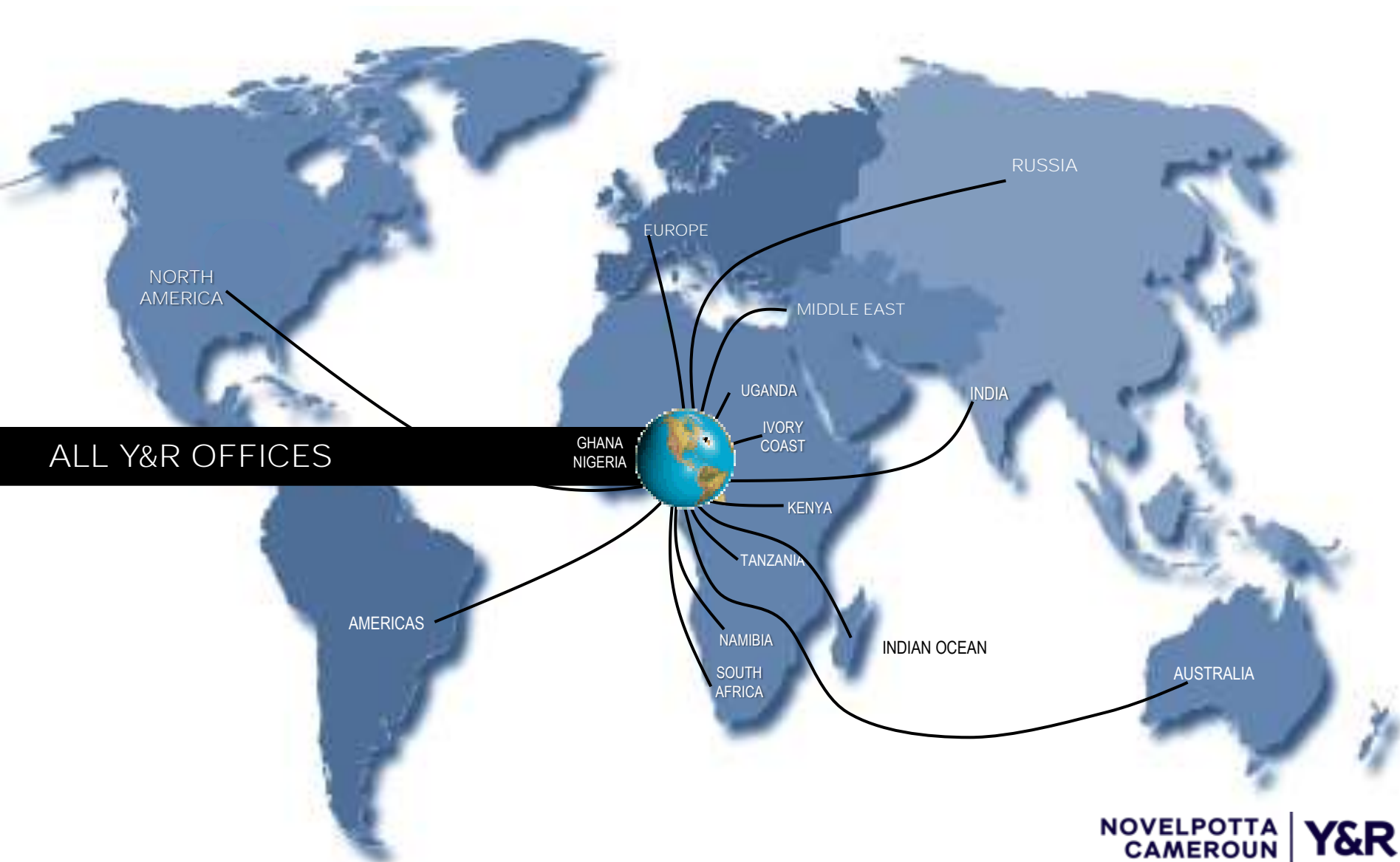
- Creative Director Y&R SA.

Online Marketing

- Creative Director Native VML



# Global Support | All Y&R Equity & Affiliate Offices





OUR WORKS



OIL & GAS

## 360 REBRANDING CAMPAIGN

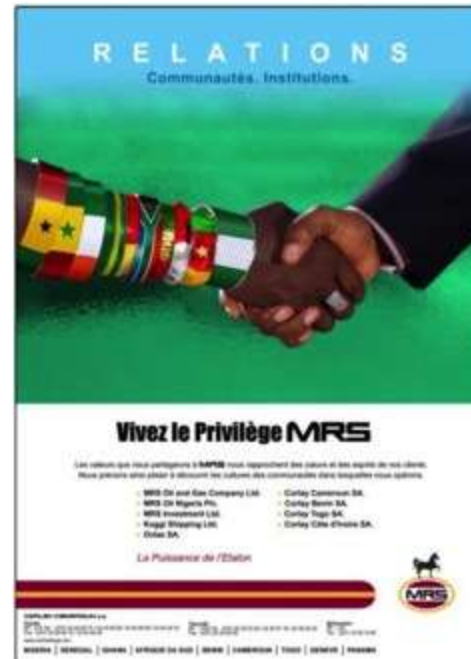
- TEASING
- REVELATION
- SUSTAINANCE

### OBJECTIVES

Leverage on Texaco's great legacy to reassure the target pop in general and loyal customers in particular.

Create a new perception of the service

Slogan:  
MRS, the Strength of a stallion.



Sustenance



NOVELPOTTA CAMEROUN | Y&R



OIL & GAS

## 360 REBRANDING CAMPAIGN

- PROMO
- PR SUPPORT

### OBJECTIVES

Rewarding the loyalty of customers from the legacy of Texaco and recruit new customers

Operate an effective media support through regular content generation

Slogan:  
MRS, the Strength of a stallion.



NOVELPOTTA CAMEROUN | Y&R





## AGRIBUSINESS

### ATL CAMPAIGN

- OUTDOOR
- PRESS
- TV (Commercial)

### OBJECTIVES

Strengthen the Brand sympathy for consumer through football competitions

Establish Source Tangui as the Official Drink of the Indomitable Lions

Big Idea:  
More than **water**...







DIGITAL PAY TV

## 360 INTERGRATED CAMPAIGN

- PRESS
- OUTDOOR
- TV (Buying/Monitoring)
- ACTIVATIONS
- PR

## OBJECTIVES

Introduce pay TV brand in a market dominated by a duopoly by increasing awareness .

Position the brand

Generate sales opportunities

PayOff Line:  
Give your TV  
a new life



## FINANCES

### CORPORATE CAMPAIGN.

- PR
- VISUAL IDENTITY
- COMMERCIAL MATERIALS

### OBJECTIVES

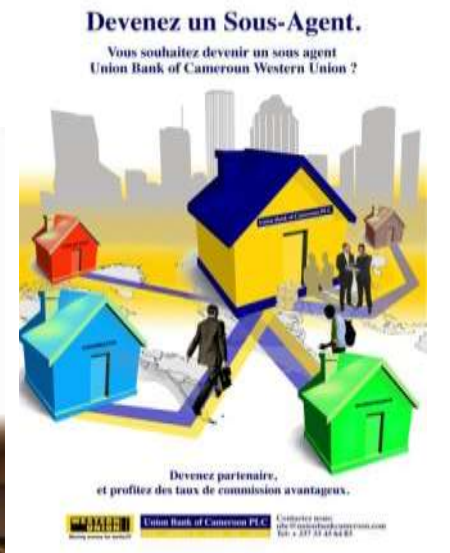
Communicate alliance between the bank and the Oceanic Group

Publicize the new banking products

Retain the loyalty of existing customers and recruit new ones

Bring the bank closer to its targets.

PayOff Line:  
Think Bank, Think Oceanic



**Product  
Flyers**

**Press  
Insertions**







HEALTH

## CAMPAIGN LAUNCH PR/ATL

- MEDIA LAUNCH
- LAUNCH PROPER
- PRODUCT/DEMO
- OUTDOOR
- PRESS

## OBJECTIVES

Presenting the brand and media products, traders and consumers.

Introduce and position the brand of pretreated mosquito bed nets and curtains in the market.

Communication Angle:  
Full Protection,  
complete satisfaction  
for the whole family.



NOVELPOTTA CAMEROUN | Y&R





## BTL CAMPAIGN

- STREET MARKETING (ROAD SHOW)

### OBJECTIVES

Educate consumers on the benefits of products

Push sales.

### Communication

#### Angle:

Full Protection, complete satisfaction for the whole family.



### DOUALA

1. Sandaga
2. Grand Hangar
3. Deido
4. Cité des palmiers
5. Ndokoti
6. Bonamoussadi
7. Ndog Passi
8. Dakar
9. Central Market

### YAOUNDE

1. Etoudi
2. Central Market
3. Mendong
4. Mvog-Mbi
5. Mfoundi
6. Mokololo Market
7. Mimboman
8. Elig Edzoa
9. Acacias,
10. Essos

## AIRLINE

## JOINT PROJECTS

- COMMERCIAL MATERIALS
- PROMO CAMPAIGNS DURING NATIONAL EVENTS

## OBJECTIVES

Create visibility for the and increase Brand sympathy

### Project:

Flight Program  
May 20 Promo  
Special Ramadan  
Promo Dla / Yde - Paris

**Camair-Co brings Paris Closer to you at an exceptional Price!**

(ECONOMY CLASS)  
Douala/Yaoundé - Paris  
**225.000 FCFA HT**  
(Round Trip)  
offer valid from the 1st to 15th July 2011.

(BUSINESS CLASS)  
Douala/Yaoundé - Paris  
**1.395.000 FCFA HT**  
(Round Trip)  
offer valid from the 25th June to 15th August 2011.

Reserve your seat now!  
@: (00237) 33 50 55 00/50

Seats are limited, buy your tickets immediately in any Camair-Co sales point or to your travel agency. It's a first come, first served affair.

visit: www.camair-co.cm

**Camair-Co célèbre la Fête Nationale du Cameroun avec une promotion exceptionnelle !**

Envolez-vous entre le 18 et le 24 mai vers Douala ou Yaoundé et retrouvez à cette occasion vos amis et votre famille.

Paris-CDG-Douala  
**499 € TTC**  
(aller-retour)

Paris-CDG-Yaoundé  
**499 € TTC**  
(aller-retour)

Attention! Les places sont limitées. Réservez et achetez vos billets dès aujourd'hui chez Camair-Co ou dans votre agence de voyages.

Camair-Co Paris : 18 rue de Langchamp - 75018 PARIS - Tel : 01 48 18 99 79

**Camair-Co celebrates the National Day of Cameroon in a Festive Business Mood!**

At exceptional price,  
fly with us between 18 and 24 May 2011

Douala/Yaoundé - Garoua  
**140.000 FCFA TTC**  
(Round Trip)

Douala - Yaoundé  
**30.000 FCFA TTC**  
(Round Trip)

Douala/Yaoundé - N'Djamena  
**190.000 FCFA TTC**  
(Round Trip)

Douala/Yaoundé - Maroua  
**140.000 FCFA TTC**  
(Round Trip)

Douala/Yaoundé - Paris  
**325.000 FCFA TTC**  
(Round Trip)

Seats are limited, make your reservations and buy your tickets immediately in any Camair-Co sales point or to your travel agency. It's a first come, first served affair.

Camair-Co Call Center: (00137) 33505500/3350550

**Destinations Camair-Co**

**HORAIRES TIMETABLE**

**Camair-Co**  
The Star of Cameroon

www.camair-co.cm





CLEANING

BTL CAMPAIGN

- STREET MARKETING (ROAD SHOW)
- SHOP NEXT DOOR

### OBJECTIVES

Educate consumers on the products benefits through the washing competition

Push sales.

Tagline:  
The powerful grease stripper



### DOUALA

1. Sandaga
2. Grand Hangar
3. Deido
4. Cité des palmiers
5. Ndokoti
6. Bonamoussadi
7. Ndog Passi
8. Dakar
9. Central Market



### YAOUNDE

1. Etoudi
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7. Mimboman
8. Elig Edzoa
9. Acacias,
10. Essos





**festicaca 2012**

## AGRIBUSINESS

### FESTIVAL

- VISUAL IDENTITY
- PLANIFICATION
- EXECUTION
- MEDIA SUPPORT

### OBJECTIVES

Offer an expression and exposure platform for the Cocoa sector.

Offer a discovery platform for Cocoa Products to the Cameroonian public.

### Theme

Quality, a market requirement







**festicaca 2013**

AGRIBUSINESS

FESTIVAL

- VISUAL IDENTITY
- PLANIFICATION
- EXECUTION
- MEDIA SUPPORT

OBJECTIVES

Offer the Cocoa sector an expression and exposure platform

Offer the public a Cocoa Products discovery area for the Cameroonian label.

Theme

Youth, the Takeover!

**festicaca 2013**  
UNDER THE SPONSORSHIP OF THE MINISTRY OF TRADE  
**2<sup>ND</sup> EDITION**

**Theme**  
**Youths,**  
**the Takeover!**



**NOVELPOTTA CAMEROUN | Y&R**





## AGRIBUSINESS

### FESTIVAL

- VISUAL IDENTITY
- PLANIFICATION
- EXECUTION
- MEDIA SUPPORT

### OBJECTIVES

offer the Coffee sector an expression and exposure platform

Encourage consumption of coffee in Cameroon.

### Theme

Coffee, an Attractive Market

### New Activity

National Coffee Tasting Day







AGRIBUSINESS

## U 13 FOOTBALL TOURNAMENT

- VISUAL IDENTITY
- CREATIVE
- DIGITAL COMMUNICATION

### OBJECTIVES

Connecting youths and stakeholders.

Communicating on the brand promise through attractive creative visuals

### Communication

#### Angle:

Light up the TOP Star in you!





## TVC PRODUCTION

- TV ADVERT

Brand: Kadji Beer

Title: National Pride

## OBJECTIVES

- Communicate the national Connotation of the brand by breaking tribal links
- Highlight on the originality of beer produced locally 100%

## Payoff Line

100% Cameroonian and proud to be.





## AGRIBUSINESS

### TVC PRODUCTION

- TV ADVERT

Brand: K44

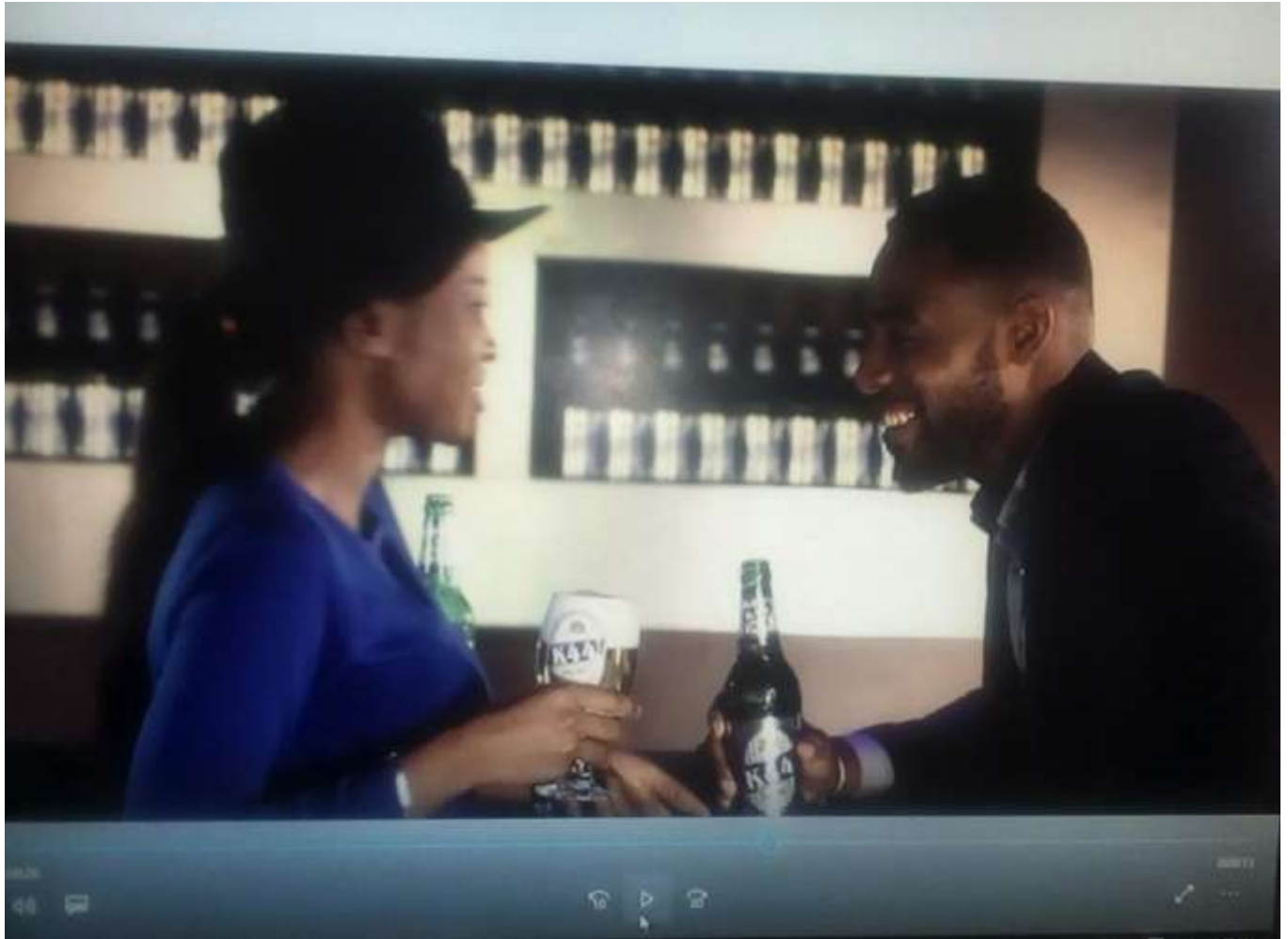
Title: Stay Kool

### OBJECTIVES

- Launch new Beer brand & communicate on brand positioning.

Payoff Line

K44 Stay Cool!





## FINANCES

### INSTITUTIONAL

- DEVELOPEMENT
- PRODUCTION

### MATERIALS

Corporate Material

### Communication

#### Angle:

Fueling Cocoa and  
Coffee projects



*Assure le financement et le paiement des prestations relatives :*

- A l'appui et à la relance des filières cacao et café.
- Au soutien à la recherche appliquée sur ces produits et à l'amélioration de leur qualité.
- A l'appui aux programmes de formation et d'information des opérateurs des filières cacao et café.
- A la promotion de la transformation et de la consommation locales du cacao et du café.

*Le FODECC au cœur de la politique de relance des filières cacao et café.*

B.P: 1510 Douala | Tél : 33 42 41 60 / 33 42 41 91  
Fax: 33 42 41 64 | e-mail: fodecc\_06@yahoo.fr

## TELECOMS

### BTL CAMPAIGN

- ROAD SHOW
- EXTENDED EXPERIENTIAL
- VIP SOFT CONNECT

### OBJECTIVES

- Create buzz for the brand
- Recrute New clients
- Reduce the gap between the consumer and the brand.
- Reward loyal consumers

Communication Angle:  
Keep Moving, Stay Connected.







**festicaca 2014**  
DU 06 AU 14 DÉCEMBRE - PALAIS DES CONGRÈS DE YAOUNDE

## AGRIBUSINESS

## FESTIVAL

- VISUAL IDENTITY
- PLANIFICATION
- EXECUTION
- MEDIA SUPPORT

## OBJECTIVES

Offer the Cocoa sector an expression and exposure platform.

Offer the public a tasting area for Cameroonian Cocoa products.

Theme  
The Bean and beyond

**festicaca 2014** 3<sup>ème</sup> Edition

Theme: **The Bean and beyond...  
The processing**



**festicaca 2014** 3<sup>ème</sup> Edition  
DU 06 AU 14 DÉCEMBRE - PALAIS DES CONGRÈS DE YAOUNDE

**CONFERENCE INTERNATIONALE**  
Jeudi 11 Décembre 2014 - Djeuga Palace

Thème :  
**Jeunes et cacaoculture:  
Quel avenir  
au-delà des fèves?**

**MODERATEUR**  
**Luc Magloire MBARGA ATANGANA**  
Ministre du commerce

### INTERVENANTS

**Dr. Jean - Marc ANGA** Directeur Exécutif de l'ICCO  
Développer la transformation locale

**Hope SONA EBAI** Chief of Party ACI - WCF  
La promotion de l'agrobusiness

**Frank ANDRICH** CEO BEAR  
Le partenariat avec le CIC



**NOVELPOTTA CAMEROUN** | **Y&R**



**Inter-professional  
Council for Cocoa and  
Coffee**

**AGRIBUSINESS**

**PROGRAMS**

- VISUAL
- IDENTITY
- CREATIVE
- PRODUCTION

**OBJECTIVES**

Give life to each structuring program. from CCIC

Cascade these programs into attractive and explicit corporate materials

**Payoff line**

CCIC an inter-profession for development.

  <p><b>FACILITER</b> Les <b>CREDITS</b> de Campagne et l'<b>INVESTISSEMENT</b> Pour la <b>PRODUCTION</b> et les <b>EQUIPEMENTS</b></p> <p>ANTICIPATION - INNOVATION - ACTION</p> <p><i>Le CCIC, une interprofession de développement</i></p>  <p>www.cicc.cm</p>	 <p>Promotion des Bonnes Pratiques</p>  <p><b>Les BONS GESTES</b> Pour <b>CONSERVER</b> La QUALITE de la <b>PRECIEUSE</b> <b>FEVE Cameroun.</b></p> <p>ANTICIPATION - INNOVATION - ACTION</p> <p><i>Le CCIC, une interprofession de développement</i></p>  <p>www.cicc.cm</p>	 <p>Développement de la Transformation Locale</p>  <p><b>PROMOUVOIR</b> les <b>Initiatives Locales</b> de TRANSFORMATION du cacao</p> <p>ANTICIPATION - INNOVATION - ACTION</p> <p><i>Le CCIC, une interprofession de développement</i></p>  <p>www.cicc.cm</p>	  <p><b>PROMOUVOIR</b> la durabilité des filières <b>CACAO &amp; CAFE</b> par l'implication effective des <b>JEUNES</b></p> <p>ANTICIPATION - INNOVATION - ACTION</p> <p><i>Le CCIC, une interprofession de développement</i></p>  <p>www.cicc.cm</p>
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## LOGISTICS

### MEDIA

- PRODUCTION OF A CORPORATE FILM
- MAERSK/ APM Terminal – Kribi deep sea port
- BUYING MEDIA SPACE (TV)

Duration: 01 Month

TV Channel s:

CRTV/CANAL2

### OBJECTIVES

- Maintain brand image
- Bring the brand closer to it social environment

### Payoff Line

A new way of doing business in Africa.





COSMETICS

MEDIA

• TVC PRODUCTION

Name change  
PHARMAPUR/PROTEX





**SC Johnson**  
A FAMILY COMPANY

HYGIENE

MEDIA

- MEDIA BUYING (TV)  
CAMEROON MARKET

BRAND SUSTENANCE





**AWARD CEREMONY**

- To meriting Teachers
- Deserving Secondary institutions
- Equip school libraries with books.
- Media Relay

**OBJECTIVES**

- Communicate on the foundation and its missions.
- Position the brand as a social brand.
- Encourage and support secondary schools and teachers.

**Payoff Line**  
Quality education for every young Cameroonian.





E-cards & Flyers

Roll-ups

## 10<sup>th</sup> Anniversary OF MIND, BODY & SOUL SPA

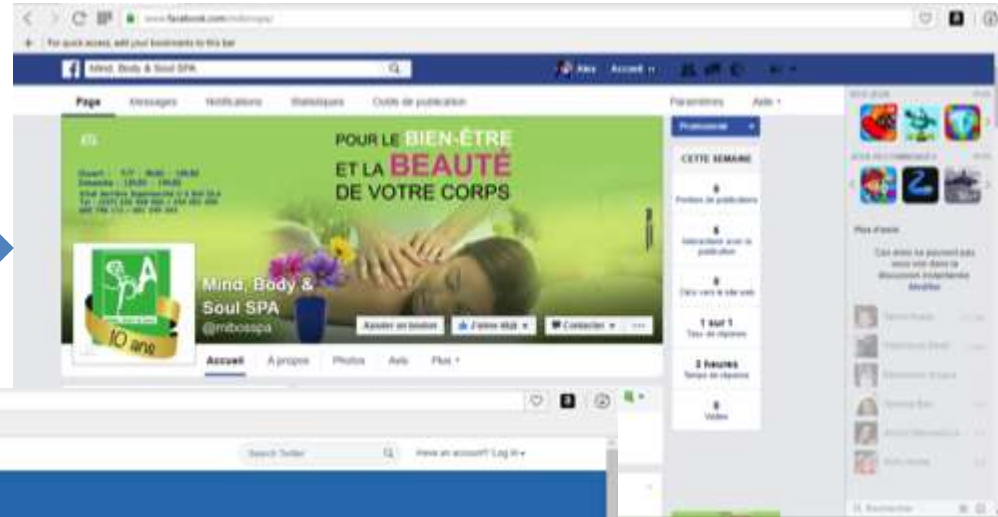
- Event logo
- Event packages ( Anniversary, Bonheur & Prestige)
- 8months digital sustenance plan.
- Up lifting of corporate website , creation and management of social media platform addresses .
- Design corporate Materials (Roll up & Flyers)

## OBJECTIVES

- Reward / consolidate Brand loyalty and increase fidelity clients
- Recruit new clients and increase visibility for the Brand.



Facebook



Tweeter

Website

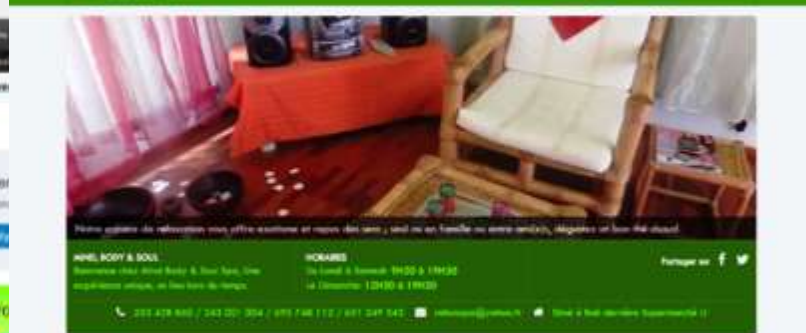
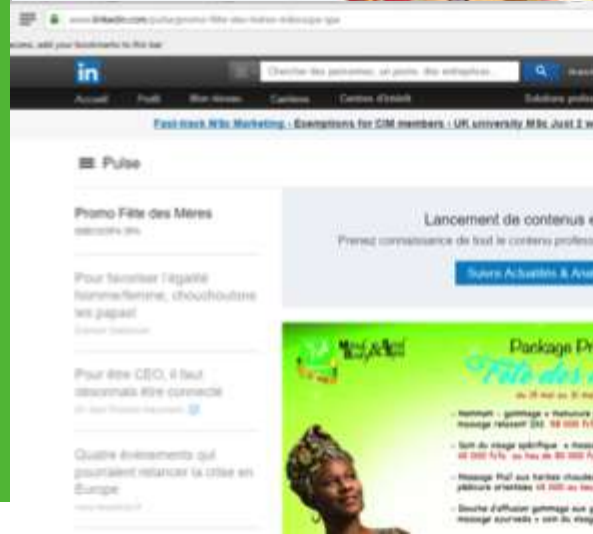
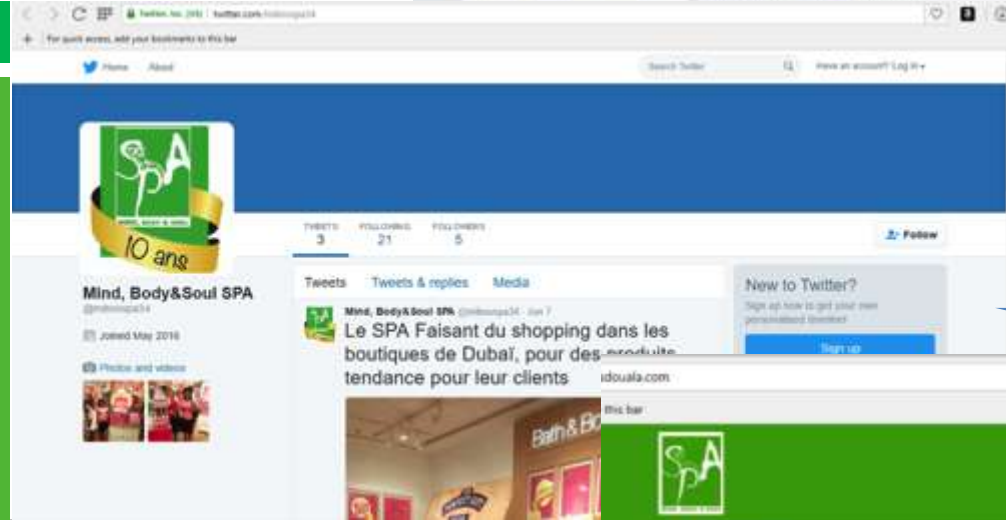
## WELFARE

## DIGITAL

- Website Building & Maintenance.
- Creating & Animating Social Media Platforms
- Monitoring & reporting

## OBJECTIVES

- Building & maintaining an effective online presence for the brand
- Set an interactive relationship between brand, clients and prospects
- Create visibility and recruit more clients



NOVELPOTTA CAMEROUN | Y&R

## FINANCE

### CORPORATE BRAND BUILDING

- Visual ID
- Corporate Material
- Event Management
- Website & Social  
Media

### OBJECTIVES

- Reward / consolidate  
Brand loyalty and  
increase fidelity clients
- Recruit new clients  
and increase visibility  
for the Brand.

### Payoff Line:

Proud to be Internal  
Auditors



IN PROGRESS



AGM – EVENT  
MANAGEMENT  
July 2016

Planning  
Branding  
Execution  
PR/MEDIA





FINANCE

PRODUCTION OF  
CORPORATE MATERIALS

Corporate Material  
Press article

OBJECTIVES  
increase Brand capital

Payoff Line:  
Proud to be Internal  
Auditors



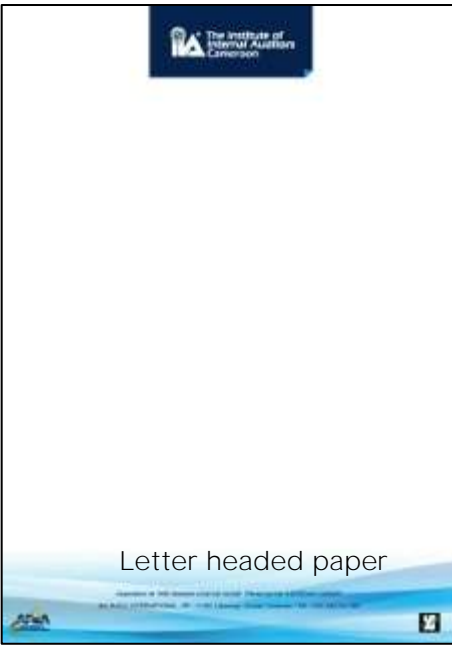
backdrop



Photo call



Envelop



Letter headed paper



Press



Member's card



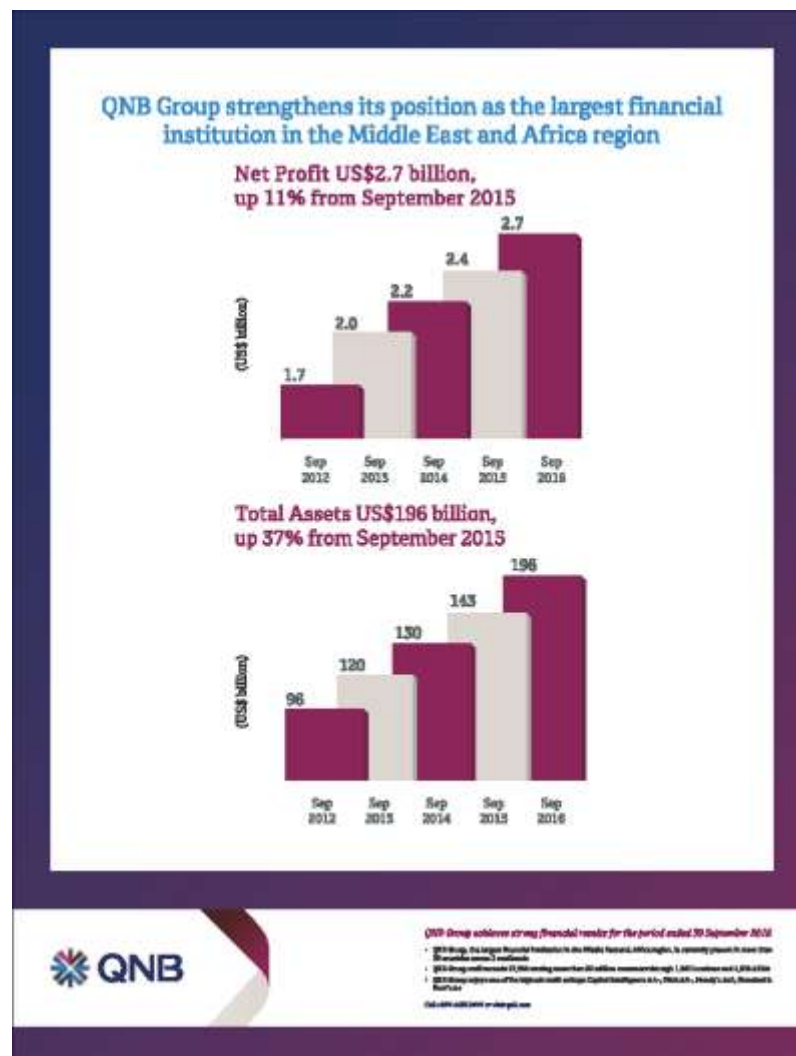
Rollup banner

## FINANCE

### MEDIA

- MEDIA BUYING (PRESS) CAMEROON MARKET

### Financial Report







## AGRIBUSINESS

### END OF YEAR SUSTENACE CAMPAIGN

- CREATIVE AND  
ADAPTATION

### OBJECTIVE

Connecting brand to  
its targets

Communicating on  
the brand through  
attractive creative  
visuals

### Communication

#### Angle:

For the New Year,  
Offer your most Top  
Smile!





## POSTERS

### AGRIBUSINESS

#### PRICE CHANGE CAMPAIGN

- CREATIVE AND  
ADAPTATION

#### OBJECTIVE

To communicate the new price to its consumers and suppliers

Communicating on the brand through attractive creative visuals

#### Communication

##### Angle:

A TOP flavour is Priceless.





# Vimto



Les Brasseries du Cameroun  
since 1957

## AGRIBUSINESS

### END OF YEAR SUSTENACE CAMPAIGN

- CREATIVE AND ADAPTATION

### OBJECTIIVE

Encouraging family  
packs and reconnect  
brand to target

Communicating on  
the brand through  
attractive creative  
visuals

### Communication

Angle:

Magic Christmas



Street banner

Dangers





## AGRIBUSINESS

### END OF YEAR SUSTENACE CAMPAIGN

- CREATIVE AND ADAPTATION

#### OBJECTIVE

To keep the brand alive in the minds of the consumers.

Communicating on the brand through attractive creative visuals

#### Communication

Angle:

Bring Happiness Home This Christmas!



Danglers

Street banner





## AGRIBUSINESS

### END OF YEAR PROMO CAMPAIGN

- CREATIVE AND ADAPTATION

#### OBJECTIVE

Reconnect and reawaken consumer interest for the brand through a promo

#### Communication

Angle:  
Affirm Your Style  
with Pelforth and  
Win!

**Pelforth**  
Premium International Quality Beer

**AFFIRM YOUR STYLE with PELFORTH and WIN!**

Remove the plastic seal under the crown to discover your prize  
**Thousands of free bottles to win**

... Affirm your style!

**Pelforth**  
Premium International Quality Beer

**PROMO**

Remove the plastic seal under the crown to discover your prize  
**Thousands of free bottles to win**

... Affirm your style!

**Les Brasseries du Cameroun**





**Les Brasseries du Cameroun**  
SINCE 1955

## AGRIBUSINESS

### CANAL OLYMPIA BRANDING

- CREATIVE AND  
ADAPTATION

### OBJECTIVE

To communicate the partnership with the new cinema theater

Push consumption of the TOP 035cl format during projection time.

### Communication

#### Angle:

VIVEZ DE GRANDES  
EMOTIONS CINEMA  
AVEC TOP





## ON-GOING PROJECTS | 2016 - 2017



VISUAL ID - BRAND BUILDING  
CORPORATE COMMUNICATION



**PHARMACIE DE  
L'ALLIANCE**  
MEDICAMENTS, ORTHOPÉDIE, DERMOCOSMÉTIQUE, CONSEIL

VISUAL ID  
BTL MATERIAL



CORPORATE MOVIE  
PRODUCTION

AGENCY is also engaged in a regional pitch

OUR COMPETENCES  
PR

# Our Competences



- Corporate Brand management
- Relationship with investors
- Relationship with the medias
- Managing programs/ employees
- CSR
- Sponsorship
- Managing Brand image/personality.
- Event Management
- Client Engagement.
- Crises Management.



# Advantages



Engagement



Strategy



Reliable partnership



Efficiency



Research



Team Work

# Our Strengths



- Logical planning
- Writing skills/ Copy writing
- Trusted relationship with journalists
- Mediation
- Crisis Management
- Meticulous and punctual monitoring
- Monitoring & Evaluation

# Strategic approach





# How we Operate



- Press Info / photo report
- Feature Articles
- Publi-report TV / Radio / Info
- Live Transmissions
- Newsletters
- Brochures and catalogues
- DJ hypes
- Press conference / Media Briefing
- Interviews
- Muses management / Testimonials
- Staff Relations (employees)
- Media tours
- Public speech
- Sponsoring / Partnerships

# Objectives

- Immediate media impact (the day after)
- Emailing of scanned press release pages before 10 am each day; the tears are sent at the end of the month.
- Monitoring of electronic media and the delivery of the recording off-air as dissemination of evidence (Audio / Video materials in MPEG format)
- Monitoring online media and emailing articles / send link as attachments
- Monthly PR and Evaluation Report (soft and copies ).
- Generation of proactive ideas and facts / events per month
- Weekly PR and Ad Hoc Meetings
- Perfect event coordination.
- Drafting press materials, speeches and other event-segmented materials.
- Analyzing competition and collecting useful information.
- Media analysis to identify and undertake share of RSI, new orientation in the sectors based on the PR values.
- The size of PR articles, articles with pictures / without photo and position on the page will be measured to boost the value of inclusion.
- Entirely devoted Team to manage PR campaigns
- Translation service available.







## MANCHESTER UNITED LEGEND'S TOUR TO CAMEROON

### BRIEF

Provide PR support to promote Manchester United's Legend-Quinton Fortune's visit to Cameroon

### APPROACH

Novelpotta Y&R used tested strategies to create media buzz for the 3-day visit of the sports icon to Cameroon. activities were lined up in order to make the visit a memorable one.



Intw airport



STV



Sweet FM



Daga Foot Academy



SABC Foot Academy



Akwa Palace Function



Akwa Palace Function



SABC Foot Academy

### RESULT

- Sustained awareness campaign on the visit/tour through out the at 2 football academies as well as match viewing session various stages of the visit.
- Consistent media reportage of the various activities
- Fortune was a guest on leading TV/ radio shows.
- A cocktail event, visit and interaction with fans successfully held
- Over 2.2 million advert value and 6.6 million PR value



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NOVELPOTTA Y&R PARTNERING WITH THE MINISTRY OF TRADE FOR COCOA FESTIVAL 2013

IDEA  
Develop PR Materials to promote Agency's partnership with government in the local cocoa promotion policy.

APPROACH  
Novelpotta Y&R used official visit of the Country Head with the Minister to create media buzz for Agency's partnership in organizing the 2nd edition of the first Cocoa International Festival

## RESULT

- Sustained awareness for the Agency as a big player in the Advertising market
- Consistent reportage of the visit on local and foreign media
- Important Online media coverage
- Over 1.2 million advert value and 3.6 million PR value



Novelpotta YR Country Head Minister of Trade



## BRANDNEWS

### Novelpotta Y&R Partners Cameroon On Cocoa Exhibition

NOVELPOTTA Y&R Minister of Trade, Republic of Cameroon, Luc Magloire Mbarga Antangana said: "FESTICACAO is a national promotional event for cocoa and is now an international rendezvous for the cocoa industry in Africa. This industry has the ability to employ more people than it is currently doing. The global demand, due to the multiple health benefit of the product, is on the increase and the onus is on us to encourage our young people to pursue careers along this line. This year, we are looking to boost the various investment opportunities in the cocoa industry. Through this approach, we believe many of our people, especially the youths, will be able to strategically position themselves to tap into the many opportunities that abound in the cocoa



Country Head, NOVELPOTTA Y&R Cameroon, Alex Bisso (left) and Minister of Trade, Republic of Cameroon, Luc Magloire Mbarga Antangana, during the signing of the Memorandum of Understanding on the FESTICACAO 2013 in Yaounde recently.

<http://www.investiraucameroun.com/tags/festicacao-2013>

### Martin Abessolo Meka

L'un des directeurs généraux de Cameroon Public Equity...  
C'est à Douala que l'un des directeurs généraux de Cameroon Public Equity (CPE) Martin Abessolo Meka a signé le contrat de sponsoring de l'événement. L'événement est organisé par le CICC (Conseil Interprofessionnel du Cacao et du Café) et le Ministère du Commerce. L'événement est organisé par le CICC (Conseil Interprofessionnel du Cacao et du Café) et le Ministère du Commerce. L'événement est organisé par le CICC (Conseil Interprofessionnel du Cacao et du Café) et le Ministère du Commerce.

### Novelpotta Y&R Cameroon

Une collaboration pour booster et améliorer la production...  
Novelpotta Y&R Cameroon a signé un accord de sponsoring avec le CICC (Conseil Interprofessionnel du Cacao et du Café) et le Ministère du Commerce. L'événement est organisé par le CICC (Conseil Interprofessionnel du Cacao et du Café) et le Ministère du Commerce. L'événement est organisé par le CICC (Conseil Interprofessionnel du Cacao et du Café) et le Ministère du Commerce.





## COCOA FESTIVAL 2013

BRIEF  
Develop PR support to promote 2nd edition of the International Cocoa Festival, .

## APPROACH

- Agency used a selection of Press, Online media to create buzz for the festival
- A mix of articles and press releases that mention participation of the biggest cocoa international organization to the event for the first time
- A media parley was organized and media briefed on the purpose of generating intense reportage and releases



## RESULT

- Sustained awareness for the agency as a big player in the Advertising market
- Consistent reportage of the visit on local and foreign media
- Important Online media coverage <http://www.investiraucameroun.com/tags/festicacao-2013>
- Over 1.2 million advert value and 3.6 million PR value

PR/CORPORATE  
COMMUNICATION

- BRAND BUILDING
- 2016 – 2017  
ACTIVITY PLAN

IN PROGRESS



**The Institute of  
Internal Auditors**



Proud to be  
an Internal  
**Auditor**

**NOVELPOTTA  
CAMEROUN**

**Y&R**



## ATM LAUNCH CAMPAIGN.

### • PRESS

### OBJECTIVES

ATM Launch  
Publicize the new  
banking products

Retain the loyalty of  
existing customers  
and recruit new ones

Bring the bank closer  
to it's targets.

PayOff Line:  
**The People's Bank of  
Trust**





MARKETING  
ETUDES/ENQUETES/SONDAGES

# Our case studies/ Market researches / Consumer behaviour...

Insight on Consumer Behaviour Towards Rice in:  
Cameroon, Togo, Ivory Coast, Senegal, Congo, Gabon...

OLAM

Market understanding research /In-Depth Interview on Rice Market in Côte d'Ivoire

OLAM

Insight on Consumer Behaviour Towards Mayonnaise in:  
**Cameroon...**

Y&R Dubaï

Case Study on the sachet instant sweet drink market (JOVINO):  
**Cameroon...**

CAMLAIT S.A

Market Insight & Consumer Behaviour towards  
Energy drinks in Cameroon

POWER HORSE

Market Insight & Consumer Behaviour towards  
usage of hygiene care products in Cameroon

WEMY INDUSTRIES NIGERIA **"DR. BROWN'S & NIGHTINGALE BRANDS"**.



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[www.yrafrica.com](http://www.yrafrica.com)  
[www.yr.com](http://www.yr.com)

# THANK YOU!