



► **COMPANY PROFILE**

AUGUST 2025



► Nurturing Ideas, Building Growth



▶ ABOUT US

Creative Nest Africa is a full-service creative and marketing agency that builds brands with clarity, purpose, and impact. We specialize in blending strategic thinking with distinctive design to help businesses communicate better, grow faster, and stand out in competitive markets. Our approach is insight-driven, design-forward, and digitally fluent, always tailored to meet the needs of modern, ambitious brands.

Whether you are launching something new or evolving what exists, we create bold, cohesive brand experiences that resonate and perform.

With an African foundation and a global outlook, we work across industries and borders, helping brands speak to the right audience, in the right way, at the right time.

CLICK LINK TO VISIT OUR PAGE: www.creativenestafrica.com

CreativeNest
africa

► WHO ARE WE?

Creative Nest Africa was born from the belief that great brands are built, not found. That consistency, clarity, and creativity shouldn't be optional they should be your foundation.

We are:

- Thinkers who understand the market.
- Designers who care about execution.
- Collaborators who treat your brand like our own.

We work with businesses across multiple sectors and every project is a fresh opportunity to build something meaningful.



▶ **WHAT MAKES US DIFFERENT**

We are not here to just “make things pretty.”

We are here to build brands that are:

- Strategically positioned
- Visually distinct
- Emotionally resonant
- Digitally effective

We combine deep insight, bold design, and smart marketing to help you connect with your audience and keep them.

We bring energy. We bring expertise. We bring results.



► OUR APPROACH

We don't just take briefs; we partner with vision.

Discovery & Research

We begin by listening. We take time to understand your brand, goals, market, and audience. This discovery phase ensures that our solutions are aligned with your vision and backed by relevant insights.

Collaboration

We see our clients as partners. Every project is a shared journey where we combine your expertise with our creative direction to ensure outcomes that truly resonate.

Tailored Execution

No two brands are the same. Whether it's a branding campaign, social media strategy, video production, or digital content, we craft solutions tailored specifically for your needs, scale, and industry.

Results & Refinement

We are driven by results. After deployment, we evaluate impact, collect feedback, and continuously improve. Our agile mindset ensures your brand stays ahead in an ever-evolving digital world.

Let's Build Something Bold Together



► OUR PROCESS

■ Discover

We dig deep to understand your goals, audience, and challenges.

■ Strategize

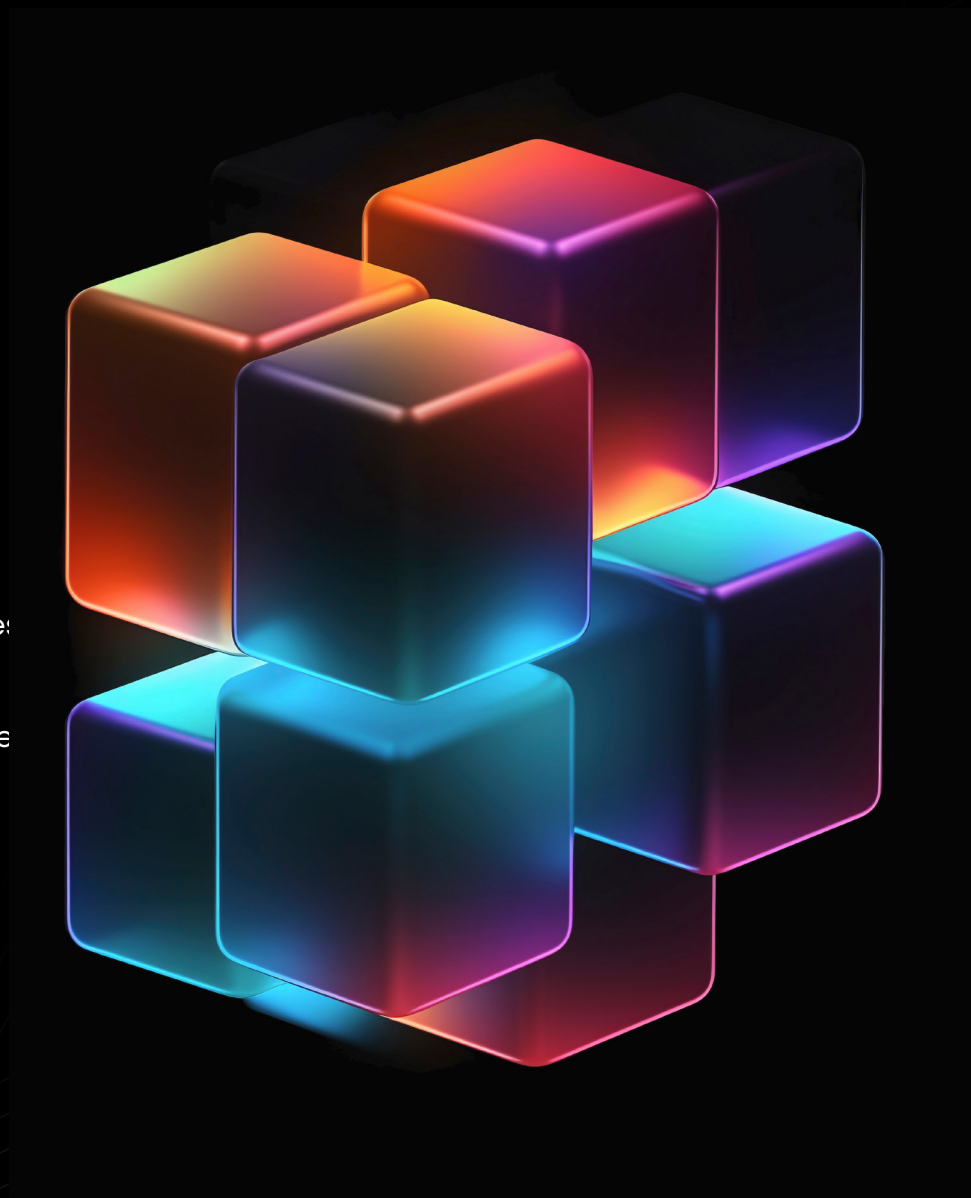
We craft a clear direction that connects your vision to market realities.

■ Create

We design branding, content, and campaigns with purpose and style.

■ Deliver

We execute flawlessly and measure what matters.



► OUR SERVICES

At CreativeNest Africa, our strategy is rooted in insight, creativity, and purpose. We don't believe in one-size-fits-all solutions, instead, we build intentional, research-based strategies that align with our clients' goals and speak directly to their audiences.

- Brand Positioning & Messaging
- Audience Research
- Campaign Planning
- Go-To-Market Strategy
- Brand Audits



▶ HOW WE CRAFT WINNING STRATEGIES

Every successful campaign begins with insight, planning, and positioning. Just like in a game of chess, we analyze the board your market landscape and define the right opening moves: market research, competitor audits, and brand clarity.

From there, we anticipate several moves ahead identifying audience behavior, communication channels, and moments that matter. We don't just react; we strategize like grandmasters, aligning creativity with commercial goals.

Each campaign element be it social content, design, media, or activations is a calculated piece on the board, from the boldness of a queen move (big ideas) to the precision of a pawn (day-to-day content). We know when to defend brand values and when to go on the offensive to capture attention.

In every project, our goal is clear: checkmate measurable impact, audience engagement, and business growth.



► DESIGN

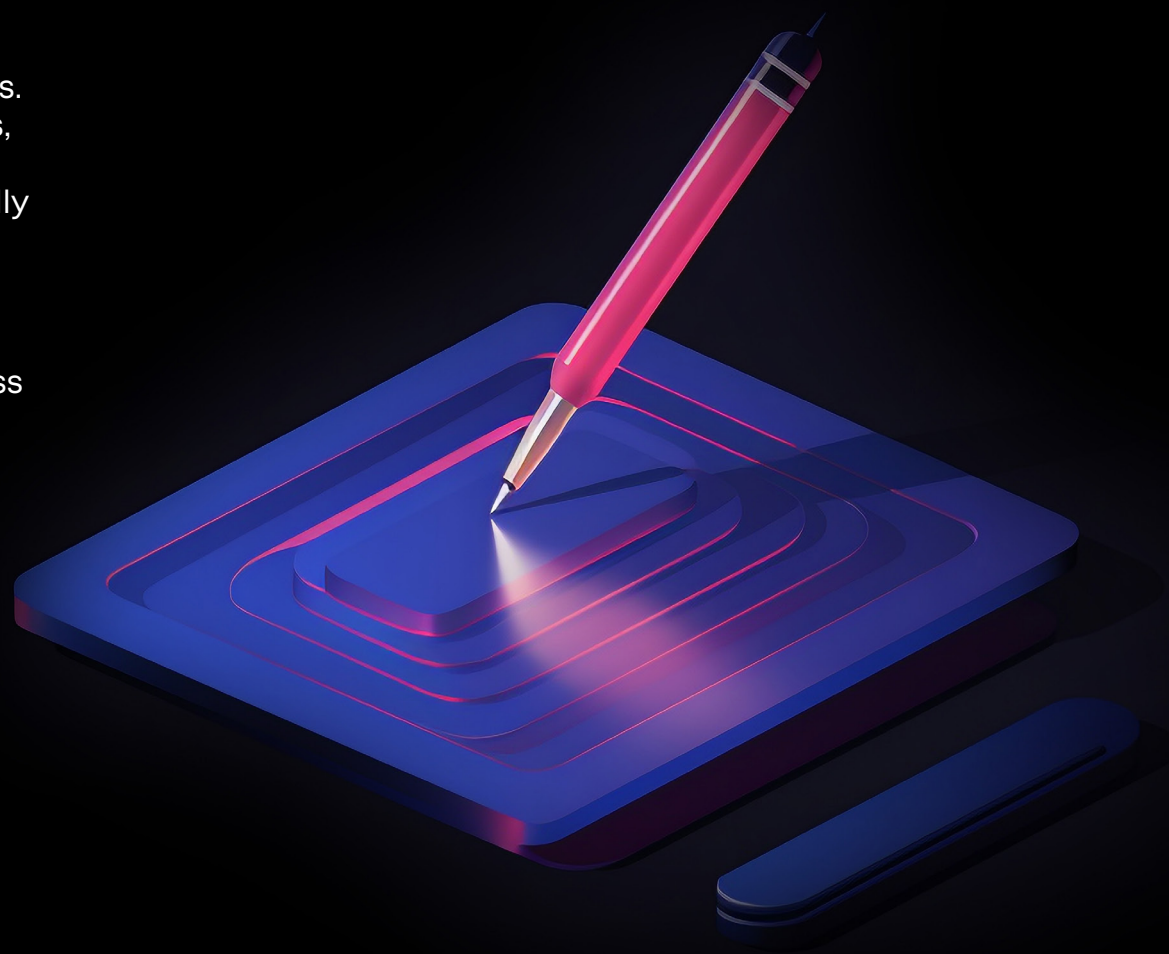
1. Human-Centered Design

We place people at the heart of our creative process. Whether we're developing brand identities, websites, or campaign visuals, we design with the end-user in mind—ensuring our solutions are intuitive, emotionally resonant, and impactful.

2. Brand Consistency & Versatility

We build cohesive visual languages that scale across platforms—from print to digital—while remaining flexible for diverse brand needs and touchpoints.

- Visual Identity
- Brand Guidelines
- Social Media Design
- UI/UX for Web & Mobile
- Packaging & Print Design
- Reports, Decks & Corporate Collateral



► MARKETING

Every campaign starts with a clear roadmap. We define objectives, audience segments, key messages, and success metrics before any content is created. Our strategies are guided by research, data, and your business goals.

1. Audience-Focused Content

We don't just market products, we tell stories that matter. Whether it's through social media, video, web, or traditional media, we tailor messaging and content formats to meet your audience where they are.

2. Digital-First Execution

In a mobile-driven, online world, our strategies prioritize digital platforms—creating scalable campaigns that reach wider audiences while remaining cost-effective and measurable.

- Digital Marketing Strategy
- Paid Ads (Meta, Google, TikTok)
- Content Calendars & Copywriting
- Social Media Management
- Influencer Collaborations
- Reels, Motion Design & Short Videos



► INDUSTRIES WE WORK WITH

- We're proudly multi-industry. Here's where we shine:
- Tech & Startups
- Medical & Healthcare
- FMCG & Retail
- Automotive & Industrial
- Education & Training
- NGOs & Non-profits
- Professional Services & Finance





**CREATIVITY THAT
CONNECTS WITH
THE RIGHT CROWD**

▶ **WORK IN PROGRESS**

We are currently collaborating on exciting projects across Zimbabwe, the region, and beyond.

From visual identity systems to go-to-market strategies, we are helping brands show up with confidence.

Portfolio available upon request.

(Or ask us to send you a sneak peek!)

▶ **WHY CLIENTS CHOOSE US**

- We listen before we design
- We combine business logic with creative thinking
- We are easy to work with and deliver on time
- We bring fresh energy without losing focus
- You won't just get a project done.
- You will get a partner in your growth.



BRAND IDENTITY-----



Corporate Wear-----



Marketing Material-----



DEC SPECIAL:

Get 10% OFF all international bookings!
Book by July 31st and explore the world on your terms

\$890
7 Days / 6 Nights

\$750
5 Days / 4 Nights

\$550
3 Days / 2 Nights

Get up close with the wild heart of Africa.

FOR BOOKINGS CONTACT
+263 782 564 990

VISIT OUR WEBSITE
www.tripora.com





**READY TO GO?
WE'VE GOT YOU**

At Tripora, we do more than just book trips, we design memories. We're here to make it seamless, stress-free, and unforgettable.

\$890
7 Days / 6 Nights

\$750
5 Days / 4 Nights

\$550
3 Days / 2 Nights

Get up close with the wild heart of Africa.

FOR BOOKINGS CONTACT
+263 782 564 990

VISIT OUR WEBSITE
www.tripora.com





**TIRED OF LAST-MINUTE
BOOKINGS AND TRAVEL
STRESS?**

Tripora makes it easy.

\$890
7 Days / 6 Nights

\$750
5 Days / 4 Nights

\$550
3 Days / 2 Nights

Get up close with the wild heart of Africa.

FOR BOOKINGS CONTACT
+263 782 564 990

VISIT OUR WEBSITE
www.tripora.com





FOR BOOKINGS CONTACT
+263 782 564 990
www.tripora.com

**READY TO GO?
WE'VE GOT YOU COVERED!**

\$890
7 Days / 6 Nights

\$750
5 Days / 4 Nights

\$550
3 Days / 2 Nights

Get up close with the wild heart of Africa.



Print Material



Logo Creation

Approach: The logo was designed to reflect Tripora's core values mobility, innovation, and connectivity.

Design Process: I explored typography and iconography that convey motion and reliability. The final logo combines a clean, modern font with a subtle symbol that evokes travel and direction.

Campaign Execution

I developed and executed a full campaign that spanned across multiple platforms to maximize reach and engagement.

Social Media

Created a series of branded posts for platforms like Instagram, Facebook, and Twitter

Content included launch teasers, service highlights, testimonials, and engagement-driven visuals

Focused on high-quality visuals and consistent brand voice

Billboards

Designed large-format visuals that captured attention quickly

Ensured bold, clear messaging that aligned with the brand's promise

Strategically placed in high-traffic areas for maximum visibility

Press Advertisements

Created print-ready designs for newspapers and magazines

Messaging focused on Tripora's unique value proposition

Layouts were clean, professional, and brand-aligned



BRIGHTENING HOMES, EMPOWERING BUSINESS.

Enjoy 24/7 electricity with our solar kits—designed for Zimbabwean homes. Choose the real professionals. Power cuts won't stop you now.

Get a solar kit for your home today!

✓ Repayment
From \$20/month

✓ Tenure
Up to 12 months.

+263 782 873 672
www.electrify.com
info@electrify.com

Avondale, Harare

Power Your Home Or Business With Ease

Come through and access a flexible USD salary or income based loan to buy your Kumusha Solar kit.

✓ Repayment
From \$20/month

✓ Tenure
Up to 12 months.

How to buy:
Visit our Harare showroom or WhatsApp us to get started.
Pay via USD, EcoCash, Bank Transfer.

Terms & Conditions Apply

Solar Made Simple

+263 782 873 672
www.electrify.com
info@electrify.com

Avondale, Harare

Cut the Bill, Not the Power!

Say goodbye to crazy electricity bills. Go solar with Electrify and power your home the smarter way.

✓ Repayment
From \$20/month

✓ Tenure
Up to 12 months.

How to buy:
Visit our Harare showroom or WhatsApp us to get started.
Pay via USD, EcoCash, Bank Transfer.

Terms & Conditions Apply

Solar Made Simple

+263 782 873 672
www.electrify.com
info@electrify.com

Avondale, Harare

From Overhead to Overachievement

Turn one of your biggest expenses electricity into a competitive advantage with Electrify's solar tech.

✓ Repayment
From \$20/month

✓ Tenure
Up to 12 months.

How to buy:
Visit our Harare showroom or WhatsApp us to get started.
Pay via USD, EcoCash, Bank Transfer.

Terms & Conditions Apply

Solar Made Simple

+263 782 873 672
www.electrify.com
info@electrify.com

Avondale, Harare

Energy Independence Starts Here

Don't let power outages slow your business. Electrify keeps your operations running, day and night.

✓ Repayment
From \$20/month

✓ Tenure
Up to 12 months.

How to buy:
Visit our Harare showroom or WhatsApp us to get started.
Pay via USD, EcoCash, Bank Transfer.

Terms & Conditions Apply

Solar Made Simple

+263 782 873 672
www.electrify.com
info@electrify.com

Avondale, Harare



electrify

Creativenest Africa partnered with Electrify, a solar energy company, to launch a dynamic marketing campaign aimed at promoting clean and affordable solar solutions for households and businesses across Zimbabwe.

Our team developed a cohesive brand narrative built around the theme “Power Your Life with the Sun”, highlighting Electrify’s commitment to sustainability and energy independence.



