

2025

COMPANY PROFILE

BRAND
STRATEGY

HOW IT WORKS

BRAND MARKETING DETERMINES
YOUR OVERALL **GROWTH**



Addlife Media Group

- +254 729 222 520
- addlifemediagroup@gmail.com
- www.adlifemediagroup.co.ke



Addlife Media Group

About Us

Founded in 2016, Addlife Media Group has grown into one of Kenya's trusted creative partners in the corporate, commercial, and business sectors. With a strong focus on design, printing, branding, signage, and social media marketing, we have consistently delivered impactful solutions that help our clients stand out and communicate effectively.

Our commitment to quality, creativity, and timely delivery has earned us the trust of a wide range of clients across various industries. From startups to established corporations, we've had the privilege of bringing their brands to life through powerful visuals and strategic messaging.

Over the years, we've built a solid portfolio that reflects our versatility and dedication to excellence. Be sure to check out our list of satisfied clients at the end of this profile — and stay tuned, because there's much more to come.



What We Do

At Addlife Media Group, we specialize in delivering creative and impactful solutions across multiple media platforms. We have proudly served businesses, corporates, and commercial clients across Kenya through the following services:

1

Graphic Design

We bring ideas to life through professional, eye-catching designs.

Our experienced design team works closely with clients to craft unique and compelling visuals that represent their brand identity and business goals.



DESIGN

LOGO



BUSINESS CARDS



FLYERS/POSTERS



TRIFOLD BROCHURES



ORDER BOOKS



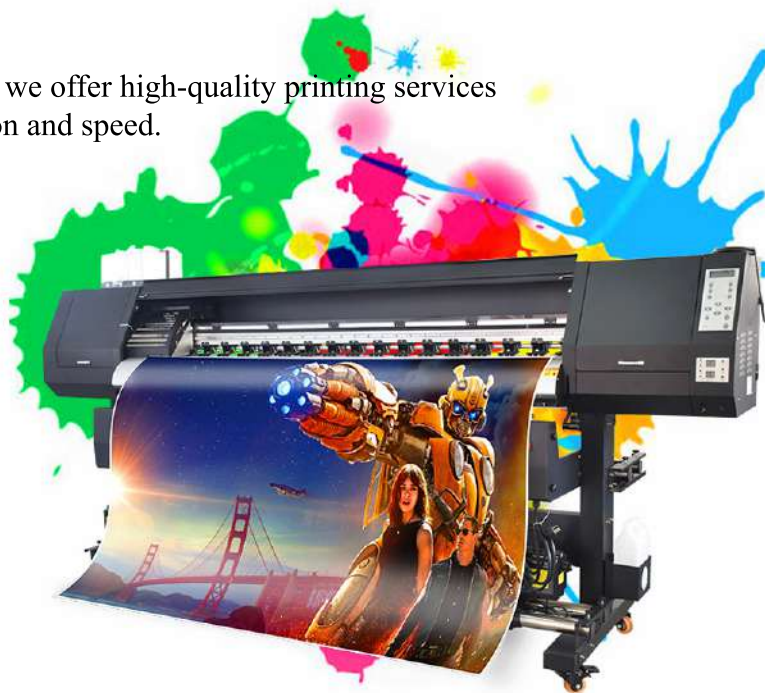
CALENDARS



2

Printing

From business cards to large-format prints, we offer high-quality printing services that meet your business needs with precision and speed.



print

POSTERS
& FLYERS

ROLL-UPS
& BANNERS

BROCHURES
& BOOKLETS

FOIL
& STICKERS

3

Branding

1) OFFICE & RETAIL SOLUTIONS

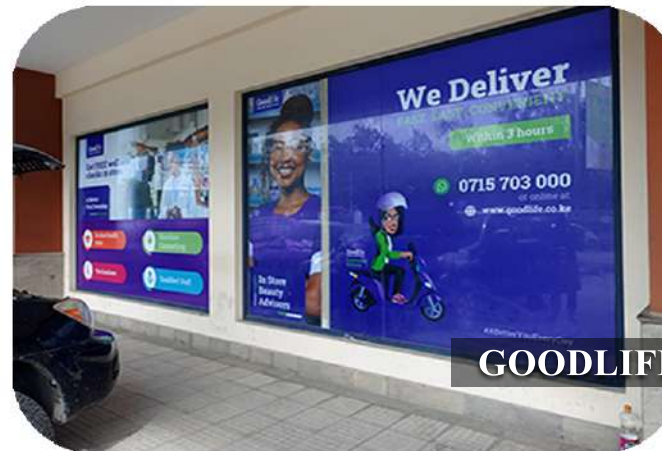
We help businesses stand out by developing strong, consistent brand visuals across all touchpoints, from branding **Businesses, Offices, Vehicles, Merchandise, Packaging and more....**





II) BUSINESS & RESTAURANT SOLUTIONS

- Stickers
- One way
- Tint & Frothing
- Print & Cut
- Sticker on Forex
- Sticker on Perspex
- Wallpaper
- Carpeting and Tiling



GOODLIFE PHARMACY



4

Signages

We design, produce, and install custom signage solutions that make a lasting impression, both indoors and outdoors. From concept to installation, we provide a wide range of signages tailored to your brand, location, and audience. Whether you need signage for a storefront, event, office space, or outdoor advertising, we ensure quality, durability, and creativity in every project.



Addlife Media Group



Addlife Media Group



Pylon / Totem

We create high quality Pylons/Totems to suite your Company/business brand, the advantages of having such structures for your business are:

High visibility, Directional Aid, 24/7 Advertising, Long term ROI, Multi tenant display(Ideal for Plazas, Office parks & Shopping complex)

Brand awareness





Addlife Media Group

5

Merchandise Branding

We specialize in creating customized promotional products that enhance brand visibility and leave a lasting impression. From branded **apparel**, **corporate gifts**, and **event giveaways** to promotional items like **mugs**, **pens**, **notebooks**, **lanyards**, **umbrellas**, and more..



APPARELS



MUGS & TUMBLERS



BOTTLES

UMBRELLAS



NOTEBOOKS



PEN BRANDING

6

Vehicle Branding

We offer high-impact vehicle branding services that transform your fleet into mobile billboards, helping you increase brand visibility wherever you go. From cars and vans to trucks and buses, our team delivers custom designs using high-quality materials that ensure durability, weather resistance, and a professional finish. Whether it's full wraps, partial wraps, or decals, we help you make a lasting impression on the road.



7

Social Media Marketing

We help businesses grow their online presence through strategic social media marketing. From content creation and scheduling to audience engagement and paid campaigns, we manage it all to ensure your brand stays visible, relevant, and engaging across platforms like Facebook, Instagram, X (Twitter), LinkedIn, and TikTok. Our goal is to turn followers into loyal customers by telling your brand story in a way that connects and converts.



Advantages of Social Media Marketing

- Increased Brand Awareness
- Cost-Effective Marketing
- Targeted Advertising
- Real-Time Customer Engagement
- Increased Website Traffic
- Improved Brand Loyalty
- Performance Analytics
- Lead Generation & Sales



Which Social Media Platform is Right For Your Business?



FACEBOOK

- Facebook is still, far and away, the most popular social media platform
- It boasts 1.79 billion worldwide users
- 73% of the US adult population
- The most evenly-distributed demographics of any platform
- 1.66 billion mobile active users



TWITTER

- Despite being arguably the second-most recognized platform out there, Twitter is fourth in usage
- 230 million monthly active users
- Delivers 1 billion unique visitors to websites via embedded links



INSTAGRAM

- 400 million active users a month
- Instagram user base is skewed towards a younger demographic
- Instagram has a user engagement rate of 4.21% - far exceeding Facebook and Twitter
- 40 million photos are shared on Instagram everyday from a user based that is 75% outside the U.S.



GOOGLE+

- Google+ users are 67% male
- The majority are in technical and engineering fields.
- The average age, somewhat surprisingly, is 28.
- Although the platform boasts 2.2 billion profiles, only 4 million or so are active



PINTEREST

- Pinterest has, in the past year vaulted its way to the #3 spot as most popular social media platform
- 21% of all US adults using it.
- 84% of those users are female—which makes it the second most popular site by far for this demographic.



LINKEDIN

- 414 million users
- 38% of internet users with an income of more than \$75k are on the platform
- 79% of LinkedIn users are aged 35 or older, making it the oldest platform in this list.
- The three dominant sectors on the platform are high



SNAPCHAT

- 50% of new users are over the age of 25
- 85% of monthly U.S. users are between 13 and 34
- 30% of teens rank Snapchat as the most important social network
- 7 of 10 users are millennials
- 60% of college students say they'd purchase from a brand if sent a coupon on Snapchat





Addlife Media Group

OUR PARTNERS

