

amy fletcher



rachel collins

visionary pr



union & co

Portfolio

ANIKA SHAH

BRAND ACTIVATIONS



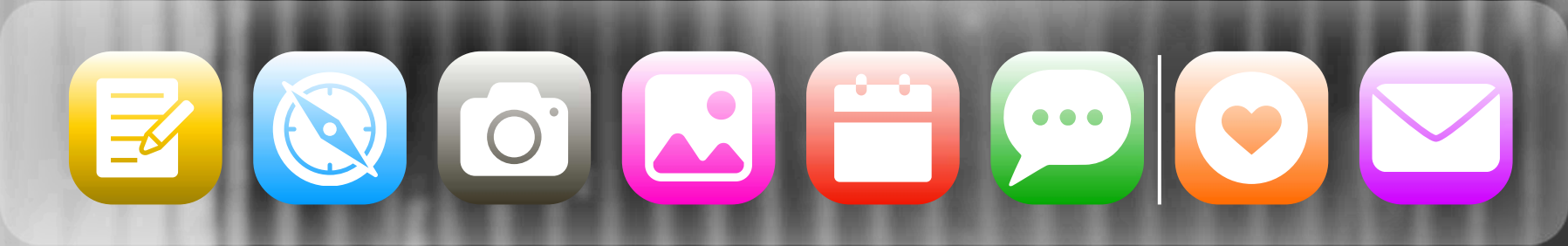
studio north



charlotte newman



oliver shaw



BTL & EXPERIENTIAL MARKETING

We bring your brand directly to your consumer where they live, work, shop, and gather. Our BTL and experiential campaigns create real, two-way interactions that no digital ad can replicate.

14+ Activation Days

360° Brand Coverage

15+ Service Elements

HOW CAN WE HELP YOU?

Below-the-Line & Experiential Marketing Services



Brand Activations:

High-impact on-ground activations that put your product directly in the hands of your target consumer through demos, sampling, and interactive experiences.



Brand Ambassador Management:

Trained, brand-briefed ambassadors who represent your product with energy and precision, driving trial and consumer conversations at every stop.



Consumer & Trade Promotions:

Targeted promotions designed to incentivise purchase, build trial, and reward loyalty — delivered on-ground and amplified through digital channels.



Sampling & Merchandising:

Strategic product sampling programmes and branded merchandising solutions to build awareness, drive first-use, and reinforce brand presence in trade.



Roadshows & Mobile Campaigns:

Fully branded rig roadshows that travel to your audience markets, estates, malls, and event zones ensuring maximum geographic coverage.



Product Launches & Events:

End-to-end execution of product launches, trade events, and corporate activations from concept and logistics to crew, branding, and digital coverage.



In-Store & POS Activations:

Retail activations and point-of-sale campaigns that convert browsers into buyers through sampling, shelf engagement, and branded merchandising.



Entertainment & Experiential:

DJ stages, mascots, dancers, MCs, and live entertainment that create crowd-drawing, memorable brand moments with lasting emotional impact.



Softcare Company Limited through their new brand Allround wanted a ground activation targeting mothers in the Central and North Rift Valley regions covering Nakuru to Eldoret

project 1

Fixit PR committed to executing this request with a robust Eldoret starting in Edloret and asserting the brand firmly in people's minds. It was a success.

2026 May

creative



portfolio



photography



2026 May

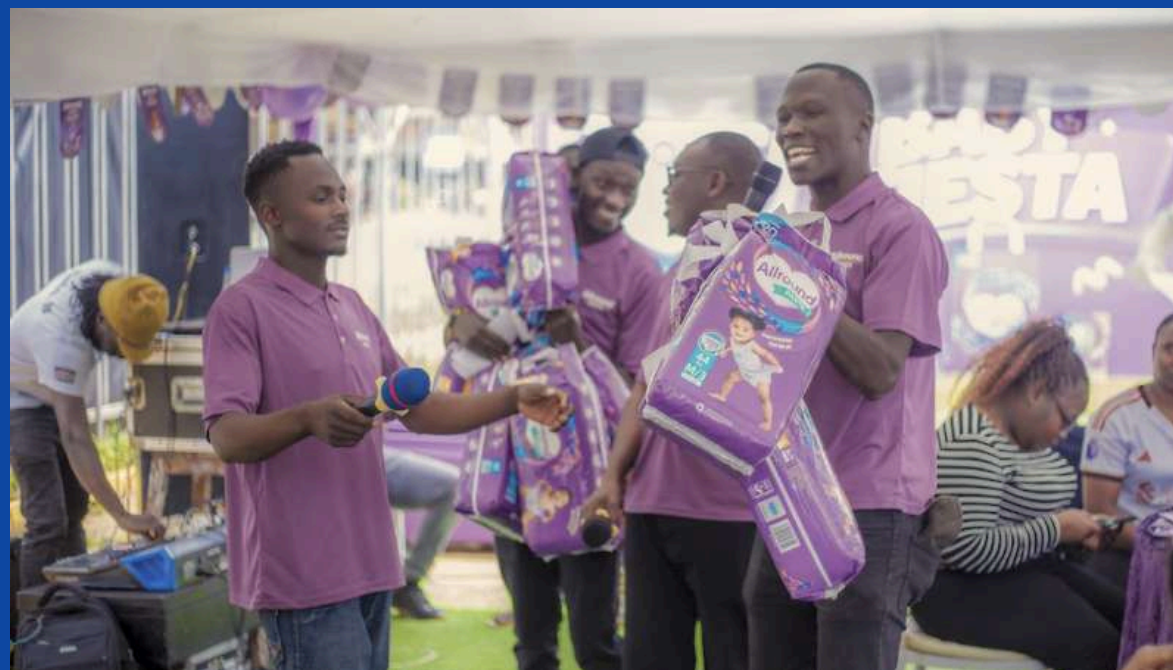
creative



portfolio



photography





Cussions line of baby products needed a reactivation of their brand through the Share Joy campaign that targeted mothers in malls.

project 2

Fixit PR was commissioned to complete the project successfully employing creative engagement to achieve a resounding success for the brand recovery.







Bic needed an activation to popularize its new shaving razors in the Rift Valey region, starting in Nakuru county,, Naivasha.

project 3

Fixit PR was commissioned to complete the project succesfully employing creative engagemrnt to achieve a resounding sucess for the brand recovery.







Total Africa needed a campaign to push their Lipa na Kadi campaign to drivers who fuelled, both in the public transport and private divers segments in Nairobi

project 4

Fixit PR was commissioned to complete the project successfully employing creative engagement to achieve a resounding success for the campaign







**Human+AI
Innovation**

**Agile and Adaptive
Approach**

**Hyper-Local
Expertise with
Global Reach**

What Make Us Different?

Our Contact Information

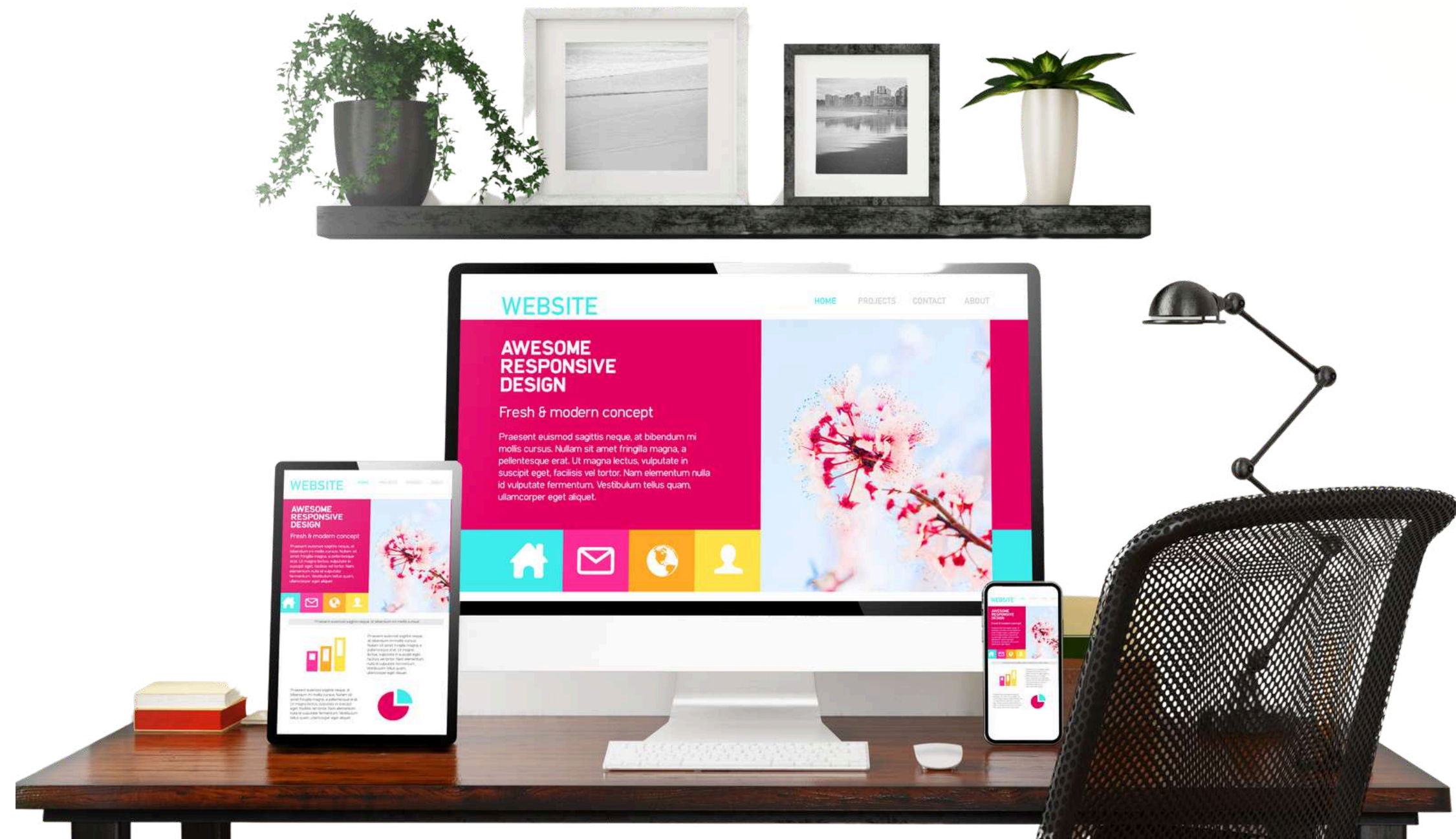
Who tells your story?

FIXIT PR Helps Businesses Succeed by
Providing them With Digital outreach solutions.

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FIXIT PR[®]

“Expert Craftsmanship You Can Rely On”



THANK YOU

We look forward to crafting and maintaining your image

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