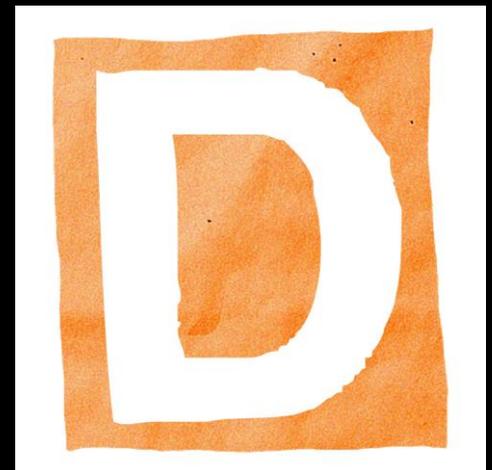


● COMPANY PROFILE 2025

DOWNEY
INTERACT
IGNITING VISIBILITY

Africa's **Bold** Marketing Agency



WHO WE ARE & OUR STORY

01

Bridging the Gap Between Digital & Reality.

Downey Interact is a Nairobi-based creative agency founded on a simple yet powerful premise: **Marketing is fragmented, and it shouldn't be.**

We recognized that digital agencies often lacked the ability to create tangible human connections, while event companies struggled to capture the data needed for long-term growth. We were built to solve this disconnect.

Our Core Mission:

To empower brands with strategic communication, digital innovation, and curated experiences that build loyalty and drive measurable business growth.



Partnership, Not Vendorship

We operate as an extension of your internal team. Our transparent, collaborative approach ensures we are always aligned with your business goals, not just your marketing calendar.

- > **Bespoke Strategy:** No cookie-cutter templates. Every solution is custom-architected for your specific market challenge.
- > **Agile Execution:** Constant communication loops allow us to optimize campaigns in real-time.

The Feedback Loop

Our unique advantage is the **Integration Loop**. We don't just run separate ads and events; we make them talk to each other.

- > **Digital Drives Footfall:** We use precision targeting to send high-intent customers to your physical activations.
- > **BTL Captures Data:** We turn offline interactions into digital leads for long-term retargeting.
- > **One Voice:** Consistent messaging across every single touchpoint.



OUR GUIDING VALUES

03



Creativity with Purpose

We reject "art for art's sake."
Every creative choice is backed by data and serves a commercial objective.



Excellence in Execution

Strategy is nothing without delivery. We sweat the logistical details so you don't have to.



Client-Centricity

We don't offer cookie-cutter packages. We immerse ourselves in your industry to solve your specific problems.



Impact Driven

If it doesn't move the needle, we don't do it. We are obsessed with measurable ROI.



INTEGRATED SOLUTIONS

04

We deliver a full 360° brand presence across three key pillars.



Digital Performance

Acquisition-focused campaigns, SEO dominance, and high-conversion web development.



Brand Communication

Strategic PR, unified brand identity, and reputation management to build trust.



Experiential Marketing

High-impact roadshows, in-store activations, and immersive events that drive trial.



STRATEGY & ACQUISITION

Converting Traffic into Revenue.

We move beyond vanity metrics like "impressions." We engineer digital ecosystems focused on **ROAS (Return on Ad Spend)** and **CLV (Customer Lifetime Value)**.

Our Capability Stack

- > **Paid Media:** Precision targeting on Google, Meta, & LinkedIn to capture high-intent leads.
- > **SEO & Content:** Technical dominance to own search rankings and drive organic traffic.
- > **Analytics:** Real-time dashboards to track every dollar spent vs. revenue generated.





IDENTITY & REPUTATION

Consistency Builds Trust.

Inconsistent messaging weakens a brand. We develop comprehensive frameworks to ensure your voice is **clear, consistent, and compelling** across every channel.

Key Focus Areas

- > **Unified Identity:** Visual and verbal guidelines that keep your brand recognizable.
- > **Strategic PR:** Securing valuable media placements to build genuine thought leadership.
- > **Crisis Mgmt:** Proactive planning to protect your reputation before issues arise.



EXPERIENTIAL MARKETING

07

ON-GROUND IMPACT

The Power of Physical Connection.

In a digital world, physical connection is a premium differentiator. We transform passive audiences into active participants, creating emotional resonance that drives deep brand affinity.

Activation Types

- > **Roadshows:** High-volume mobile activations targeting mass awareness and product trial.
- > **In-Store:** Disrupting the shopper journey at the Point of Sale to trigger immediate purchase.
- > **Guerrilla Stunts:** High-impact, unconventional activations designed for viral reach.



SPECIALIZED DIVISIONS

08

Lumina Luxe

Premium Event Curation

We move beyond standard event management to curate masterpieces of occasion. This division is dedicated exclusively to high-net-worth engagements where every detail reflects absolute prestige.

DELIVERABLES

- > Bespoke Environmental Design
- > White-Glove Guest Management
- > High-Profile Media Alignment

Field Talent

Training & Execution

A campaign is only as effective as the people executing it. Our internal academy recruits, trains, and certifies Brand Ambassadors to ensure they are true product experts.

QUALITY ASSURANCE

- > Rigorous Product Knowledge Training
- > Real-time KPI Monitoring
- > Consistent Brand Tone Delivery



Our Clientele

09

We are proud to have delivered successful campaigns to our clients.



"Delivering proven impact across FMCG, Hospitality, Education, and Media."



OUR LEADERSHIP

10



Lee Okoth

Director & Chairperson

Strategic oversight and corporate governance expert.



Lewis Madigo

CEO & Lead Strategist

Visionary leadership driving integrated campaign strategy.



Rose Wanza

Head of BTL Activations

Operational excellence in large-scale experiential marketing.



LET'S BUILD YOUR SUCCESS.

Ready to bridge the gap between your brand and your audience?

Contact us today for a tailored consultation.



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