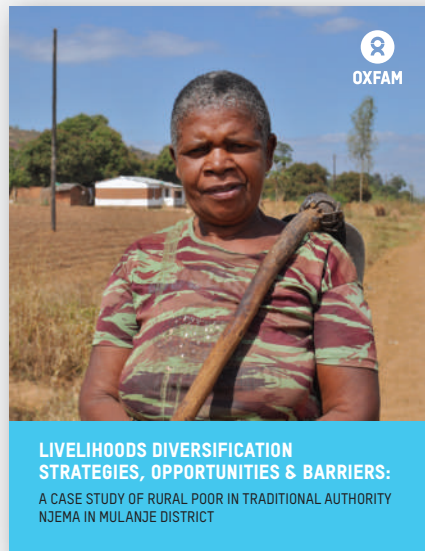


IMPERIAL

MARKETING & ADVERTISING AGENCY

COMPANY
PROFILE



INTRODUCTION

Registration Name: Imperial Marketing & Advertising Agency
 Registration Number: 111338
 Registration Date: 20th October, 2008
 Surtax Registration: 30763884

Imperial Marketing & Advertising Agency herein referred as “**Imperial**” is a wholly Malawian owned service agency with over 12 years experience dealing in a wide range of marketing & media services. Concept development, Designing, Printing, Branding, Protective wear, Sign writing, Computerised signage, Media Services, Public relations, Publicity and Billboards. At Imperial we believe that every communication creates an impression, causes an emotional reaction and makes a statement about the company, organisation, government ministry / department and its values. We believe in deadline and timely service delivery because we value that, our client want our expertise for a purpose within their jurisdictions.

OUR MISSION

To offer expert advice and unique products / services that supersedes our client's expectations.

OUR VISION

Becoming the foremost provider of communication, public relations and creating value for our customers by providing creative communications solutions through excellent service. And be among the top 3 Agencies in Malawi within the next 5 years, thereby contributing significantly to the country's growth.



a. Concept Development, Designing and Printing

As a team we discuss and understand our customers communication needs for purposes of developing Public Relations, Advertising, Marketing and Media vehicles that addresses the clients respective needs including crisis management.

We design and print Books, Newsletters, Magazines, Leaflets, Brochures, Stickers, Posters, Calendars, Annual Reports, Business Cards & Cards for all occasions, Buntings, PVC Banners, Rollup Banners, X-Banners, Versatile Banners (Backdrop), Telescopic Banners, Harp (Teardrop) Banners, A-Frame Banners, Horse Shoe and Pop-up Banners, Table Cloths, Flyers, Folders, Memo Pads, Diaries, Notebooks, e.t.c.

b. Branding

We brand T/Shirts, G/Shirts, Denim/Bush Shirts, Sports Uniform, Corporate wear, Neck ties, Umbrellas, Wrappers (Chitenje), Reflective Jerseys & Bibs, Spare Wheel Covers, Bottle Openers, Keyrings, Executive Conference Bags, Back Packs, School Bags, Drawstring Bags, Wall Clocks, Wrist Watches, Netballs, Footballs, Mugs, Flash discs, Corporate and Country Flags, Writing Utensils (Pens, Rulers e.t.c), Games (Puzzles, Fortune Tellers, Rubik Cubes e.t.c), Mascots, Gazebos, Tents, Kiosk, Promo Table e.t.c.

c. Protective Wear

We supply Rain Coats & Rain Suits, Overalls & Work suits, Safety Shoes and Gumboots, Gloves (PVC, Leather and Acid Resistant), Forecourt Trousers, Track Tops, Face Masks, Face Shields e.t.c.

d. Signwriting and Computerised Signage

We print Cloth Banners, Door Signs, Road Signs, Correx Signs, ABS Plastic Signs, Vehicle Branding, Wall Signs, Window Dressing and also Wall Signwriting (Bus Stops, Buildings) e.t.c.

OUR SERVICES



f. Media Services

Our media services cover a wide range of clients needs from print to electronic and internet based solutions. These include radio and TV productions and not limited to panel discussions, documentaries, adverts, jingles, plays & drama, web designing, hosting and management. We also offer professional photography, writing & editing of various types of documents including Annual Reports, conference reports and such other in the family. We also offer document translation services.

g. PR & Publicity Services

Our public relations services cover all sorts of image creation and recreation efforts to help our clients and work in harmony with their publics. These include media management, media liaison, community outreach & mobilisation, conference management, facilitation and reporting. We also offer news story pitching services to help our clients appear in the right frame in both print and electronic media.

We also organise on behalf of our clients, press conferences with a targeted audience of Journalists that will help our clients story get across to the targeted audience

We also organise and moderate/facilitate public debates, open days, service/product launch, events including road shows. Using our experienced Graphic Artists, we design and facilitate placement of advertisements in different newspapers.

h. Billboards

We design, print and place Billboards across the country. We have own infrastructure in Chitipa, Karonga, Mzuzu, Nkhata Bay, Mzimba, Salima, Dowa, Lilongwe, Mchinji, Dedza, Mangochi, Ntcheu, Machinga, Zomba, Mulanje, Thyolo, Blantyre, Chikwawa and Nsanje

h. Stationery

We supply; Toners, Catridges, Paper, Staplers, Punchers, Correction Fluid, Name Tags, Notebooks, Notapads, Pens, Pencils, Rulers, Card Holders, Desk Organisers etc



a. Maxwell Kalulu (Marketing Leader)

A reknown Marketer with over 20 years experience in the field of marketing and advertising. Having worked with Malawi’s Nation Publications Ltd and Commercial World as a Senior Advertising & Sales Executive and Marketing Executive respectively, before deciding to help in setting up Imperial Marketing & Advertising Agency. Currently studying Postgraduate Diploma (Chartered Institute of Marketing)

b. Wisdom Chingwede (Media Specialist)

With over 18 years of an industrious career in general news reporting, investigative journalism and media management, Wisdom has been in PR and Media liaison as a private practitioner for over 7 years. He has managed media on behalf of our clients. Wisdom has worked as a Senior Investigative Journalist at Nation Publications Ltd, publishers of The Nation, Weekend Nation, Sunday Nation and the vernacular Fuko. Before joining NPL, Wisdom was the founding Head of News for Malawi’s number one radio station Zodiak Broadcasting Station (ZBS) where he was pivotal in growing a news genre that has revolutionalised Malawi’s broadcast news.

He has worked with Malawi’s oldest newspaper establishment BNL Times where he served as Chief Reporter steering a team of over 40 journalists. He launched his broadcast career at Capital Radio where he worked as news editor and later Head of News & Current Affairs. This was after he left Pride Magazine where he worked as a Senior Features Writer.

Wisdom armed with a MA in International Relations and BA in Mass Communication, launched his career in 1998 at the defunct Chronical Newspapers.

c. David Selemani (Productions)

Holds a Diploma in Graphic Designing. David has over 12 years experience in creative designing and production. With his creative depth, David has designed most of the works that have left our clients wowed. He is ever ready for any creative challenge. He heads our production unit.

OUR TEAM

OUR CLIENTS



Printing, Branding & Billboards



Printing, Branding, Signwriting & Billboards



Printing, Branding & Media Services



Printing, Branding, Signage, Media Services & Billboards



Printing & Branding



Printing & Branding



Department of Economic Planning & Development

Printing, Branding, Signage, Media Services & Billboards



Ministry of Education Science & Technology

Printing, Branding & Media Services



Printing, Branding



Printing, Branding



TB Control Programme

Printing, Branding & Billboards



Printing & Branding



DRTSS

Printing



Printing, Branding & Signage



Printing & Branding



Printing & Branding



Printing & Branding



Printing & Branding



Printing



Printing, Branding



Printing & Branding



Printing, Branding & Signage



Printing, Branding & Signage



Printing & Billboards



Printing, Branding & Media Services



Printing, Branding & Signage



SHAYONA CEMENT

Printing, Branding & Signage



Printing, Branding



Printing & Branding



Printing & Branding



Printing, Branding & Signage



Printing & Branding



Branding & Signage



Printing & Branding



Printing, Branding & Signage



Printing, Branding & Media Services

OUR CLIENTS

OUR CLIENTS



Printing, Branding



Printing, Branding



Printing & Branding



NIRAS

Printing, Branding & Media Services



PROMAN

Printing, Branding, Billboards & Signage



DAI

Printing, Branding & Media Services



Printing, Branding & Media Services

act:onaid

Printing & Branding



EMBASSY OF ICELAND

Printing, Branding & Signage



UMODZI PARK
HOTEL · CONVENTIONS · EVENTS

Printing & Branding



Department of Fisheries

Printing, Branding, Signage, Billboards & Media Services



Malawi Flood Emergence Recovery Project

Printing, Branding & Media Services



PHARMACY, MEDICINES & POISONS BOARD

Branding & Signage



Save the Children

Printing & Branding



Printing & Branding,



Designing, Printing & Branding



Printing, Branding, & Signage



Designing, Printing & Branding



WHY USE IMPERIAL?

a. Professionalism

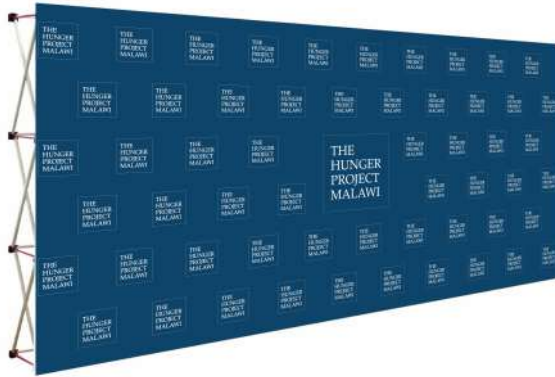
Imperial has a team of well experienced professionals in areas of Marketing, Media Management, Designing, Photography, Production and Editorial. This team of professionals has the art of listening and offering expert advice in line with your requirements.

b. Time

We appreciate that time is a perishable resource hence all our clients' work is carried out with exceptional speed to ensure timely delivery.

c. Commitment

We believe that every communication creates an impression, causes an emotional reaction and makes a statement about the company and its values hence we strive to offer our clients quality products and services at all times at prices within our client's budget.



Contact Persons: Maxwell Kalulu (Marketing)
Pio Hau (Marketing)

Physical Address: Mipingo House, Next to UNDP,
Opposite Ministry of Lands
City Centre, Lilongwe

Postal Address: P.O. Box 2003,
Lilongwe, Malawi

Phone Numbers: +265 1 773 267 | +265 888 860 289 | +265 997 076 399

Email Address: imperialmarketing07@gmail.com

Website: www.imperial.com

OUR CONTACTS



CLOSING REMARKS

We thank you sincerely for taking your time in reading our Profile and hope to be of service to you in the near future.

Yours Faithfully,
For; Imperial Marketing & Advertising Agency

Maxwell KALULU
Marketing Leader

Mipingo House, Next to UNDP,
Opposite Ministry of Lands
P.O. Box 2003, Lilongwe, Malawi
01 773 267 | 08 88 860 289 | 09 97 076 399
imperialmarketing07@gmail.com