

According to the quarterly sector statistics report by the Communications Authority of Kenya (CA), at the end of the quarter, mobile penetration stood at 88.1 per cent with 37.8 million subscribers up from 36.1 million in the previous quarter.

MOBILE MARKETING SOLUTIONS

Mobile driven marketing Solution that helps you reach virtually everyone in your location, town, city and country

Confidentiality statement



This document contains proprietary and confidential information. All data submitted is Provided in reliance upon involved parties' consent not to use or disclose any information contained herein, except in the context of business dealings between SMART SPACE AFRICA and Recipient of this document (Client).

The recipient agrees to instruct each employee that they must not disclose any information concerning this document to other except to the extent that such matters are generally known to and available for use by the public. The recipient also agrees not to duplicate and distribute or permit others to duplicate or distribute any material contained herein without SMART SPACE AFRICA express written consent.

SMART SPACE AFRICA agrees to not to duplicate and distribute or permit others to duplicate or distribute any material received from the Client. SMART SPACE retains all title and lien to all intellectual property rights to the material and trademarks contained herein including all supporting documentation, files, marketing material and multimedia; until such material is paid for by the client/recipient.

BY ACCEPTANCE OF THIS DOCUMENT, BOTH PARTIES AGREE TO BE BOUND BY THE AFOREMENTIONED STATEMENT.

Introduction



The uptake of mobile services by Kenyans continued to grow during the first quarter of the 2015/16 financial year spanning July to September 2015. According to the quarterly sector statistics report by the Communications Authority of Kenya (CA), at the end of the quarter, mobile penetration stood at 88.1 per cent with 37.8 million subscribers up from 36.1 million in the previous quarter.

Other considerable gains were recorded in the Internet/data market, which has registered 21.6 million subscriptions up from 19.9 million in the last quarter. The number of Internet users grew to 31.9 million from 29.6 million in the previous quarter. Consequently, the portion of the Kenyan population accessing Internet services reached 74.2 per 100 inhabitants up from 69.0 per 100 inhabitants recorded in the previous quarter.

In summary the future of marketing and content broadcast is the mobile phone. We at smart space Africa pride ourselves in providing mobile based solutions to organizations, companies, businesses and even individuals. We have tapped into the mobile industry and invested heavily in mobile based solutions that are guaranteed to reach more people and save more on cost as mobile marketing is the most affordable, reliable and efficient form of communications globally.

Media Penetration Comparisons

Radio Listenership



Weekly radio listenership generated the highest engagement levels given the high penetration and level of access to radio.

An average weekly radio listener listens to up to three stations a week, for approximately 37 hours. Radio stations broadcasting in Swahili have the highest levels of reach.

Television Viewing



The average television viewer watches up to three stations on a weekly basis and spends an average of 26 hours.

During prime time (6pm – 10 pm), most time is spent watching soap operas and the news.

Newspaper Readership



Two thirds of weekly newspaper readers do not purchase their own copy; they rely on a copy from a household member or from the office.

Key sections of interest in newspapers are local news, sports and international news.

Mobile & Social Media



According to the quarterly sector statistics report by the Communications Authority of Kenya (CA), at the end of the quarter, mobile penetration stood at 88.1 per cent with 37.8 million subscribers up from 36.1 million in the previous quarter.

“Clearly 88% all Kenyans own a mobile phone, 97% of all adults or potential clients have mobile phones putting into consideration 78% have smartphones hence they have internet access, social media and Radio all together. Reach them today through our Taylor made mobile marketing and campaign solutions”

Who are we, what are our services?



A Full-Service Marketing Communications Firm

Smart Space Africa is a full service marketing communications firm, providing clients with results-oriented, cost-effective marketing and advertising materials.

We are marketing driven-preferring to provide business solutions based on sound marketing principles and thoughtful, strategic design.

Our principal's background in marketing planning and management provides a distinct edge in our ability to serve clients successfully and help them achieve their marketing communications and business goals.

Smart Space Africa prides itself on our close working relationships with our clients, and our ability to get the job done in even the

Most demanding circumstances. Located in Nairobi, Kenya, we serve clients on a national and international basis

As a full-services marketing communications firm, Smart Space Africa offers the complete range of management consulting, business planning, political campaign and creative services required to take a product or service to market. Our work for clients typically includes a mix of the following tactics or materials:

- ♦ Bulk SMS providers
- ♦ SMS broadcasting (Regional Based)
- ♦ Commercial/Business RBTs (Ring back tones)
- ♦ The Smart Biz App
- ♦ Websites
- ♦ Social media
- ♦ USSD and Short code



"Clearly 88% all Kenyans own a mobile phone, 97% of all adults or potential clients have mobile phones putting into consideration 78% have smartphones hence they have internet access, social media and Radio all together. Reach them today through our Taylor made mobile marketing and campaign solutions"

Why Smart Space Africa?



Providing Research–Based Strategic Solutions

Smart Space Africa is a strong advocate of a structured marketing and campaign process. We believe that for any marketing effort to be successful it must be strategically conceived and executed.

We feel that the strategic development and implementation of any marketing or business plan can only be successful when both the consulting team and the client are fully committed and intellectually engaged. Putting that belief into practice, Smart Space Africa works closely with the client's team to produce a campaign that is:

- ♦ Supported by research
- ♦ Strategically sound
- ♦ Fiscally responsible



To this end, we invest important time in discovery concerning the client's goals, processes, market opportunities, competition, pricing, communications options and distribution channels.

Strategic Marketing and Business Consulting

Smart Space Africa has worked with clients to help them meet their marketing objectives. During that time, we have developed Sophisticated analytical and planning capabilities, with a solid track record in providing:

- ♦ Marketing plans
- ♦ Marketing communications plans
- ♦ Market/competitor analyses
- ♦ Product feasibility studies
- ♦ Financial modeling
- ♦ Distribution channel analyses

" Smart Space Africa works with clients in a variety of ways to meet their communications objectives. We can handle projects from concept to completion — including print buying, media placement or web hosting ,audio and video recording— or work in tandem with your internal team to complete a specific component of the project, as required. "

Talk to Us Today..



Advertising and Marketing Communications

Smart Space Africa works with clients in a variety of ways to meet their communications objectives. We can handle projects from concept to completion including print buying, media placement or web hosting ,audio and video recording or work in tandem with your internal team to complete a specific component of the project, as required. Our services include the following:

- ◆ Concept development
- ◆ Project and logistics management
- ◆ Design, content development and production
- ◆ Copywriting
- ◆ Photography, illustration and digital imaging
- ◆ Layout and production for print or web
- ◆ Broadcasting SMS and RBTs(Ring back tone) channels
- ◆ Sponsored or affiliate RBT marketing (Ring back tones)

Smart Space Africa Ltd

P.O BOX 3598-00100 Karen Triangle, Karen Road.

Email: Info@smartspaceafrica.com

Web: www.smartspaceafrica.com

Tell: +254-703-500-556 / +254-722-820-385 / +254-701-169-647

Facebook: [Smartspaceafrica](https://www.facebook.com/Smartspaceafrica) , Twitter: [@smartspaceafrica](https://twitter.com/smartspaceafrica)

“ Smart Space Africa works with clients in a variety of ways to meet their communications objectives. We can handle projects from concept to completion — including print buying, media placement or web hosting ,audio and video recording— or work in tandem with your internal team to complete a specific component of the project, as required. ”