





BRAND LINE
AFRICA
COMMUNICATION AND MEDIA CONSULTANTS

CORPORATE PROFILE



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FOREWORD

In a time, such as this, when Zambia clocks 60 years, I feel privileged to be alive. Alive to share my dream with 20 million Zambians. Thank you for choosing Brand-Line Africa for the past 18 years. It is with immense humility and gratitude that I present our Corporate Profile to you, your family and organization.

Being Founding Chairman for Brand-Line Africa, I am delighted to reflect on the remarkable journey that has defined our organization over the past 18 years. And what lies ahead as we clock 19 years in March 2024.

In an ever-evolving landscape of communication and media, Brand Line Africa has not only weathered the winds of change but has also emerged as a beacon of innovation, reliability, and excellence. Our commitment to delivering unparalleled communication and media solutions to our clients has been the cornerstone of our success.

Through the years, our team of dedicated professionals has demonstrated an unwavering commitment to creativity, strategic thinking, and flawless execution, setting high benchmarks in the fields of media consultancy, communications, strategy and event co-ordination and management.

As we celebrate 19 years of accomplishments this March, recognition is extended to our clients, partners, and the talented staff and individuals who have been an integral part of our journey.

This corporate profile serves as a testament to our achievements, showcasing the diverse portfolio of projects we have undertaken over the years and the values that define us. It is a reflection of our unwavering dedication to excellence, integrity, and client satisfaction.

Looking ahead, we are excited about the future and the endless possibilities it holds. We remain committed to pushing boundaries, embracing innovation, and staying at the forefront of industry trends. Brand Line Africa is not just a company; it is a legacy built by a visionary on a strong foundation of passion, resilience, and a relentless pursuit provide quality and international services to clients, while empowering Zambians with rewarding employment and training.

Brand-Line Africa's narrative is told on each page of this. Profile- simple, yet filled with creativity, innovation, collaboration and success.

Here's to Brand-Line Africa and a happy 60 years to Mother Zambia.

Sincerely,

Jacqueline Saidi Chishimba

Founding Chairman.

ABOUT US

Brand-Line Africa is a dynamic and innovative Communications and Media firm that has been at the forefront of shaping the way organisations connect, engage, and communicate in the digital age. Founded in the year 2005 and registered under company registration number 54902. Brand-Line Africa is a Communication, Media and strategy consultancy firm. We are a firm that has rapidly grown to become a trusted partner for a diverse range of clients, from startups to established enterprises.

With a team of seasoned professionals, Brand-Line Africa brings a wealth of expertise in strategic communication, media relations, and digital marketing. Our dedicated professionals have a proven track record of developing and executing comprehensive communication strategies that elevate brands and drive impactful results.

At Brand-Line Africa, we understand the evolving landscape of media and communication. We pride ourselves on staying ahead of the curve, leveraging cutting-edge technologies and innovative approaches to deliver compelling and resonant messages. Our team is well-versed in navigating the ever-changing digital landscape, ensuring that our clients not only keep up with industry trends but also lead in their respective fields.

Our commitment to excellence is reflected in our client-centric approach. We work closely with each client to understand their unique goals, challenges, and aspirations. This personalised approach allows us to tailor our services to meet the specific needs of each client, fostering long-term partnerships built on trust and mutual success.



OUR VISION

To be the preferred communication, Media and Strategy consultancy provider in Africa.



OUR MISSION

To be one - stop innovative and value adding communication solutions and services provider to the African market and beyond.



OUR VALUES

Value addition, Innovation and Creativity, Professionalism, Diligence, Integrity.

OUR CORE VALUES



TEAM WORK.

Fostering a climate that encourages value addition, innovation and diligence among staff which is rewarded accordingly.



INTEGRITY.

To be the preferred communication and digital media consultancy provider in Africa.



CREATIVITY.

Innovative, a continuous learning and leading organisation.



LEADERSHIP.

Promoting and empowering leadership through appropriate leadership programs-mentorship training, and networking.



ENVIRONMENT.

Advocating for a greener and eco-friendly environment for our communities and the world at large as we pursue excellence in the digital media and branding space.



SUSTAINABILITY.

At Brand-Line Africa, we are committed to incorporating sustainable practices into every aspect of our operations. Our sustainability values guide our decisions, actions, and innovations, reflecting our dedication to creating a positive impact on the environment, society, and future generations.



GENDER INCLUSIVENESS.

We are committed to fostering a workplace culture that values and celebrates diversity, specifically in the context of gender inclusiveness.

Our commitment to gender inclusivity is rooted in the belief that every individual deserves to be treated with respect, dignity, and equality, irrespective of gender or expression.

OUR SERVICES

1. Strategic Communication:

Crafting and implementing communication strategies that align with organisational objectives and resonate with target audiences.

2. Media Relations:

Building and maintaining strong relationships with media outlets to secure impactful coverage and enhance brand visibility.

3. Sport Management:

Leveraging the power of digital platforms to create engaging and results-driven marketing campaigns.

4. Media Buying:

Developing compelling and shareable content across various mediums to tell our clients' stories effectively.

5. Crisis Communication:

Providing strategic counsel and support during challenging times to protect and enhance our clients' reputations.

6. Corporate Branding:

As a forward-thinking Communications and Media firm, Brand-Line Africa is dedicated to driving success for our clients in an ever-evolving and competitive landscape. Our passion for communication, coupled with our commitment to innovation, positions us as a trusted partner in helping organisations thrive in the digital era.

7. Event Management and Co-ordination:

We deliver seamless and unforgettable events by providing meticulous planning, innovative solutions, and unparalleled coordination, ensuring the utmost satisfaction of our clients and attendees.

8. Political and Economic Strategies:

By integrating communication strategies, political and economic leaders can foster understanding, build trust, and effectively convey their messages to the public. We stand to deliver strategies that are adaptable to changing circumstances and responsive to the evolving needs of the audience.





"Visit Brand-Line Africa for quality branding".

ACHIEVEMENTS.





 Brand-Line Africa

Zambia@40

We managed the events that surrounded the celebration of Zambia's 40th Independence anniversary, from promotional materials to event management

Association of Consulting Engineers

Event managed, planned and co-ordinated the Gama 2021 FIDC World conference for consulting engineer. Over 400 delegates from across the world in attendance.

MISA Zambia

Official media and marketing agency for the MISA Zambia awards, for two years in a row

PACT Zambia International

Media and communication co-ordination for the PACT International billionaire thunders visit to Zambia to view PACT Zambia project sites and hold a high-profile board meeting.

Local Government

We successfully supplied promotional articles for the decentralisation sensitization campaign country wide mainly t-shirt and caps.

SADC Secretariat

With a tight deadline, we were able to conceptualise, design and produce a conference brochure for the 27th SADC Heads of State summit held in Lusaka.

Zambia Sugar PLC

We conceptualised and managed the Zambia Sugar Schools campaign country wide.

Private Sector Development Reform Program

Successfully completed the concept/creative designs in generating billboards

LSA Group

Being one of the largest business groupings in Zambia, we have serviced the member companies with all their advertising, promotional and corporate communication needs including their flagship events at ZAMNEX show and Zambia International Trade Fair, the exhibitor's cocktail and president's dinner respectively.

Society For Family Health

Successfully completed production of documentaries in English both audio and video, translated in the five(5) major local languages under the family planning campaign aimed at increasing awareness of modern contraceptive usage.

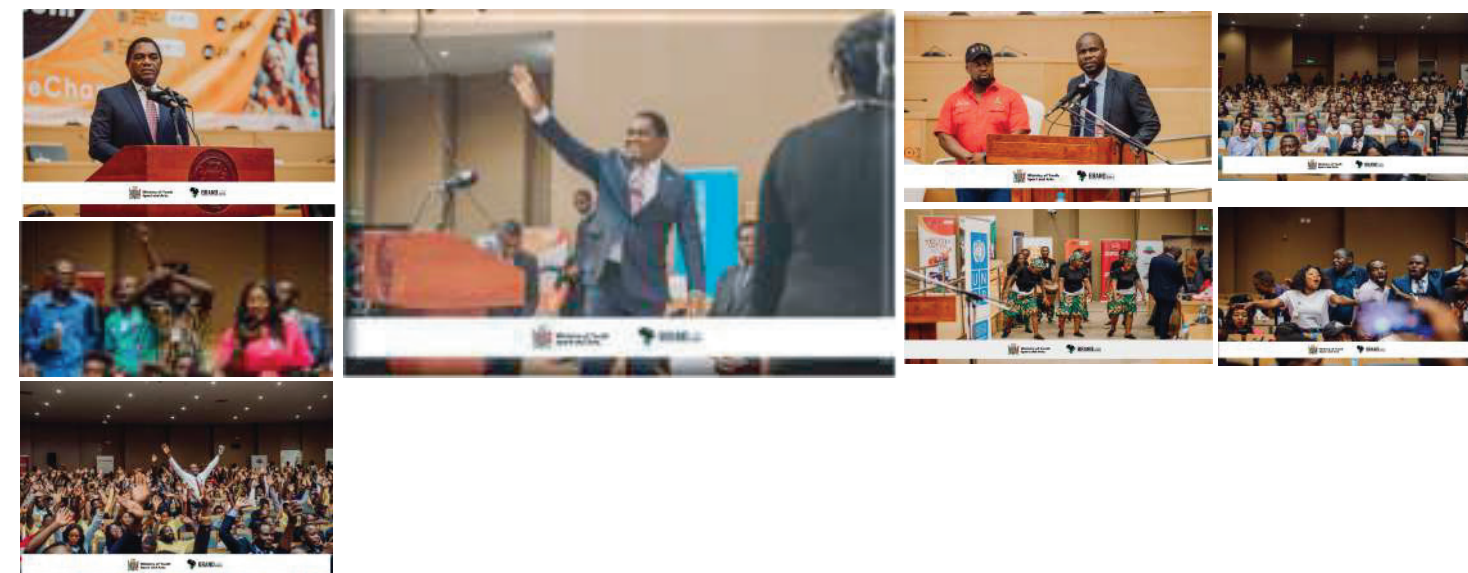
THE BARCELONA LEGENDS EXHIBITION MATCH



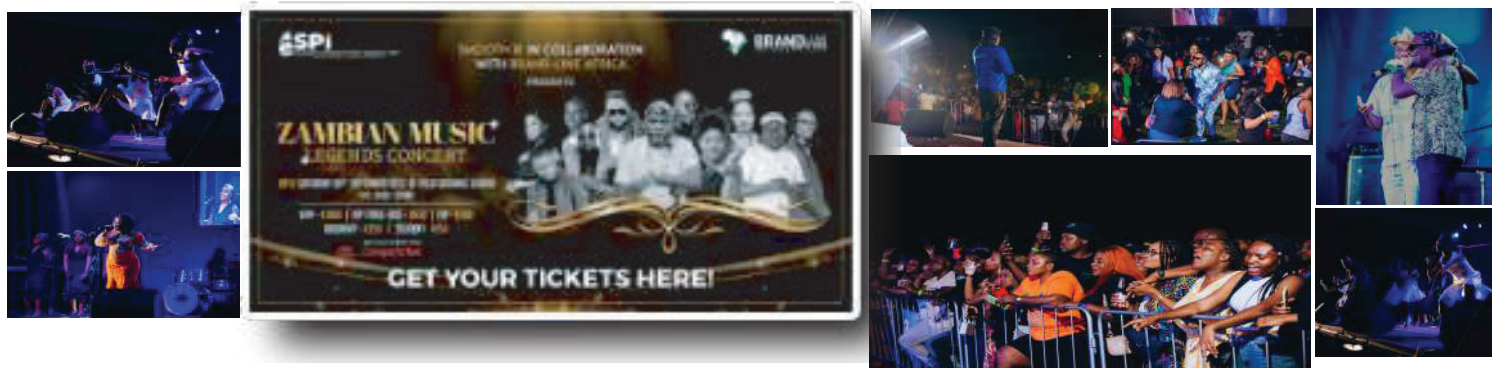
THE PRESIDENTS CHARITY GOLF TOURNAMENT



ZAMBIA National Youth Indaba - 2024



ZAMBIA MUSIC LEGENDS CONCERT



ZAMBIA MINING AND INVESTMENT INSAKA

Mining Beyond Copper



Zambia Golf Legends Championship

Legends Tour



OUR SUCCESS STORIES

- F C Barcelona Legends Tour.
- Zambia Music Legends Concert.
- The President's Charity Golf Tournament.
- Levy Mwanawasa Cup Golf Tournament.
- Zambia IMF Reforms Program.
- Building Strong Foundations – UNESCO
- Zambia National Youth Indaba
- Zambia Mining InsaKa – Mining Beyond Copper
- Zambia Golf Legends Championship – Legends Tour
- Chinese Mining Enterprises Association in Zambia – CMEAZ
- Emoluments Commission Zambia
- Sports for Sobriety – Copper Rose
- Regional Annual Sports Awards – RASA
- Live your best life (Health, Fitness, Mindset) – UMOYO
- The Awakening #Looking for Me – Book Launch
- Invest Zambia Conference – UFEZ
- Awards Night "Celebrating 25 years of excellence in Zambia" – Ethiopian Airlines
- Stake Holder Pre – Launch Dinner – BAYER
- Inaugural Scientific Conference and Annual General Meeting – AIZ
- Lunsemfwa 27MWp Solar Groundbreaking Ceremony – Lunsemfwa Hydro Power Company

Brand-Line Africa continues to grow and support iSanitize



About iSanitize

iSanitize is an impact development, not for profit, Non- Governmental Organisation working in the hygiene and sanitation and humanitarian sectors, to advocate, educate, facilitate and promote healthy hygiene and sanitation practices for school learners and young people in under serviced communities of Zambia. Our emphasis is to strengthen the capacity of girls, boys and young women to practice healthy hygiene.

iSanitize was registered in Zambia on 15th October, 2019 and is working with the Government of the Republic of Zambia through the Ministries of Education, Health, Community Development, Mother and Child Health Services and the Ministry of Water Development, Sanitation and Environmental Protection through the implementation of programmes in hygiene and sanitation, in line with the Zambia National Health Strategy Plan 2017-2021, the Eighth National Development Plan, the Water and Sanitation policy, Vision 2030 and United Nations Sustainable Development Goals.

iSanitize impacts more than 500,000 lives

School Learners

Girls

Boys

8,196



5,433

1,700



30

Young Woman

Young Mothers

Community



F C Barcelona Legends Tour

The Republic of Zambia through the Ministry of Youth, Sport and Arts (MYSA) hosted the F.C Barcelona Legends in partnership with King of Africa Sport (KOAS), to develop sport in the country. BLA hosted the event and ran communications and marketing.

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