Bluetrain Africa

COMPANY PROFILE · 2026

# Driving Brands Forward.

Strategy. Insights. Technology. Real impact.

TANZANIA · KENYA · SOUTH AFRICA · ZAMBIA | bluetrain.africa

WHO WE ARE

# A marketing and technology company that bridges brands and audiences.

Our work spans advertising, strategy, paid media, consumer engagement, influencer management, advocacy and PR. We combine creativity with technology to solve the challenges that matter to each business.

**3**
offices: Dar es Salaam, Nairobi, Cape Town

**12**
specialists across strategy, media, tech and creative

**3**
exclusive media platforms resold in Tanzania

**1**
proprietary AI media-monitoring tool: Sikiliza

OUR FOUR PILLARS

# Everything we do rests on four things.

## Strategy

Marketing, brand and communication strategy built on evidence, not gut feel.

## Insights

Human-centred research, social listening and media monitoring that show what audiences think.

## Technology

Martech, code-based promotions, websites and live dashboards that make campaigns measurable.

## Real impact

Work judged by business results, and by impact beyond profit.

VISION

## To be a trusted marketing and technology partner that helps brands create lasting impact.

BELIEF

Business should create impact beyond profit. Meaningful communication connects brands with people and solves real business challenges.

### Integrity

We act honestly, take responsibility and build trust through transparent relationships.

### Peace of mind

We bring calm, clarity and dependable support so clients and teams move forward with confidence.

### Competence

We bring expertise, preparation and care to every challenge.

WHERE WE WORK

# Built in Dar es Salaam. Working across Africa.

TANZANIA · HQ

### Bluetrain Limited

Dar Village Office Park, SNDBX,
2nd Floor, Rose Garden Road,
Mikocheni, Dar es Salaam

KENYA

### Bluetrain Limited Kenya

Gamerock, Seremwai Road, Nairobi

SOUTH AFRICA

### Bluetrain Professionals (Pty) Ltd

Goodwood, Cape Town

**Markets served:** Tanzania · Kenya · South Africa · Zambia

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WHAT WE DO

# Five service lines, one integrated team.

## 01

### Strategy & consultancy

Marketing advisory, brand development, market intelligence, strategy sessions and training

## 02

### Media

Through-the-line planning and buying, exclusive platforms, influencer and advocacy

## 03

### Technology

Code-based promotions, SMS, WhatsApp and USSD, websites, SEO and client dashboards

## 04

### Insights

Sikiliza media monitoring, social listening and human-centred research

## 05

### Creative & production

Campaigns, TVC and video, photography, events, PR and brand identity

01 · STRATEGY & CONSULTANCY

# Fresh thinking, and we stay to make it happen.

Strategy decides whether a brand grows. We build it from evidence and support execution through to results.

### Strategic marketing advisory

Marketing and business strategy for improvement, advantage and growth.

### Brand innovation & development

Brand identities and assets that stand out and inspire confidence.

### Market intelligence

Business, market, trend and risk analysis for evidence-based decisions.

### Strategy sessions & training

Facilitated workshops on brand, marketing, sales and communication strategy.

02 · MEDIA

# Exclusive reseller of three platforms in Tanzania.

## DStv Media Sales

Linear, digital, OTT, video-on-demand and social inventory, with verified spots in brand-safe environments.

## Eskimi DSP

Programmatic display, native, video and rich media, with hands-on KPI setting and campaign management.

## Seebait Ad Network

Tanzania’s largest network of local publishers, reaching over 12 million people daily, measured in real time.

**ALSO** Through-the-line planning and buying across TV, radio, OOH, print and digital, plus influencer and advocacy programmes with macro and micro influencers.

# Our own tools make campaigns measurable.

PROPRIETARY

## Sikiliza

AI media monitoring that transcribes, translates and summarises TV and radio. Paired with Redefine Africa's broadcast capture and our digital social listening, it gives clients one view of traditional and online coverage.

### Unique-code promotions

Code generation, validation, reward disbursement and reporting.

### Engagement platforms

SMS, WhatsApp and USSD opt-ins, voting and email marketing.

### Web and search

Websites, landing pages, SEO, Google and social advertising.

### Client portal

Live campaign and monitoring dashboards with PDF and Excel export.

05 · CREATIVE & PRODUCTION

# From idea to street.

- Campaign concepts and key visuals
- TVC, documentary and influencer video
- Corporate, industrial and lifestyle photography
- Launch events, activations and PR
- Brand identity and rollout
- Jingles, anthems and radio production



HOW WE WORK

# Three tenets guide every brief.

## 01

### Insights first

Design thinking and mixed-methods research find each audience’s needs, information gaps, preferred channels and trusted messengers.

## 02

### Segmentation + targeting

Audiences grouped by relationship with the brand, demographics, geography and needs, each with its own message.

## 03

### Strategic channel execution

The right message, audience and channel at each “moment of truth”, so messages are adopted, not just seen.

COMMUNICATION STRATEGY

# Five steps from insight to behaviour change.

**1**

### Key actionable insights

The audience's challenge, why it exists, and the information gaps.

**2**

### Key takeout

The one thing the audience should understand and act on.

**3**

### Segments

Sub-groups by demographics and lifestyle, with their motivators and barriers.

**4**

### Key messages

The main benefit of changing, written for each segment.

**5**

### Reasons to believe

Supporting proof that convinces each segment to act.

CREATIVE STRATEGY

# Creative is tested before it is packaged.

### Research

Workshops, consumer and industry insight, style references, landscape.

### Concepting

The concept, nuanced into creative expressions per segment.

### Designing

Visual, audio and video in the right language, imagery and tone.

### Testing

Audiences confirm the creative resonates and is understood.

### Packaging

Adapted for each channel and placement, consistent across all.

Each campaign’s results feed the next round of research.

OUR WORK

# Selected work.

Rebrands, launches, promotions and behaviour change, for brands and for development partners.

LEGAL SERVICES FACILITY · REBRAND

# From Legal Services Facility to LSF

A basket fund promoting access to justice, especially for women, needed an identity closer to the communities it serves.

**What we did:** rebrand strategy, the “Mkono wa Haki” (justice hand) identity, office branding, full rollout and the launch event.

Brand strategy | Identity | Launch event



SILENT OCEAN · PROMOTION

# Ukiagiza Hujapoteza!

A clearing and forwarding firm wanted more importers to ship with it. Every shipment became a chance to win a new Toyota Harrier, motorbikes and other prizes.

**What we did:** campaign concept and key visual, billboard, bus wrap, social media, merchandise, launch event and street activation.

Concept · OOH · Activation





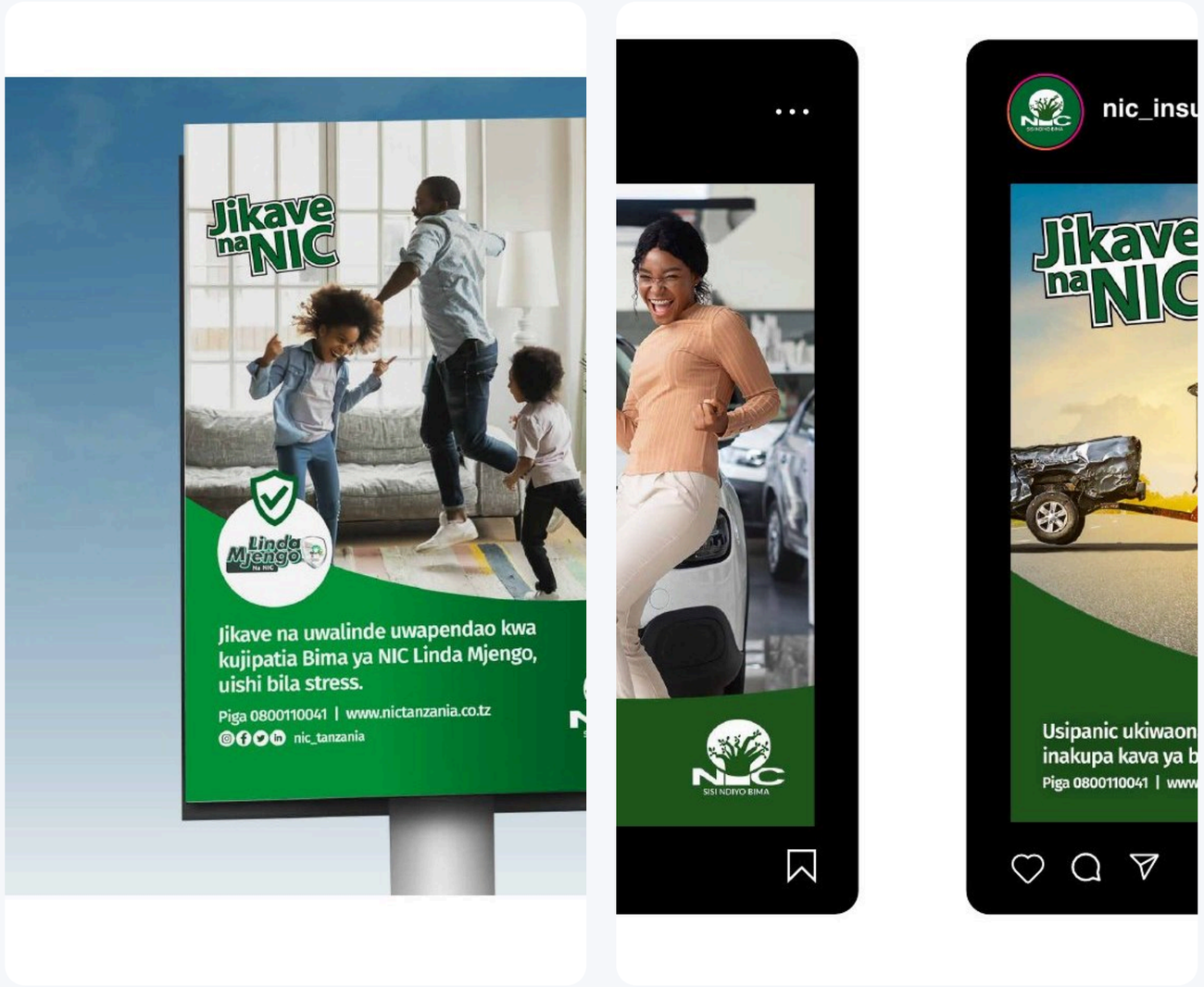

NIC INSURANCE · BRAND CAMPAIGN

# Jikave na NIC

The national insurer wanted younger customers to love the brand and know its motor and home cover.

**What we did:** strategy, creative, media and production across OOH, TV, radio, social and digital, nationwide.

**+9%** motor insurance sales in the first three months after launch



CASE STUDIES · LAUNCHES AND RESEARCH

# Launched, researched, measured.




INCHCAPE TANZANIA

## Changan launch

Brand launch event, PR, influencers, video and product photography.



CARE TANZANIA

## Chomoka app

Human-centred research with savings groups; a launch toolkit tested twice.

**350K**

users and 5,000+ inquiries in two months

CPS · ZANZIBAR HOMES

## Buyer acquisition

Digital media buying, SEO and website to find home buyers.

CASE STUDIES · PLATFORMS AND PROMOTIONS

# Platforms people join.




INSIGNIA · CORAL PAINTS

## Coral Fundi promotion

Unique codes, scratch cards, reward payouts and reporting.




TIGO TANZANIA

## Wakishua wa Tigo

A nationwide youth platform voiced by five micro-influencers.



NMB BANK

## Go Na NMB

Youth platform brand, anthem and jingle, TVC and digital content.

CASE STUDIES · BRAND CAMPAIGNS

# Campaigns that sell.




INCHCAPE TANZANIA

## Chuma Kimeingia

Sales drive for a new vehicle range: campaign, TVC, digital and influencers.




INSIGNIA · CORAL PAINTS

## Uzuri wa Coral

A brand campaign built from research, strategy and creative.




SANLAM LIFE INSURANCE

## Live With Confidence

Awareness and policy sales through digital creative and media buying.

CASE STUDIES · DIGITAL MARKETING

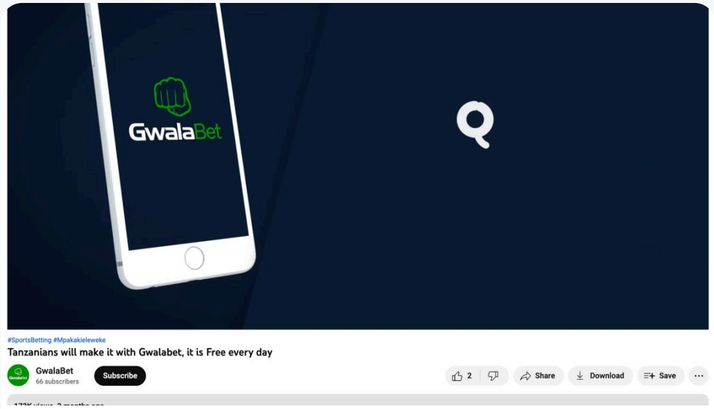
# Brands built online.




JACK DANIEL'S

## Make It Count

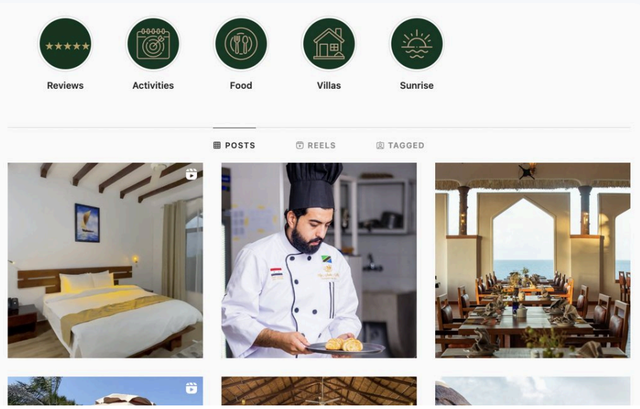
Brand localisation, creative and influencer management.




GWALABET

## Mpaka Kieleweke

Market launch: digital strategy, media buying, SEO, website, influencers.




AYA SOPHIA VILLA GARDEN

## Hotel launch

Online setup, digital creative and media buying to attract guests.

CASE STUDIES · VIDEO PRODUCTION

# Stories on screen.



NBC BANK

## NBC Premier League

Video for the new league season, with NBC as title sponsor.




INFINIX MOBILE

## Note 12 VIP launch

An influencer-led TVC introducing the new phone.




ENABEL AND LSF

## Impact documentary

Documentary, profile and brochure on LSF’s community impact.

CASE STUDIES · PHOTOGRAPHY AND CONTENT

# Pictures that work hard.




DSM CORRIDOR GROUP

## Industrial photography

Three ports and corporate portraits for reports, web and social.




Kilimanjaro Premium lager.

Lifestyle photoshoot

AB INBEV

## Kilimanjaro Lite shoot

Lifestyle photography for outdoor and social media.




KILI BIO CHEM

## Kiwingu launch

Launch and social media: photo, video, activation and radio.

CASE STUDIES · TV AND RADIO

# On air across Tanzania.



DIAGEO · SERENGETI

## Captain Morgan

TV spot buying and brand placement in production.




HERO HUNTER

## Price drop promotion

Radio production, briefing and buying to move motorcycles.

REGIONAL RADIO

**“Nyanya bora ni nyanya asilia”**

SEMINIS

## Tomato seed sales

Radio production and regional media buying.

CASE STUDIES · PR AND EVENTS

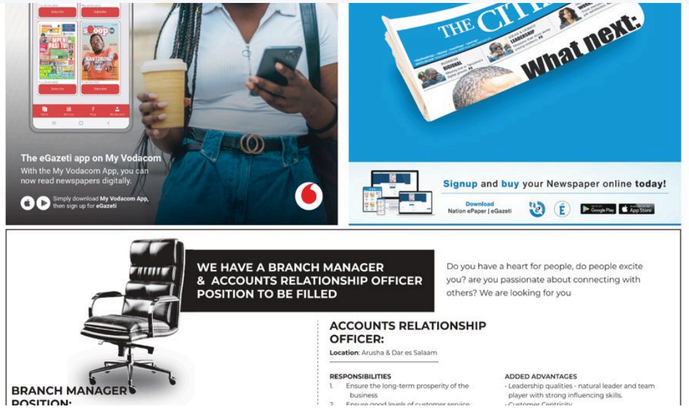
# In the news and in the room.




SANLAM GENERAL INSURANCE

## Vuna Point

Digital and traditional media PR for a rewards event.




BANCABC

## Recruitment campaign

Digital and traditional media to attract the right candidates.




NACONGO

## NGOs Forum 2023

Event management and PR for the annual forum.

IN PROGRESS, 2026

# Current engagements.

UNICEF

## First Foods Tanzania

A 14-month demand-generation campaign for child nutrition (Aug 2026 – Sep 2027) in Tabora, Mwanza, Dodoma, Dar es Salaam, Morogoro and Zanzibar: research, strategy and a digital activation platform.

EQUINOR

## Tanzania LNG listening

Social listening and media monitoring, delivered through a live client dashboard.

TBL · CASTLE LITE

## Castle Lite Unlocks 2026

A unique-code promotion with weekly draws and live campaign reporting.

WHO WE WORK WITH

# Trusted across eight sectors.

### Banking

NBC Bank · NMB Bank · Exim Bank · BancABC

### Insurance & telco

NIC Insurance · Sanlam Life · Sanlam General · Tigo · Infinix

### Automotive

Inchcape (Changan) · Auto Inc · Hero Hunter · At The Wheel · Nas Tyre Services

### Beverages & FMCG

TBL / AB InBev · Diageo · Jack Daniel's · Balimi · Insignia · Kili Bio Chem

### Gaming

Betway × Simba SC · SportPesa · Meridianbet · 777bet · Gwalabet · Pigabet

### Development

UNICEF · CARE · LSF · Enabel · Water for People · NACONGO

### Manufacturing, energy & logistics

Danco Capital · Equinor · DSM Corridor Group · Silent Ocean

### Agri, property & hospitality

Seminis · CPS · Dar Ceramica · Le Pristine · Aya Sophia Villa

LEADERSHIP

# Led by people who have done the work.



### Sakri Omari Haji

**Managing Director**

14 years in digital marketing and media. BA Social and Political Sciences (CUEA).



### Alextair Ofio

**Founder and Lead Strategist**

15 years in marketing and advertising. BSc Electronic and Computer Engineering (JKUAT).



### Neema Nyamubi

**General Manager and Advocacy Lead**

Marketing and non-profit experience. MBA (Mzumbe).



### Joel Kihwele

**Operations Manager**

10+ years in operations and leadership. BBA Marketing (Open University).



### Mussa Mondosha

**Finance Manager**

13 years in audit and finance. MBA (UDSM), BAF (Mzumbe).

THE TEAM

# Specialists in media, creative and delivery.



**Dereck Makene**
Creative Lead



**Juliana Mushi**
Digital Media Manager



**Orida Oscar**
Media Monitoring and Insights Lead



**Sharifa Shabani**
Administrator

WT

**William Tampul**
Digital Media Executive

MM

**Mariam Mabachi**
Social Media Manager

SO

**Samira Omary**
Project Manager

**12**
people across Tanzania, Kenya and South Africa

Bluetrain Africa

# Let’s drive your brand forward.


EMAIL
info@bluetrain.co.tz

PHONE
+255 688 555 999

WEB
bluetrain.africa

Dar es Salaam · Nairobi · Cape Town