In 2005, 2 young Africans below the age of 20 founded a company with a 20-year vision: to reach, inspire and empower 500 million Africans directly, by 2025.



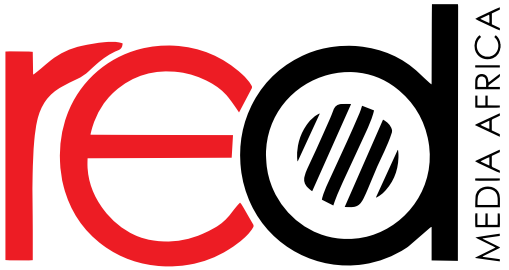
www.redmediaafrica.com

WE'RE BUILDING A MEDIA COMPANY THAT CAN DO EVERYTHING.

Inspire, empower a generation.
Impact and influence governments.
Create an army of entrepreneurs and change makers.
Transform systems and societies.
Change the world.



The media company to reach and inspire the largest number of Africans at any time.



10 YEARS!

INTRODUCTION

Red Media Africa (RED) has built a formidable network of platforms that communicate in a diverse number of ways to an increasingly sophisticated consumer base that has become an economic juggernaut.

That economic powerhouse? Africa's youth.

Since 2005, RED has dedicated itself to the simple premise that the youth audience has incredible unharnessed power waiting to be unleashed.

The truth is, long before it was clear that young people were not just about fashion and music with no real economic power, our founders believed that the youth were about more. They understood that young Africans were about their future; about the business of music, film, and fashion; about the intricacies of building a nation; about ensuring universal human rights. Our founders set out to prove that youth is power like none other.

RED has spent the last decade building itself into a leader in its field, cutting through the hype to speak to and tap an unending resource, and to help young people find their voice. Our company has listened to thousands of stories, and has

helped shape the narrative of many more. We build media brands, projects, and products that use strong, positive images to inspire young Africans, to unleash their highest personal, professional and nation-building potential.

In short? We get it.

Information is currency in today's digital age and RED is in a unique position to take advantage of its knowledge, not only in Nigeria, but as we expand on to the larger African stage.

This is RED, and this is what we do.

Adebola Williams,
Co-Founder, Red Media Africa

COMMUNICATION

Cut through the noise. Turn your audience into raving fans.

Red Communication has been called **'the new face of Marketing Communication in Africa'.** Going beyond communication as you know it, we create experiences that combine trends and tools to reach the largest number of people in your market. We are tool-, place- and line-agnostic, combining levers to create unforgettable and sustainable experiences. We drive narratives and tell brand stories— to ensure engagement, conviction and conversion. We are excited to do what we do best: drive the agenda, and build movements, that turn your audiences into raving fans.



WHAT WE DO

Public Relations

Let your audience get to know you better. Effective PR is not about selling, it's about storytelling.
We at Red Communication run the gamut with our services including media relations, press releases, special events, and more creating unique experiences tailored to your needs and that of your audience. Creating a loop that never ends.





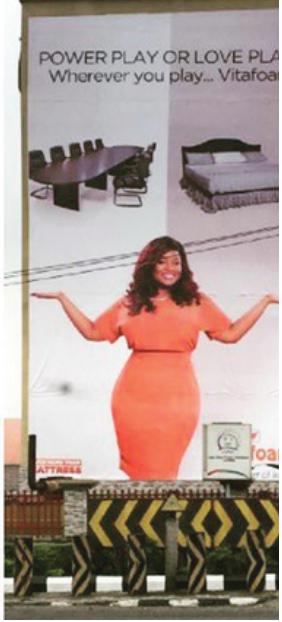
Digital Media

New Media marketing and communication is more than great websites, ad banners and tweets-per-second. It is utilising a holistic set of tools, synchronised through a well-executed strategy that generates, traffic, buzz, sales and goodwill. We are the go-to experts.

Advertising

In today's crowded new media space, we are one of a few with in-depth experience with integrating both traditional and new media and to create messaging that resonates. Along with our affiliate Ashwell & White, Red Communication is able to conceptualise and execute cutting-edge campaigns for brands and organisations. Why? We understand who they are.





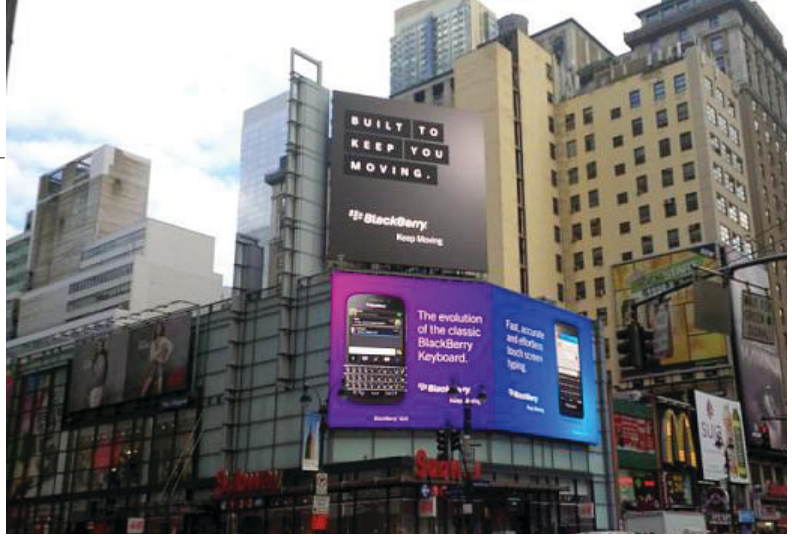


Brand Events

From corporate press conferences to charity balls, we execute flawless events that deliver the ultimate brand experience. We add an extra twang that mixes creativity with functionality.

Street Activations

When it comes to getting your brand in direct contact with your target markets we get your product top-of-mind awareness—getting audiences to experience your products through impeccably designed and executed guerilla marketing strategies that drive premium awareness through brand activations like none other.





Project Management

From start to finish, we deliver projects and programmes. Because of our experience across the field, and the kind of company we have built, clients trust us to manage projects from start to finish beyond communication, where their focus is on building a movement that impacts at scale.

SPECIALISED SUBSIDIARIES

Because in this century, the media can no longer be a bystander.

StateCraft Inc. (Governance)

StateCraft is Africa's leading governance communication firm, with a mission to galvanise a generation to make informed choices, working with government officials, public office holders and political candidates ranging from local governments to the Nigeria's 2015 presidential elections.





The Salt Hub (Faith)

Religious organisations need a different breed of agency. We develop and execute PR strategies with a focus on engaging audiences, communicating ideals, retaining attention, and expanding audience. From regular weekly services, to adoption of technology and new media tools, we ensure that our clients are able to spread their message, and retain their brand values.

Small & Medium (SMEs)

In support of start-ups and medium scale enterprises that are future engines of the African economy, Small & Medium is our subsidiary specifically targeted at strategies and communication packages that support, incubate, and grow small businesses with limited resources.
Working through a minimum of one year to ensure scale, while delivering effectiveness, the campaigns are created to reach the desired target market and derive satisfactory value.





#OnTheScene (Events)

Focused on ensuring the world and the audiences you target can share in your excitement and your joy, #OnTheScene ensures coordinated and maximal coverage and exposure of events on print, online, television, radio and outdoor media.

#OnTheScene guarantees coverage that makes your special moments – weddings, birthdays, anniversaries, engagements, graduations and others – last forever, in the most professional way.

Nucleus.Digital

Nucleus is a full service, metrics-driven digital agency that fuses strategy, design, and technology to tell interactive brand stories. Nucleus is our team of creative minds, strategists, and engineers whose sole mission is to create unique and engaging digital experiences from start to finish. Nucleus connects companies with audiences they don't know exist.





Case Study

General Muhammadu Buhari

As then - General Muhammadu Buhari headed to the polls for the fourth time, Client requested a communication campaign that would make PMB's vision and values have a nationwide appeal, own the national conversation and win the elections.



WHAT WE DELIVERED

A three-pronged plan focused on enhancing his narrative, connecting him to a broader national and international audience, emphasise his visionary leadership bonafides and rebrand his image.

Through a sustained digital and traditional media campaign that included photos, videos, outdoor media, TV/Radio, commercials and events, we executed a strategy stretching simultaneously across 30 states and reshaped a public image of General Buhari as one that is accessible, humane and dedicated.

We managed perception and conversation for the crucial youth demographic by driving online conversation through digital posters, hashtags and campaigns that became viral sensations.
Within three-and-a-half months, we organically grew one million followers across Twitter, Instagram and Facebook.

We coordinated the army of passionate independent volunteer groups across the country with a collective reach of 30 million to drive home the campaign's central message: that Nigerians could trust President Buhari.

President Muhammadu Buhari was sworn in as president on May 29, 2015.

Some of the brands we have amplified:

















Guaranty Trust Bank













CONTENT

Let's spark the conversations that matter.

Good conversation can be hard to come by. In a world saturated with a surfeit of flash and little substance, it can be hard to push past the noise to get to content that entertains and informs, especially in our digitally obsessed era. Broken into Online, Audio-Visual and Event segments, our content (through our company Generation Y!) cuts through the clutter, delivering an impeccably high quality that talks to the right people, says the things that matter, and listens to what they have to say.

WHAT WE DO


LinkedIn
foursquare
LIVEJOURNAL
vimeo
YouTube
facebook
Blogger
twitter
tumblr.

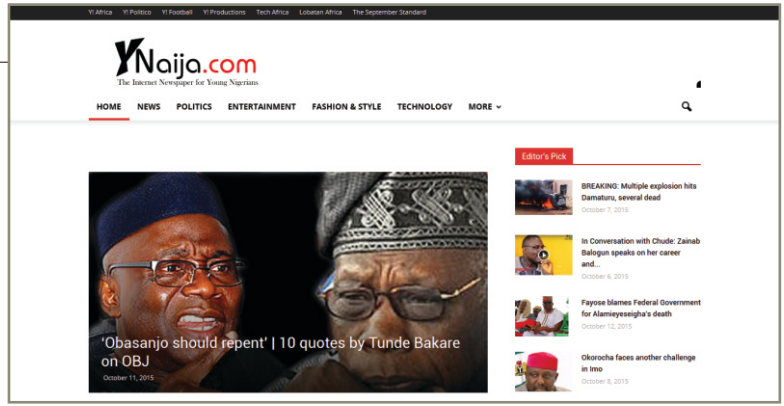
ONLINE MEDIA

We tell stories, drive agenda and build movements that excite and empower an evolving generation of Africans.

YNaija

YNaija is the internet newspaper for young Nigerians, focused on the issues and ideas that matter for an evolving generation. Red Media's flagship online platform—where news discards the spin—YNaija puts Nigerian news in context like no other platform does.

Visit *ynaija.com*





The September Standard

The September Standard (TSS) is new addition to the RED content family. TSS provides front-row coverage of fashion trends, events and conversations in Africa tailored for the fashion-loving African youth. From fashion tips, to look books, trends and event analysis, the September Standard is Africa's online home of Africa's fashion for young Africans by young Africans.

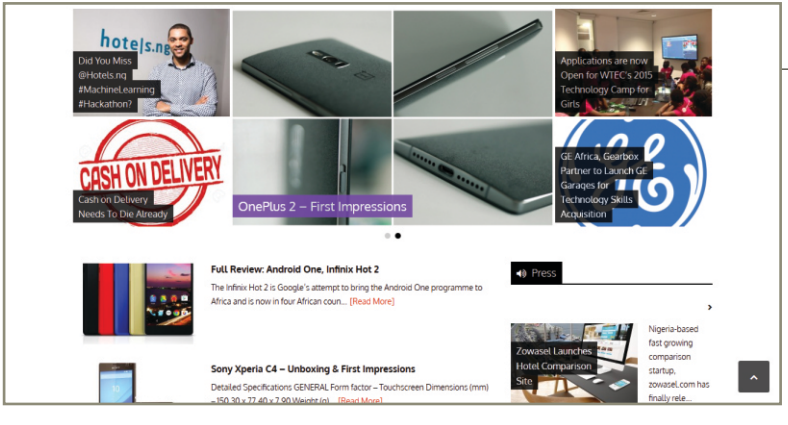
Visit *theseptemberstandard.com*

Y! Africa

Our print magazine brand is Africa's premium hub for business, entertainment, technology, pop culture and enterprise. A platform to inform and inspire young Africans and keep them connected to the ever-expanding world of African innovation and advancement.

Visit *yafri.ca*





Tech Africa

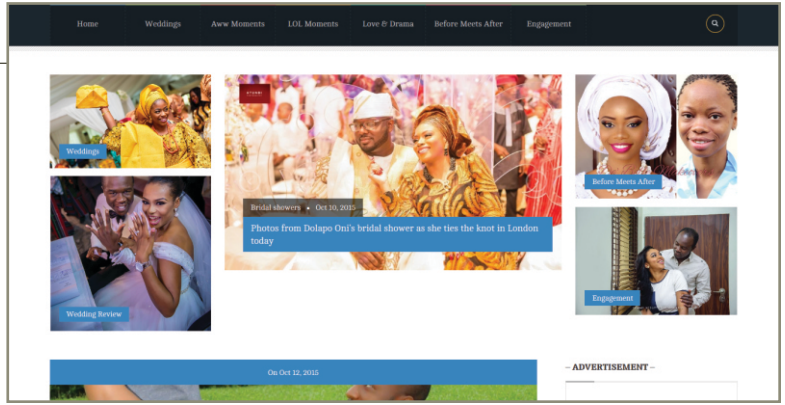
Tech Africa is a media startup telling the continuing African technology story. It discusses everything tech, from the Nigerian blogger that turned gossip into an art, to the Tanzanian whose tragedy inspired innovation. This is a community, only hosted by us and stretched across the continent.

Visit *techafri.ca*

Wedding In Nigeria

In a society excited by love stories, this is Nigeria's leading online collection of events, happenings and all things wedding. It tells the Nigerian love story like no one else does and it guarantees one thing: your wedding will go viral.

Visit *weddinginnigeria.com*





Enterprise 54

Enterprise54 is Africa's leading media social enterprise founded to inform, network and empower African entrepreneurs. The company publishes the latest news and resources, freshest stories, and biggest events on entrepreneurship across the continent.

Visit *enterprise54.com*

Party Jollof

Some people have called this 'Nigeria's Buzzfeed', but we don't care about the titles. We are focused on creating an army of Nigerians bonding over what makes us special. We host the country's most exciting collection of viral, funny, shareable content that is born, bread and buttered in NIigeria!

Visit *partyjollof.com*





Y! Football

The youngest of the Y! brands it has created a vibrant community of enthusiastic sports fans. Keep abreast of all the football news—transfers, wins and losses and chart the course of where your favourite team might be headed to next.

Visit *football.ynaija.com*

AUDIO-VISUAL

We don't care about tools. We are passionate about audiences.

Rubbin' Minds

Rubbin' Minds is Nigeria's number one talk-show for young people, engaging them on the issues and ideas that matter. From candid interviews with celebrities to electoral debates that create paradigm shifts, Join us every Sunday at 3pm on Channels Television.



The FrontPage

The Frontpage is Nigeria's number one radio talk show for young people, focused on the ideas and issues that matter across politics, business and culture. Join us every Sunday at 6pm on Radio Continental ,102.3.





eXploring!

Going on TV in the last quarter of 2015, Exploring! goes looking for that vibe that makes us who we are. From the new energy at the Afrikan Shrine to NIgeria's buzzing new trains, we look for the stories that capture the energy, the passion and the colour that makes us wake up every morning.

In Conversation

What's your story? That's the question this show seeks to answer, as it returns to the glorious traditions of proper talk show conversation. It finds people across the world with the most compelling stories, narratives and motivations and it has the most sparkling conversations.
Join us on Youtube/YNaijaTV.





Y! Set Up

Y! Set Up is the division of Y! Productions which provides sound, lights and coverage for events, documentaries and large scale video production projects. It also delivers video mastering and productions, all with an eye for telling stories that can't be forgotten, for brands.

EVENTS

We believe the possibilities of the media are limitless.

#YTech100

Described by the chairman of Social Media Week Lagos as “one of the week’s most successful events”, the #YTech100 is an event annually identifies and ecognizes 100 of the most innovative technology companies and entrepreneurs across Africa. It also creates a platform for tech startup founders to engage in crucial conversations with industry leaders. Leaders from across Google, Microsoft, GTBank and leading tech start ups Jumia, Konga, iROKO amongst others hacve found the platform crucial in connecting with the African tech ecosystem.





The BlackBall

The Black Ball is an annual end-of-year party which holds to celebrate young trendsetters at the end ofthe year. It usually features wine and fine dining, delivered with the sophistication of the Y! brand. The dress code for the event is usually black accompanied by masks and a fairytale setting. Across music, film, the arts, and the media, gets together then most influential pop culture drivers in any given year.



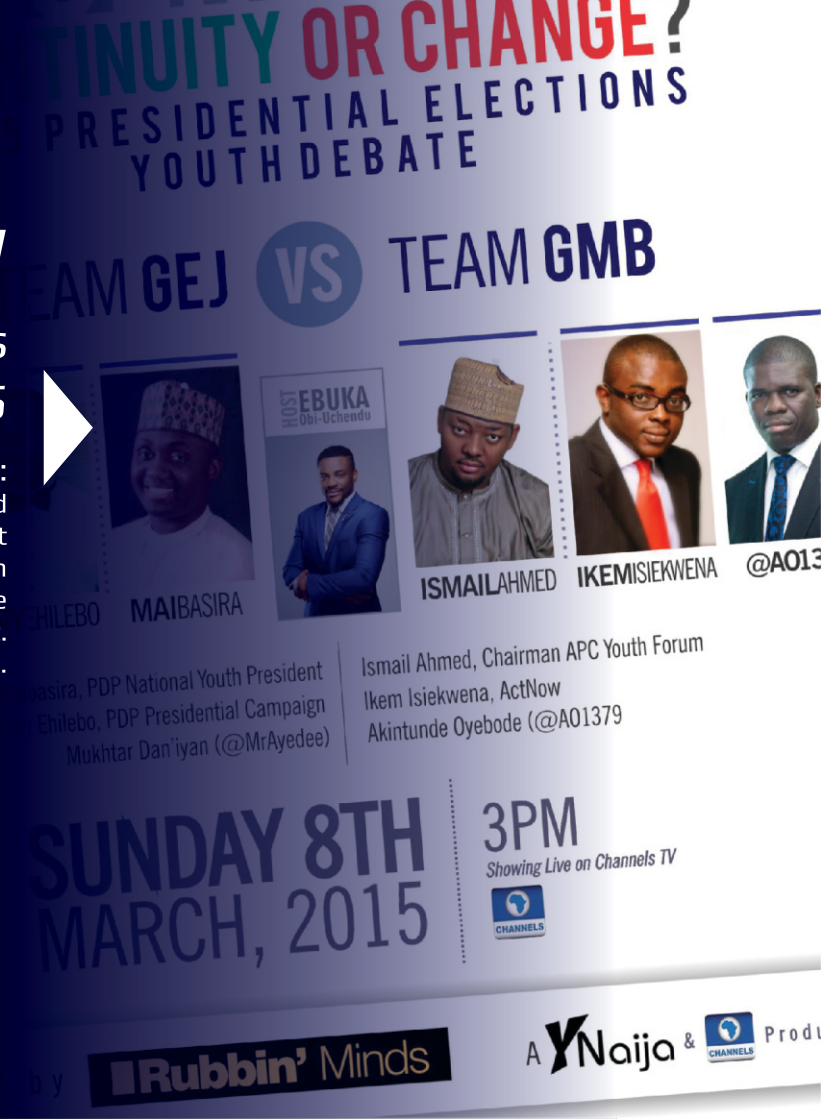
The RED Summit

Launched in 2015, The RED Summit fills a very crucial gap in the African media market. As West Africa's biggest media festival, the 4-day event brings together the most influential leaders across television, radio, print, online, advertising and public relations to connect, network and host high level conversations on the future of the media in the continent. The summit leads a movement to accelerate growth and impact for media brands, businesses and possibilities across Africa.

Case Study

Rubbin' Minds Electoral Debates 2015

The Brief:
A forum where young, passionate and involved youth debated on pertinent issues in the absence of a Nigerian national presidential debate. It became the nation's most talked-about. pre-election television event.



WHAT WE DELIVERED

A high-quality one hour show that sparked debate—online and in the papers. Prominent youth leaders from both partied engaged in an intense debate that covered a wide expanse of topics and were relevant to young Nigerians. It was sharp, it was exciting and it was one of the most singularly galvanising episodes in the election period.

Led to a second debate that garnered even more vie and buzz on social media as young people tuned in to watch candidates give reasoned, well thought-out answers.

A total of 12 million people watche live on Channels TV and 2,238,476 people followed the trend on Twitter.

DEVELOPMENT

We're building empowered citizens.

Our development affiliate, The Future Project has a simple mandate—to build empowered citizens across Africa, through (inclusive) enterprise and (active) citizenship. This focus on human capital development is informed by our value proposition: Africa's growth needs a generation of young people who are gainfully employed and able to demand better leadership.



WHAT WE DO

The Future Project also creates platforms for young Africans to jointly seek practical solutions to Africa's most pressing problems.

Its flagship project, The Future Awards Africa, also popularly known as The Future Awards, is the continent's biggest prize for young African achievement, held over the past 10 years in collaboration with global institutions including the World Bank, the Africa Union and the United States government. It inspires a generation of Africans by finding, spotlighting and sharing the most inspiring stories of young Africans aged 18 – 31. Its footprints lie across at least 22 African nations.



the future awards africa 2015

le prix du futur afrique



the future project


the
future awards
africa
les futurs africa awards

ENTERPRISE & ENTREPRENEURSHIP

We don't just
tell stories.
We spread action.

The SME Support Clinics

For entrepreneurs already on the go. Typically held annually during Social Media Week, the clinic allows experts to directly engage with young SME owners and NGOs, giving advice and strategies to expand their business and solve problems.





The Future Enterprise Support Scheme

TFESS is a series of seminars, workshops and conferences that act as a doorway to opportunity through skill-acquisition and capacity-building training sessions for new graduates who want to get a job or start a business.

#StartupsAFrica

Building African businesses, one community at a time, this is a pilot African entrepreneurship incubator with training, mentorship, funding and ancillary services to ensure promising nascent businesses survive and grow. This will be used to create a replicable template for building enterprising youth, community by community across the continent.



EMPLOYABILITY



LEADERSHIP AND GOVERNANCE

The Symposium for Young & Emerging Leaders.

The Symposium for Young & Emerging Leaders This occasion is aimed at building Africa's leaders of tomorrow, today through an annual knowledge-exchange and mentorship event between present and emerging leaders in government and the public sector that facilitates learning and youth inclusiveness.

Aiki.ng

A jobs and opportunities portal launched in conjunction with Microsoft to expand access for young people and build their capacity for careers or entrepreneurship—from business modules, to learning how to write business plans; live virtual job interviews to getting online certifications.





Intern4Jobs

Real world, on-the-job experience can provide crucial job skills to young graduates. This programme connects young people to jobs and job opportunities through internships through a network of internship for three to six months. It is structured to ensure interns end their tenure with basic, relevant job skills. Mentors and coaches also closely supervise the process and provide support.

The Future Awards Africa

It has been called 'The Nobel Prize for Young Africans', and it has over 10 years presented a new school of over 1,000 young African leaders across politics, business, culture, the creative industries and development who have transformed systems and societies through the awards' interconnected network. The awards have curated a globally acclaimed new generation of African leaders driven by value, innovation and integrity.





Case Study

The #StopEbola Campaign

In response to the global efforts to raise funds to fight the deadly Ebola disease, TFAA, in conjunction with Red Communication, launched the #StopEbola campaign, using social media crowdspeaking platform Thunderclap. Its focus was to engage one million young people across Africa via a crowd funding site to donate towards the effort.



OUR SUCCESS STORY

Enlisting the help of Africa's A-list celebrities, entrepreneurs, and personalities our campaign obtained a direct social reach of over 3.2 million people, and an estimated combined reach of 25 million young Africans through continental media partners.

It also facilitated the donation of a minimum of $25 directly to the United Nations Ebola Response Fund via www.stopebola.com and https://www.thunderclap.it/projects/18394-join-us-stopebola.

An e-collective of 100 of Africa's respected youth leaders and celebrities were assembled to headline the campaign using their personal pages on social media platforms—Twitter, Instagram and Facebook.

At the awards, a haute couture dress by renowned Nigerian designer Lanre Da Silva Ajayi was auctioned at the price of one million naira in support of the campaign.

CONTACT US

Red Media Africa

Global Headquarters
59, Ogunlana Drive,
Surulere, Lagos
E-mail: info@redmediaafrica.com
Phone: +234 1 454 8388
URL: www.redmediaafrica.com

Red Communication

E-mail: communication@redmediaafrica.com
URL: communication.redmediaafrica.com

Generation Y!

E-mail: info@ynaija.com
URL: www.ynaija.com

The Future Project

14 Shofidiya Close, Off Adegoke Street,
Surulere, Lagos
E-mail: info@thefutureafrica.com
Phone: +234 802 222 6712
URL: www.thefutureafrica.com

THE RED SUMMIT | SPONSORS / PARTNERS




































HALOGEN
SECURITY
COMPANY LIMITED


FINGER
KING


Optimum
Exposures


ENPLUG


internet solutions
A DIVISION OF DIMENSION DATA


media
PERSPECTIVES


2015
LAGOS
COCKTAIL
WEEK


Eventi
COCKTAILS


MAGNA
EVENTS


UBA
United Bank for Africa


CHANNELS


HOTSAUCE


COWBELL
Coffee
Milk Drink


Cocktails
Delight


THE
red
SUMMIT

WE ARE REDEFINING WHAT IT MEANS TO BE A MEDIA COMPANY.

We don't just tell stories, we spread action.
We extend the media to its very limits, and beyond.
We are building a movement that can solve problems across Africa, community by community.



The media company to reach and inspire the largest number of Africans at any time.

We are not telling African stories to the world.
We are telling Africans stories, to Africans.
And when that inspired generation rises, the world will have no choice but to pay attention.