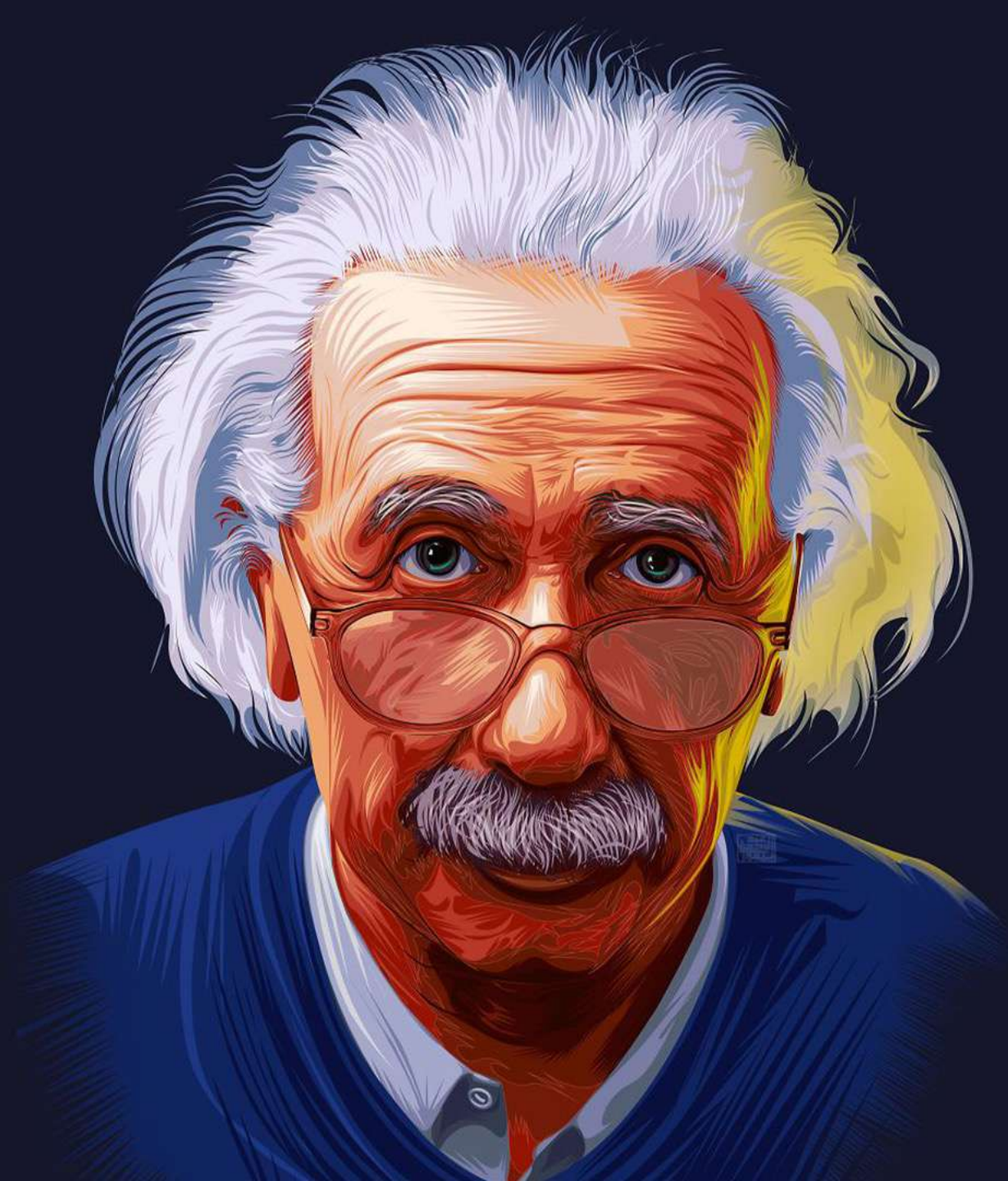




# BEYOND THE LINE

Brand engagements that delivers results



Creativity is intelligence having fun!

~ **Albert Einstein, Genius**



# MISSION

To conceptualize, create and flawlessly execute innovative ideas for all brands so they win market shares.





# VISION

To create the influential marketplace where brands are harmonized and consumers delighted.

**#1** in Africa  
by 2027

**#2** In two other  
continents by 2035





# WHO WE ARE?



BTL is a Pan-African Company which has proven to be a 360-degree activation agency in almost a decade, which is upsetting the way traditional activations have operated by incorporating latest, cutting edge & innovative technology in its simplest form to create amazing experiences.



# SERVICES



## Experiential Marketing

- Live experiences
- Product Strategy
- Enterprise B2B
- Retail sports & Entertainment
- Hospitality
- Channel Management



## Creative & Content

- Campaign Concept & design
- Video production
- Social Management
- Influencer Management
- Content Development



## Media Buying

- Social Searching
- Email Marketing
- RMM Marketing
- Live Production
- Audio & Video
- Commercials



## Product & Development

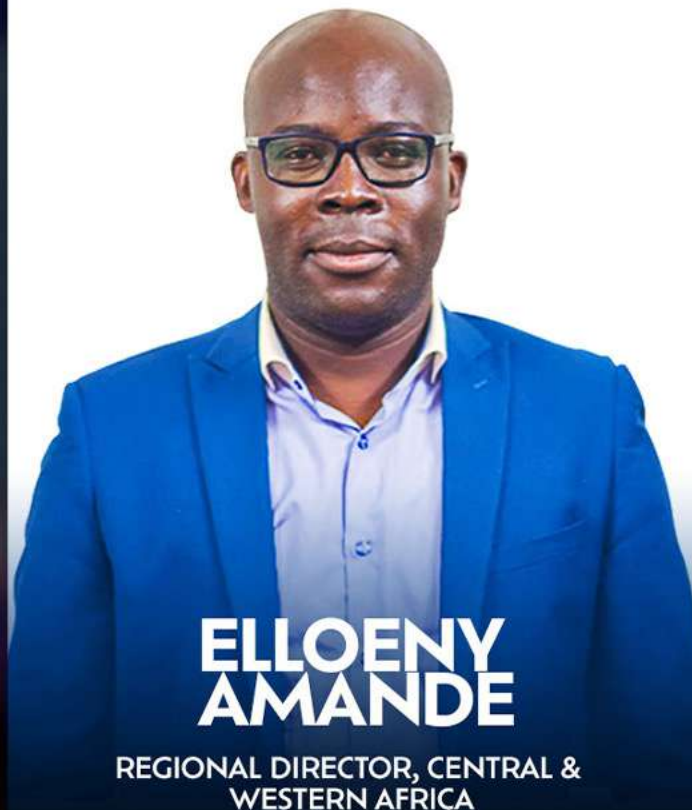
- Website Design
- Payment Solutions
- Remote Monitoring & Management
- Turnkey Solutions
- Online Marketplaces
- Purple Wi-Fi



## Digital Marketing

- Digital Strategy
- Online Advertising
- Community Management
- Mobile Marketing
- Web PR

# LEADERSHIP

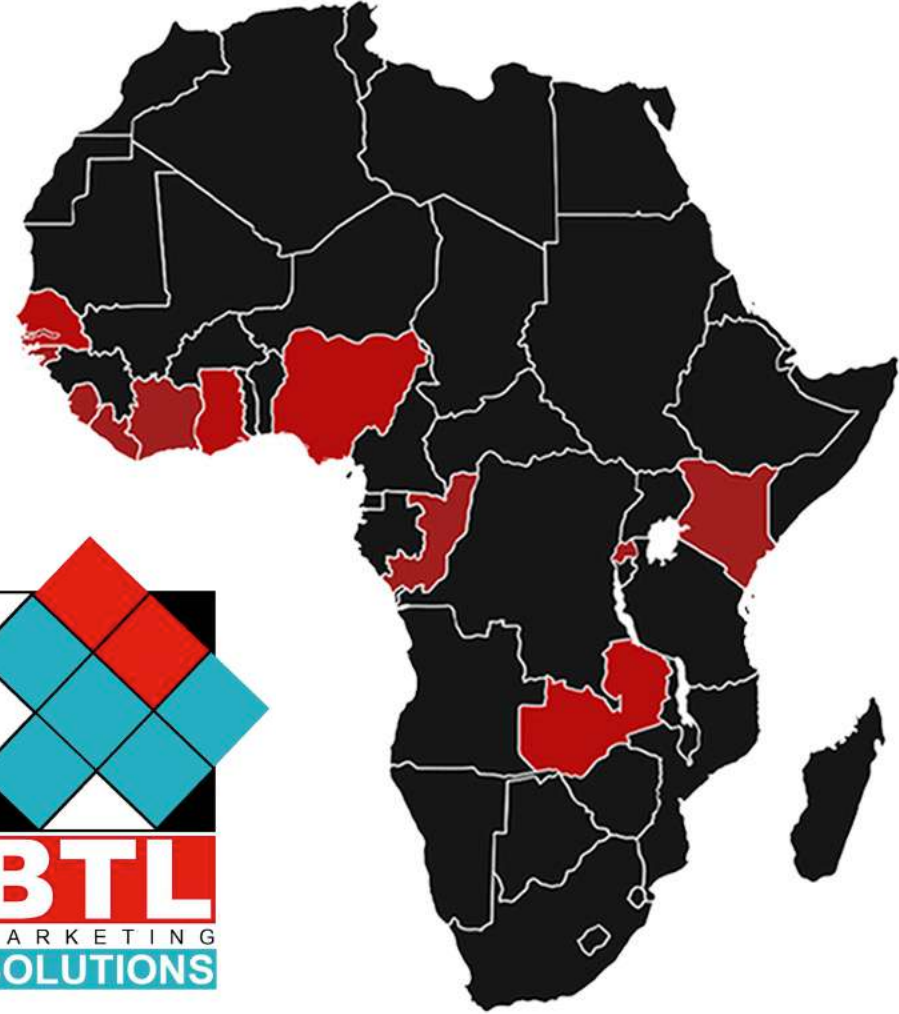




# PRESENCE

Eighteen (18) Businesses in 12 countries across the African continent

Ghana	Kenya	Zambia
Nigeria	DRC	Liberia
Sierra Leone	Cote D'ivoire	Uganda
Gambia	Rwanda	Gambia
Senegal	Guinea Bissau	Congo





# MEMBERSHIPS & AFFILIATIONS

BTL is also a member of Global Agency Networks as well as Corporate Business Development Affiliations.



THE GLOBAL  
COMMUNITY  
FOR LEADERS



**Stanford** | Seed  
Stanford Institute for Innovation  
in Developing Economies

# AWARDS



Marketing World Awards – Experiential Marketing Agency of the year - 2022

E3 Best of International Awards – Best Experiential 2020

Pitcher Awards - Pitcher Festival of creativity – Live Event - 2022

Most Eminent Marketing Company of the year – 2019

AGG Gong-gong Awards Gold & Platinum Honors – 2019

Most Promising Marketing Agency of the Year in West Africa - 2018



# CLIENTS



A person's silhouette is shown in the foreground, holding a smartphone horizontally to capture a video of a concert. The phone's screen displays a live recording of a stage with bright lights and a crowd. The background is a bokeh of red and yellow stage lights, creating a magical atmosphere. The text "OUR MAGIC ZONE" is overlaid on the right side of the image.

**OUR  
MAGIC  
ZONE**

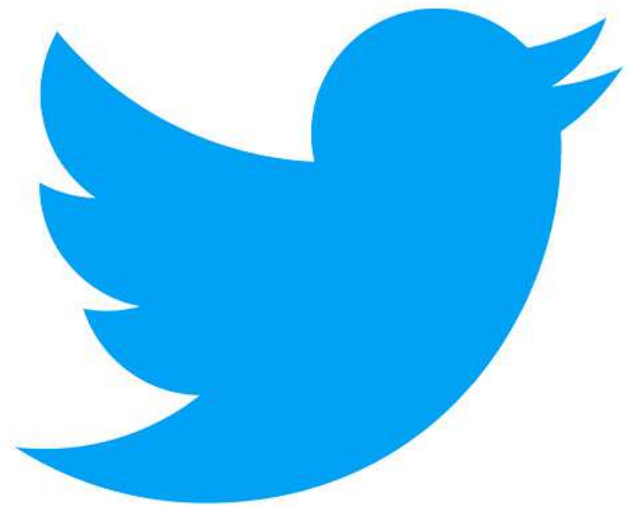


























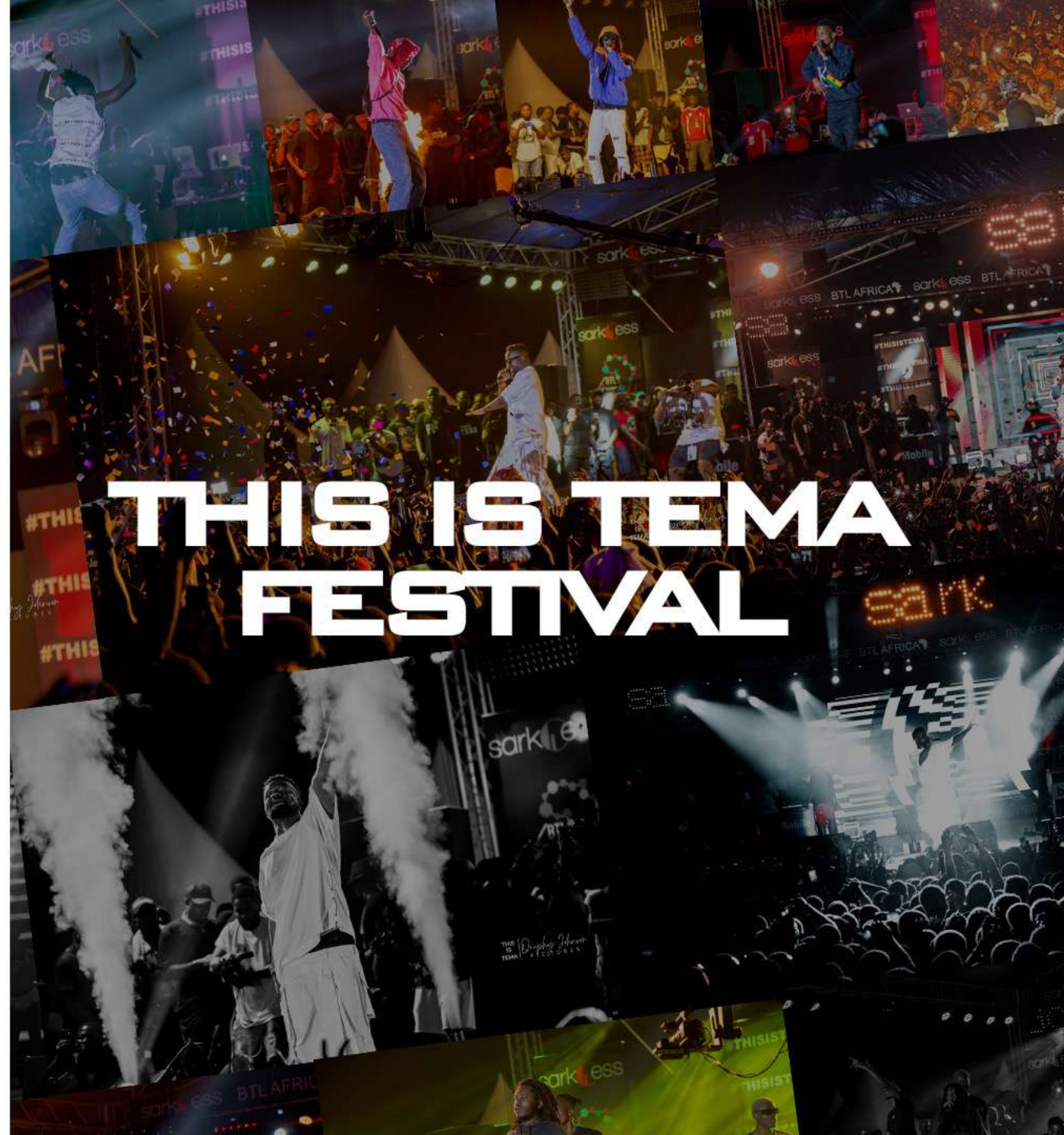








sarkless











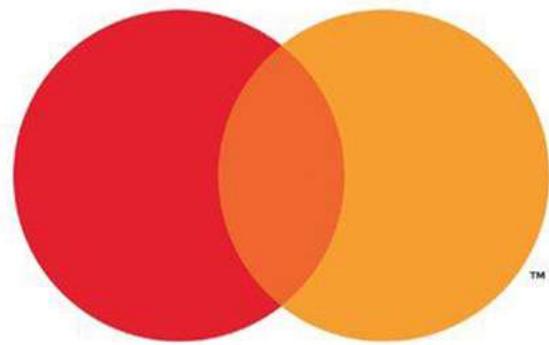
**GHANA  
COCOA  
BOARD**











mastercard  
foundation



















# MALTAVATOR CHALLENGE









**BUT THAT'S  
NOT ALL!!!**





# OTHERS

- EBONY ANWAMOO FESTIVAL
- EBONY CONDOMS LAUNCH
- UCL CHAMPIONS LEAGUE FANPARK
- BVB IN GHANA
- TWITTER – BLUE ZONE @ VGMA
- TWITTER - TWEETSUIT
- AFROZIG DANCE FIESTA
- BRITISH COUNCIL
- NESTLE ACTIVATIONS
- SHELL CHAIRMAN BAAKO P3
- BLUEBAND ACTIVATIONS
- NIVEA ACTIVATION
- VODAFONE – THE SENDOFF SHOW
- VODAFONE RED ROOM @ VGMA
- VODAFONE KINDRED FOUNDATION LAUNCH
- VODAFONE SALES CONFERENCE
- WAFU TOURNAMENT 2020
- SAMSUNG ACTIVATION
- AFRICAN LEADERSHIP NETWORK CONFERENCE
- AIRTEL 4G ACTIVATION
- COCA COLA ACTIVATION
- ORANGE 4G LAUNCH
- MTN HITMAKER ALL STAR CONCERT
- MTN SME LAUNCH
- BUDWEISER LAUNCH
- CLUB NRB LAUNCH
- STAR LAUNCH
- HD+ MALL VIEWING





**WHY CHOOSE US?**

**GROWTH**

**RESULTS**

**EXPERIENCE**





# LET'S CREATE MAGIC

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