



**NIVBEN LTD**  
**A G E N C Y**

*Quality From Every Side*



Nivben Limited started off in year 2012 operating as Nivben Electronics before it was incorporated to become Nivben Limited in 2015. During its inception, Nivben mainly engaged in repair and maintenance of both audio visual and sound equipments. Guided by its vision and mission Nivben has quickly evolved to be Coast's Premier Event Management Company based at the heart of Mombasa. Creativity & Perfection forms the foundation of Nivben where a team of dedicated, dynamic & Seasoned professionals with their innovative and out of the box ideas is always ready to transform your event into wonderful celebration.

We at Nivben undertake Events of any scale and carry them out right from conceptualization to its successful completion. Our Client – Centric & Tailor made solutions guarantees trouble free, enjoyable & best of the events.

With our pragmatic & organized solutions we have continuously redefined and exceeded our client's expectation, setting new standards with our core services.

Our Commitment to excellence and integrity in everything we do makes us stand out from the crowd and results into our highly commendable success rate.

# ABOUT US

# OUR MISSION VISION & VALUES



## Mission

To be the world leading Event Management Company that delivers high quality, value-driven services while focusing on the uniqueness and peculiarities of our clients' project.



## Vision

To ensure client satisfaction and loyalty as we deliver personal and unique experiences that are beyond expectation and create long term loyal relationships by consistently providing outstanding service that creates an overall extraordinary event experience.



## Our Values

Our Vision at Nivben is not to be the 'biggest' but rather the 'best'. Relationships are important to Nivben ; whether it be with clients, partners or service providers.

We like to understand our clients' business as well as their individual needs and requirements and take pride in growing with them as they Celebrate/grow.







## We Believe in **INNOVATION**

Our team is constantly looking for new ways to help our clients achieve top of mind awareness through unique event concepts, world class production technology and creative brand experiences. Our team evolves with the market by staying on top of marketing, event and technology trends.



# WHAT WE BELIEVE IN

[www.nivben.co.ke](http://www.nivben.co.ke)



## We Believe in **EFFECTIVE COMMUNICATION**

We work with our clients closely to ensure they are updated every step of the way and that each detail of every project is in line with their brand message, achieves project objectives and speaks to the target market.





We Believe in  
**INTEGRITY**

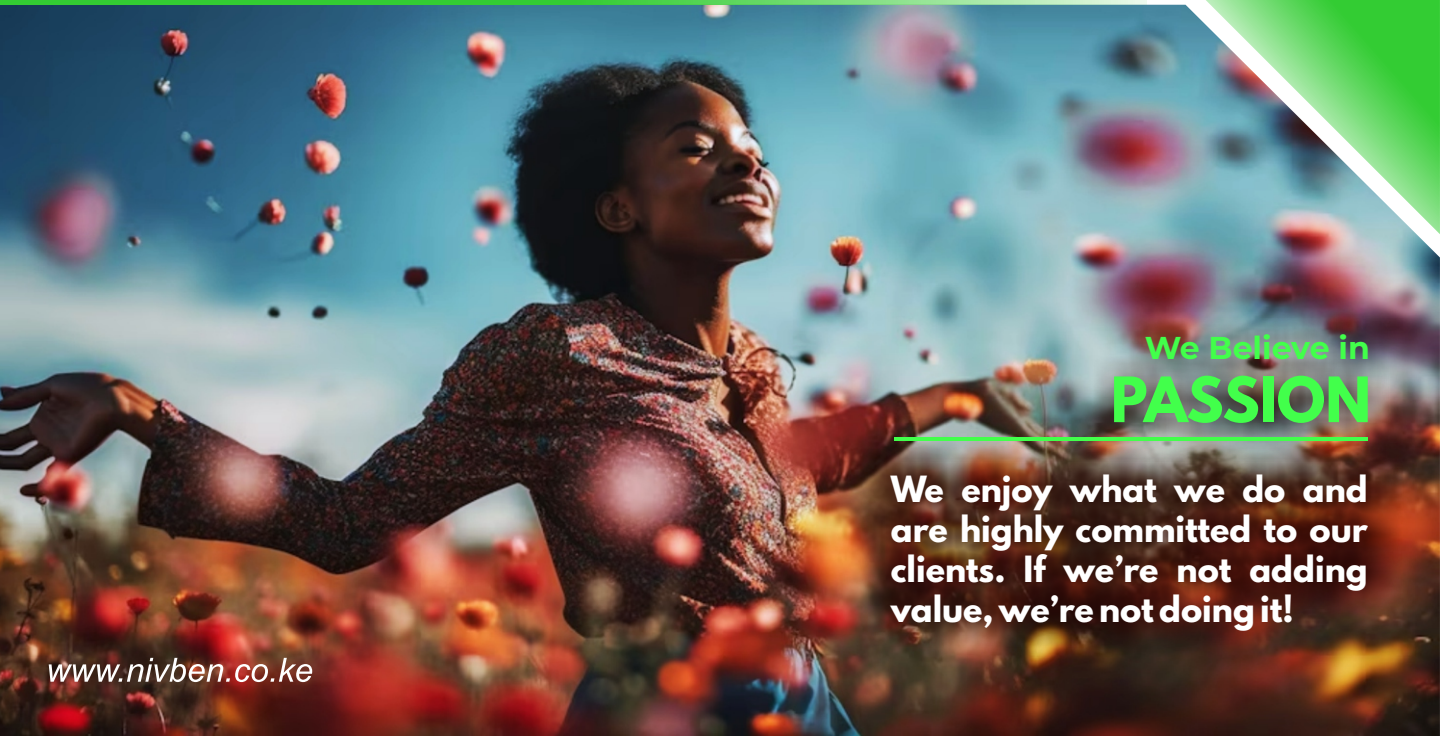
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**We are committed to transparent communication and dedication to our values at every level of our organization and strive to maintain the same with our clients at every step.**



We Believe in  
**TEAM EXCELLENCE**

Each team member is a moving part in the machine that is NIVBEN and we believe individual excellence and attention to detail results in successful delivery in bringing our client's vision to life. We hire the best and constantly train them as we evolve with each project and phase in the growth of NIVBEN.



We Believe in  
**PASSION**

We enjoy what we do and are highly committed to our clients. If we're not adding value, we're not doing it!



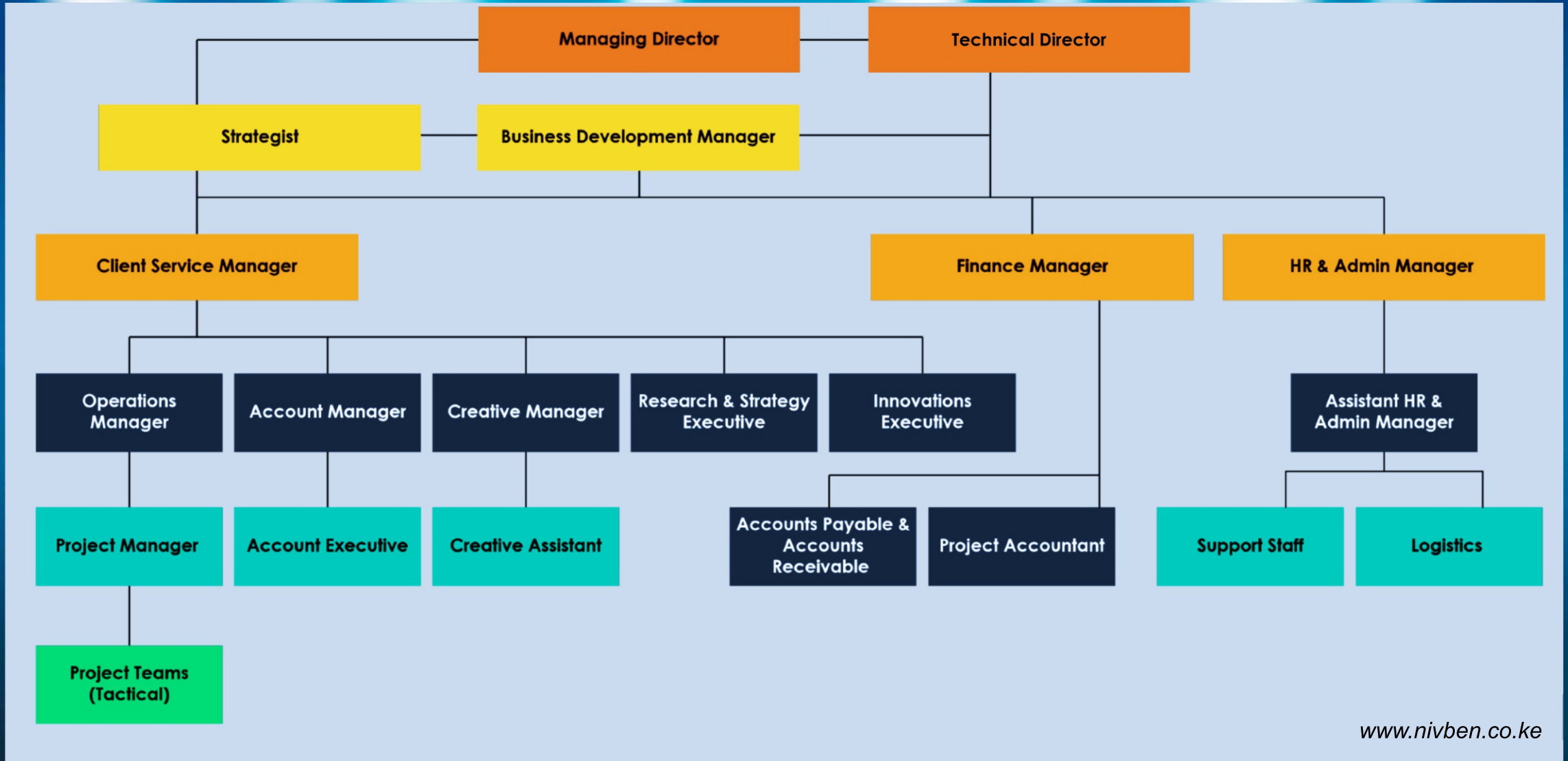
# WHY CHOOSE US



- Nivben Ltd is committed to helping its clients reach their goals, to personalising their event experiences, to providing an innovative environment, and to making a difference.
- Our strong sense of identification with client projects means that we are constantly striving to provide solutions, even for issues they aren't yet aware of. To this end, we adopt a progressive approach to technology and marketing techniques.
- This sense of identification also means we value and promote seamless interaction with clients' own teams, and ensure the best value is obtained from their event budget.
- Our long experience at the top of the events business means we have expertise which reaches across a number of sectors, as well as knowledge of specific protocol and local regulations. But we know that things change, and we are constantly striving to adapt and improve.

# NIVBEN ORGANIZATIONAL STRUCTURE

## COMPANY ORGANOGRAM





# OUR CLIENTS





# OUR SERVICES

[www.nivben.co.ke](http://www.nivben.co.ke)





# BTL & RESEARCH

## Point Of Market Entry Activations

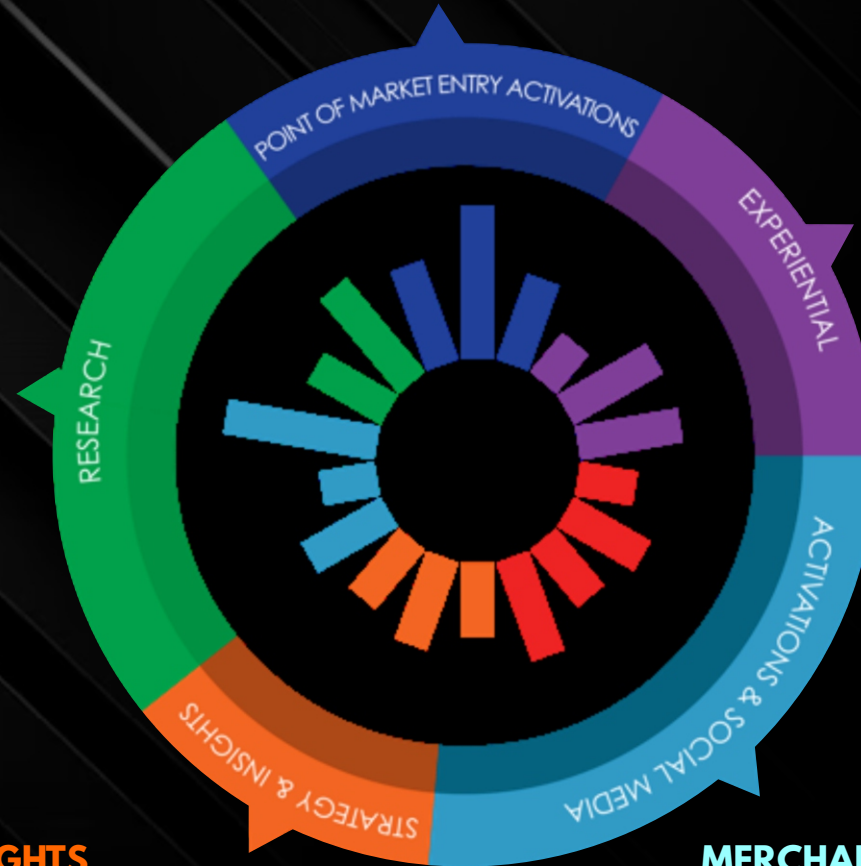
- Schools & Universities Activations

## RESEARCH

- Syndicated Studies
  - Youth Scapes
  - Youth Trax
  - Back To School
- Client specific studies
  - Concept Tests
  - Campaign Evaluation
  - Qualitative & Quantitative Studies
  - Brand Audit Studies
  - Brand Tests
  - Consumer Immersions

## STRATEGY & INSIGHTS

- Cultural pillars
- Segmentation
- Communication strategy
- Interactive workshops



## EXPERIENTIAL

- Events Marketing
- Mall Activations
- Music Concerts
- Road Shows
- Sampling
- Direct sales
- Consumer Education

## MERCHANDISING & RETAIL ACTIVATIONS

- Merchandising programs
- Retail & Supermarket Activations
- Supermarket Promotions & Sampling

# BTL PROJECT FLOW



**Our Strategy & Experiential marketing department will unpack your brief and deliver a strategic proposal that will touch on effective activation points for your brand.**

**We create brand to consumer campaigns that imprint on the target market by creating a synergy between campaign objectives, brand message, consumer profiles and point of inspiration and need.**

**This allows us to develop an impactful strategy that will yield positive results.**



**1**

**Point Of Market Entry  
Product Launches**

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**2**

**In-Store Consumer  
Activations**

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**3**

**Seeding, Listing &  
Merchandising  
Campaigns**

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**4**

**Roadshows & Live  
Streaming Activations**



**BELOW THE LINE CAMPAIGNS**

# MARKET RESEARCH



[www.nivben.co.ke](http://www.nivben.co.ke)

**At Nivben we believe that the successful implementation of any marketing activity must be based on correct market evaluation, audit of brands and insights from all stakeholders.**

**Our Research department is composed of passionate and experienced market researchers with good understanding of the FMCG sector in Kenya and East Africa.**

**The Research department provides market research, brand audits and competition analysis both at brand and corporate levels in multiple industries across the country, collecting data, making analysis and generating periodic reports for our in-house database and client projects.**



**1**

**DEFINE OBJECTIVE & PROBLEM**

- Setting the research baseline.
- Understanding the current brand position

**2**

**RESEARCH DESIGN**

**3**

**PREPARE RESEARCH INSTRUMENTS**

**4**

**SAMPLING AND DATA COLLECTION**

**5**

**DATA ANALYSIS**

**6**

**VISUALIZE & COMMUNICATE RESULTS**

# OUR PROCESS

**We believe in involving the client at all stages of the market research process and being part of the solution, providing insights and measurements throughout the lifespan of a project. Research has never been a one-off affair but a continuous process of learning from inception of a project to the final stages.**

# BA MANAGEMENT & TRACKING



**With each campaign, we measure performance based on these key areas:**

- 1. Engagement/Reach.**
- 2. Application**
- 3. Consumer feedback**
- 4. Campaign Challenges/Learnings and Opportunities.**
  - Our supervisors monitor and report on activities and activations progress and successes.**
  - Each supervisor has a responsibility to record and transmit data to Xtreme Project management teams every hour.**
  - Continuous assessment of the campaign and improvement by the internal measurements in collaboration with the project team based on learnings and opportunities from the field**
  - Weekly data is compiled and shared with the client**
  - Weekly meetings with all stakeholders are conducted to discuss progress.**





# CONCEPT DEVELOPMENT FOR EVENTS

**Our in-house Creative & Strategy teams will work with you to come up with unique and exciting ideas for your events.**

**We have worked with clients in both the public and private sectors across a wide range of industries, producing high end events from conception to execution.**

**We have worked on events including:**

- **Brand Launches**
- **Conferences**
- **Corporate Dinners**
- **Cocktails and Team Building**
- **Outdoor Music Festivals and Concerts**
- **Product Launches**

**1**

**Brainstorm potential ideas that are in line with brand messaging and tone of voice that will appeal to the target market**

**2**

**Liaise with our Operations & Research departments to create a proposal that includes Big Idea breakdown, market research and logistical elements**

**3**

**Deliver a full proposal and cost breakdown to the client**

# OUR PROCESS



A musician with red dreadlocks is performing on stage. He is wearing a red t-shirt under a grey jacket and is playing a yellow keyboard. The background is dark with stage lights.

# TWENDE RUMBA PWANI

**#Twende Rumba Pwani is an exciting event series of concerts held at Butterfly Pavilion in Mombasa town, conceptualized and executed by Nivben to showcase and promote local talent.**

**We took advantage of the gap in the market to create an event platform that appeals to the local population.**

**The first event was held in December of 2023 and sponsored by TV 47.**



# ACTIVATIONS

- MALL ACTIVATIONS
- SITE ACTIVATIONS
- MALL BLITZ
- CONFERENCE USHERING
- BAR ACTIVATIONS





# ACTIVATIONS







# PROJECT MANAGEMENT & EVENT COORDINATION

We operate a full event production service from concept to completion.

Our team will deliver:

- **CONCEPT DESIGN**
- **PROJECT SCHEDULING**
- **TALENT & STAGE MANAGEMENT**
- **BUDGET MANAGEMENT & CONTROL**
- **HEALTH & SAFETY AND STATUTORY LICENSES**
- **LOGISTICS & OPERATIONS**
- **TECHNICAL AV EQUIPMENT & PRODUCTION**
- **EVENT ANALYSIS & DEBRIEF SESSIONS**

# SET DESIGN & BUILD

**We believe that every event needs a stunning centerpiece.**

**Our team will design your stage or set, creating the perfect focal point for your event, tying your theme and branding.**

**Nivben has over 10 years event experience providing creative set design, build, delivery and installation, tailor-made to individual needs.**

**We have worked on sets for:**

- **Corporate award ceremonies**
- **Themed events**
- **Outdoor & indoor concerts**

**We will work with you to provide the perfect solution for your event needs and budget**

**We are committed to applying health and safety measures for each project and a full risk assessment will be carried out for your set or stage and all related activities.**



# EVENT LIVESTREAM

**Sometimes you need to transcend physical locations and borders and bring your brand experience to the masses and Nivben will work with you to broadcast your event across various platforms and ensure maximum visibility for your brand through our livestream service.**

**We will broadcast your event to your target audience, live, using world-class technology and multi-camera production to give you high definition sound and images.**

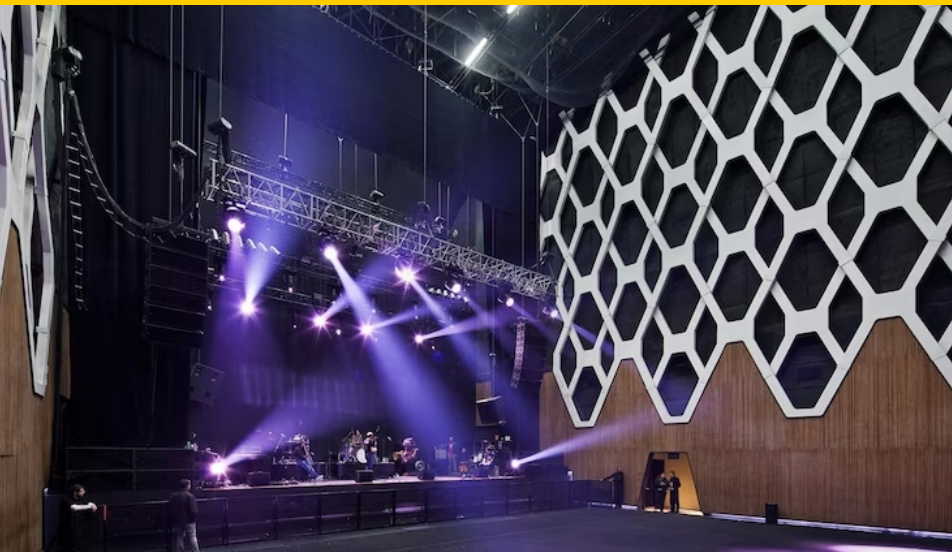
**We have worked with:**

- **Judiciary**
- **PRSK**
- **African Union**
- **Parliament**
- **IGAD**



# OUR ASSETS

- Generators
- Sound Systems
- High End Lighting Systems
- High End Cameras
- New Generation LED Screens
- Trussing Roof
- Carbon Fiber Staging
- Set Building Props and Materials
- Transportation Trucks and Vans







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## CONTACT US

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