

CANWEST MEDIA

ADVERTISING PROPOSAL

- Advertising Services
- Business Development and Strategies
- Sales Promotion

- Media Planning and Buying
- Public Relation Services
- Creative, Audio and Visual Production





ABOUT US

Canwest Media is an advertising agency based in Ibadan, Nigeria. We help brands achieve their set goals and make businesses thrive beyond imagination. This agency is committed not just to strategically taking businesses to people's doorsteps and at the face of their target audience but also putting brands in the global business forum.

We are a specialized organization that help our clients adopt advertising strategies for marketing their goods and services in the most effective manner. We are committed to fulfilling briefs in accordance with client instructions and follow a structured process to ensure every detail is in place.

Our affordability, efficiency and dedication to service delivery remain unmatched.

OUR SERVICES

ADVERTISING SERVICES

CAMPAIGN DEVELOPMENT

Powerful messages and ingenious concepts are the core of our thinking for every client. We service a wide range of B2B and B2C clients, each requiring a specialized viewpoint and strategy in order to achieve their goals. Our creative strategy team brainstorm regularly and bring new ideas to life for each of our clients. We set trends and hardly use templates or follow the standard industry model.

AUDIENCE MEASUREMENT

We run integrated campaigns for clients across different media and audience consumption changes constantly, so it has become more important to measure how audience evolves with media, which is determined by certain demographics and other factors.

This will help in defining the type of media that's actually been consumed, so as to give advertisers, broadcasters and content owners a true understanding respective media channel and to help them optimize their marketing strategies.



MEDIA PLANNING & BUYING



We plan the entire ad campaign for our clients and develop a strategic research on behalf of our clients to better represent them in the most appropriate manner. Hitherto, after analyzing the client's products, its SWOT analysis, competitors, market conditions, etc our team of advertising experts develop a result-oriented and goal-getting advertising-plan.

We help our clients to select proper media platforms to promote their advertisement effectively through the right media platform, medium and audience while we negotiate economically and purchase media services such as radio, TV, billboard and all other form of traditional media on behalf of our clients, ensuring the best value and ROI.

BUSINESS DEVELOPMENT AND STRATEGIES

We nurture and guide all types of business from business plan development, inception to maturity with our series of business strategies that suit the business Environment and make it appealing to the target audience while ensuring the nurturing stage and period of the business is not exceeded.

Our team of business developers and consultants ensure all essential administrative, marketing and sales strategies are been applied with appropriate deliverables timeline



PUBLIC RELATIONS SERVICES

We render Public Relations (PR) services for our clients. This increases the goodwill between our clients and other parties like consumers, employees, middlemen, shareholders, etc. It also targets to maintain good relations between clients and media owners



SALES PROMOTION

We perform innovative sales promotion and through professionalism we help clients carve a market niche to influence sales promotion for the dealers and consumers.

This helps to increase and boost the sales of their products/services because our core objective here is to drive sales, eliminate roadblocks and take businesses of our prospective clients beyond expectation.



CREATIVE, AUDIO AND VISUAL PRODUCTION

We help clients reinforce messaging, branding or identity through graphics, audio and visual content. Every project gets the utmost professional care, from concept development to script/copy writing from TV commercials to corporate communication images, visual and radio commercials.

Our design team ensures that often impressive concepts are brought to life in an engaging and well thought-out manner. We deliver customized products that are distinctive, effective, and viewable with pride. This will have powerful impact on our clients' targeted audience and genuinely influence their thinking or behavior.

SOME OF OUR NOTABLE CLIENTS



Distance learning Centre
Ahmadu Bello University
Zaria- Nigeria



CONTACT US



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