Benchmark Brand Communications Sudan

About **Benchmark**

- **Benchmark** is a leading market research firm & advertising agency, that provides custom market research solutions to the clients. The strong background of the leadership team and the employees allows us to deliver very high quality service.
- It was founded in 2010
- We create experience-driven activations founded on the essence of the brand, connecting consumers in a creative and compelling way.
- We interpret your message into innovative activations that are entertaining, imaginative, inspirational, passionate, creative and consumer-centered.
- Trading Export & Import and Sales & Distribution network covering all regions of Sudan.
- Our teams comprise superior talent in business, with a team of 130 trained professionals.
- In house training facilities



Our **Vision**

- **Benchmark** will strive:

  Towards building Sudan as the future market for Africa.

  Thereby providing a single window for business growth and penetration through focused and effective advertising and marketing efforts.

  With a professional team of experts across the field of communication Benchmark is able to meet the client's needs, targets and goals.



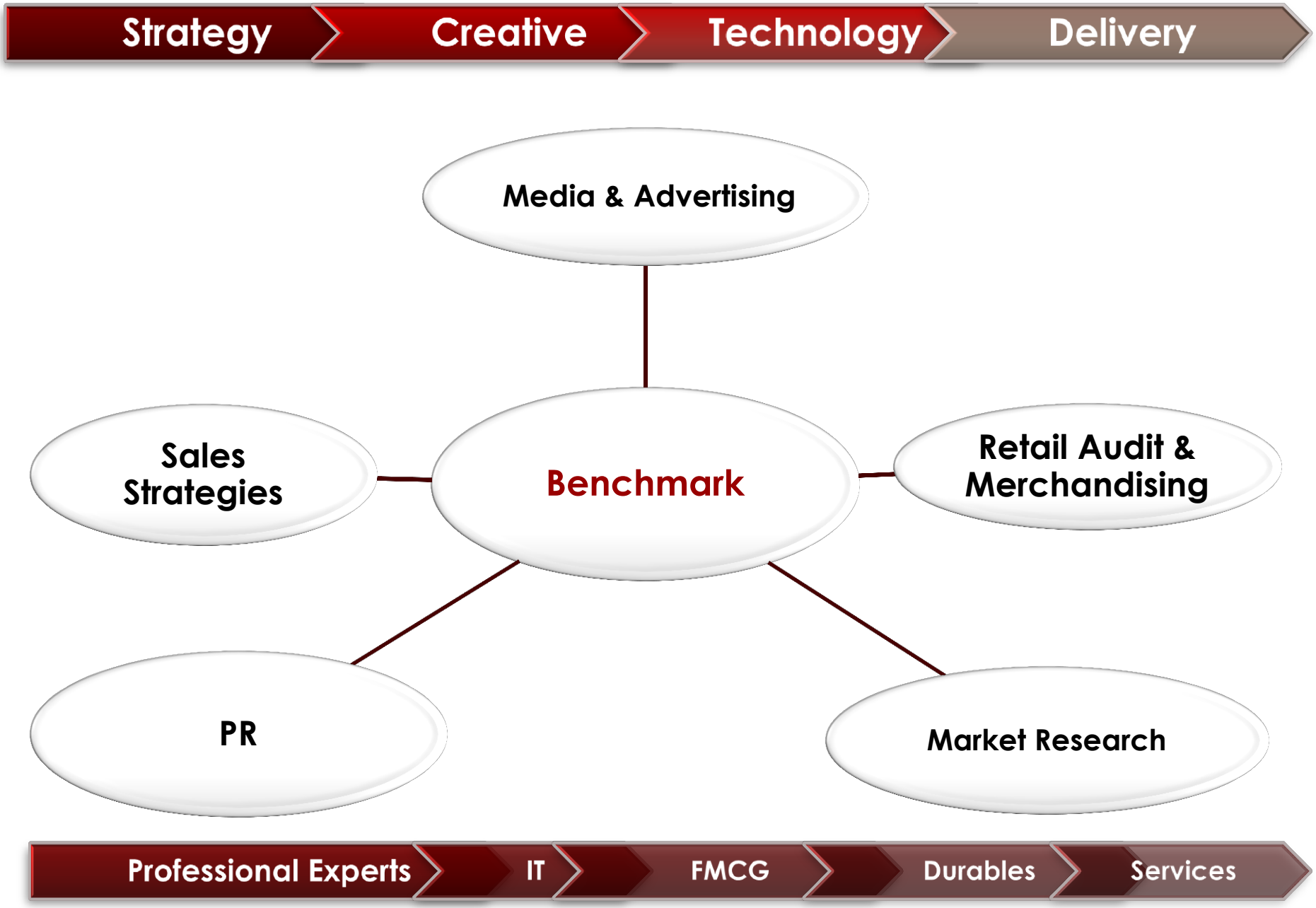


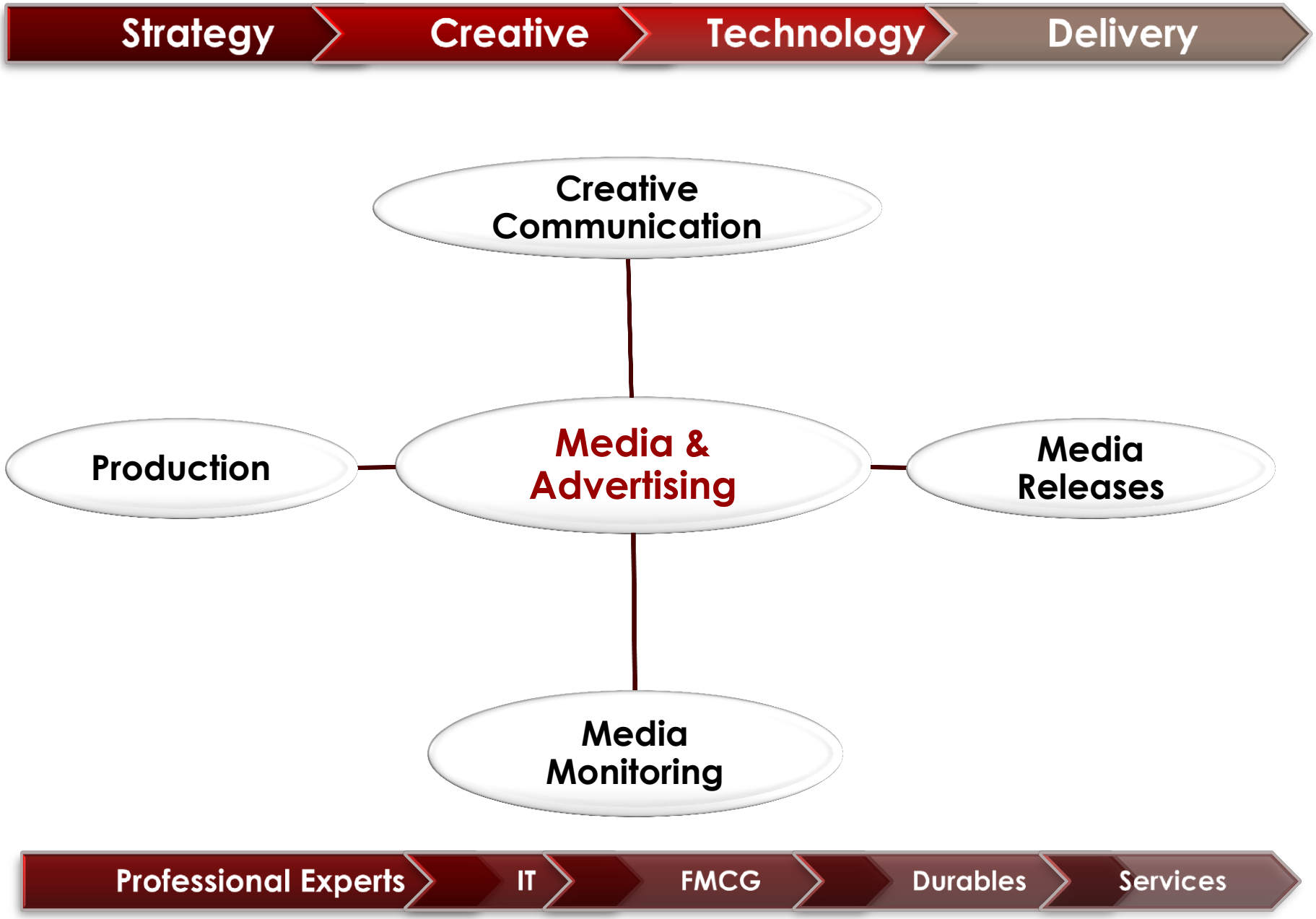
Our **Mission**

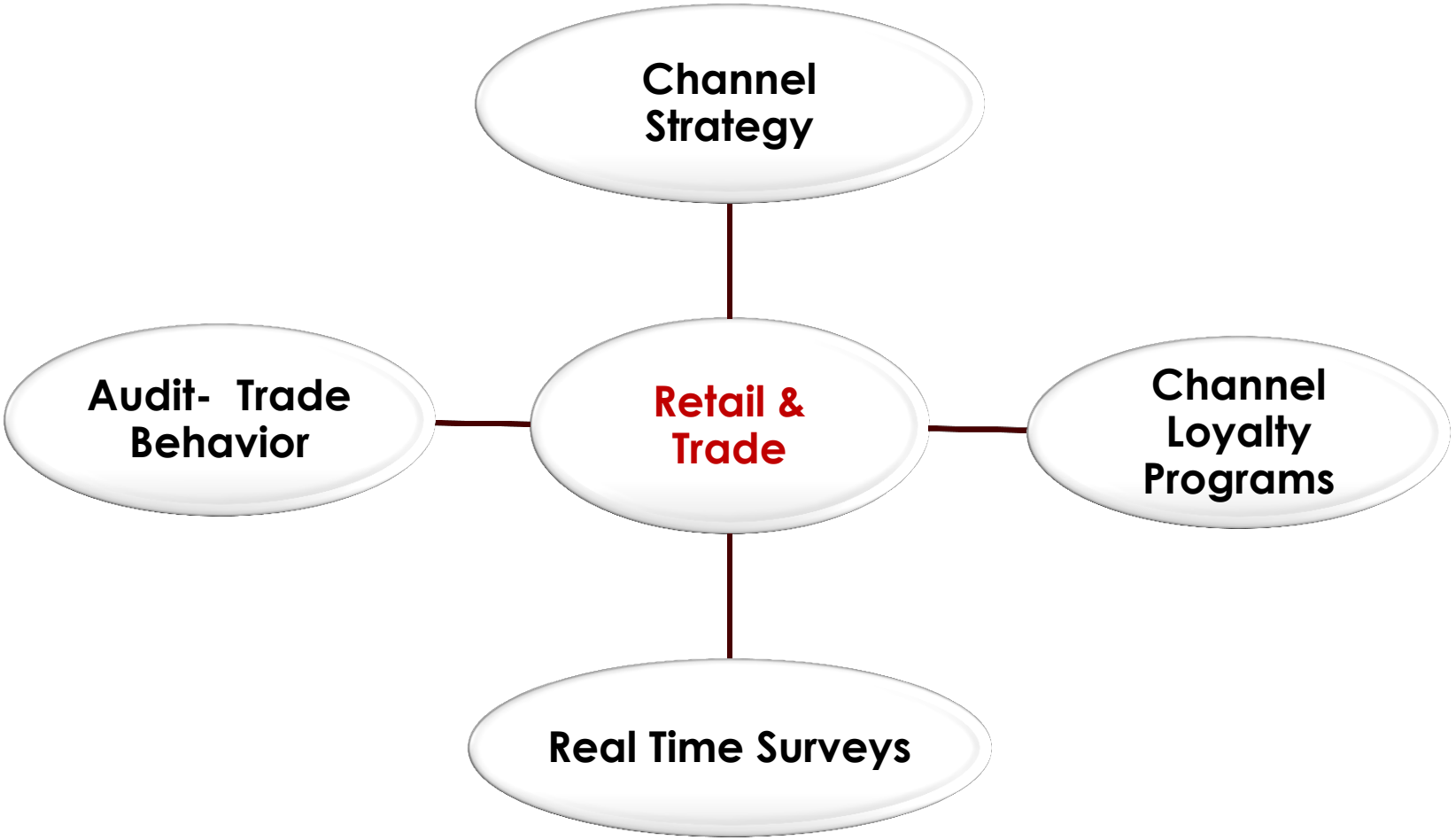
To creatively and effectively communicate with consumers and channel partners so as to influence buying behavior and decisions towards our clients' brands/products/services through an efficient mix of market insights (retail and consumer), creative communication, digital technology and media (outdoor, retail space, TV, radio, press and social media). To train and obtain the best team in Sudan.






Strategy
Creative
Technology
Delivery
Media & Advertising
Sales Strategies
Benchmark
Retail Audit & Merchandising
PR
Market Research
Professional Experts
IT
FMCG
Durables
Services


Strategy
Creative
Technology
Delivery
Creative Communication
Production
Media & Advertising
Media Releases
Media Monitoring
Professional Experts
IT
FMCG
Durables
Services


Channel Strategy
Audit- Trade Behavior
Retail & Trade
Channel Loyalty Programs
Real Time Surveys

benchmark

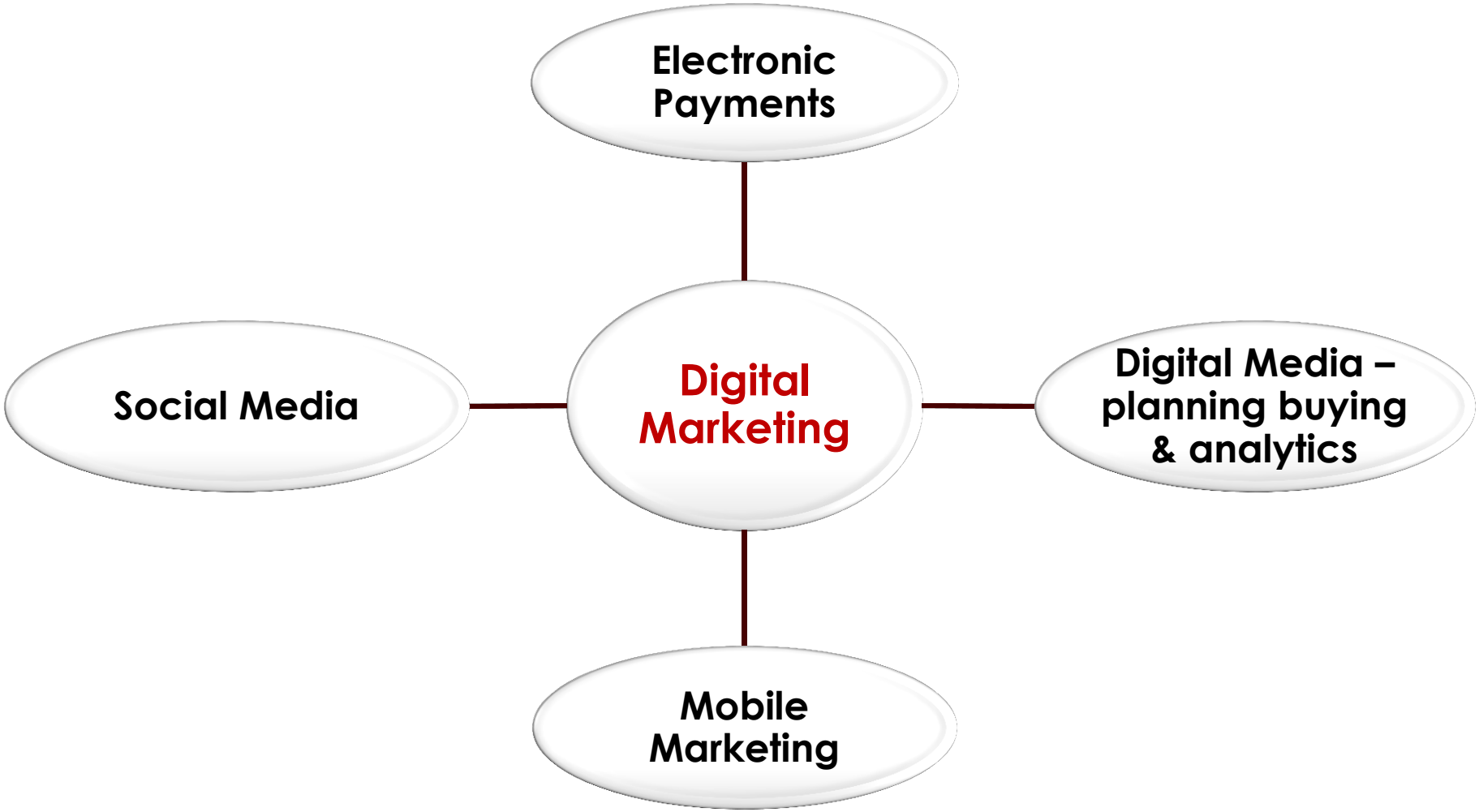
Strategy | Creative | Technology | Delivery



Professional Experts | IT | FMCG | Durables | Services

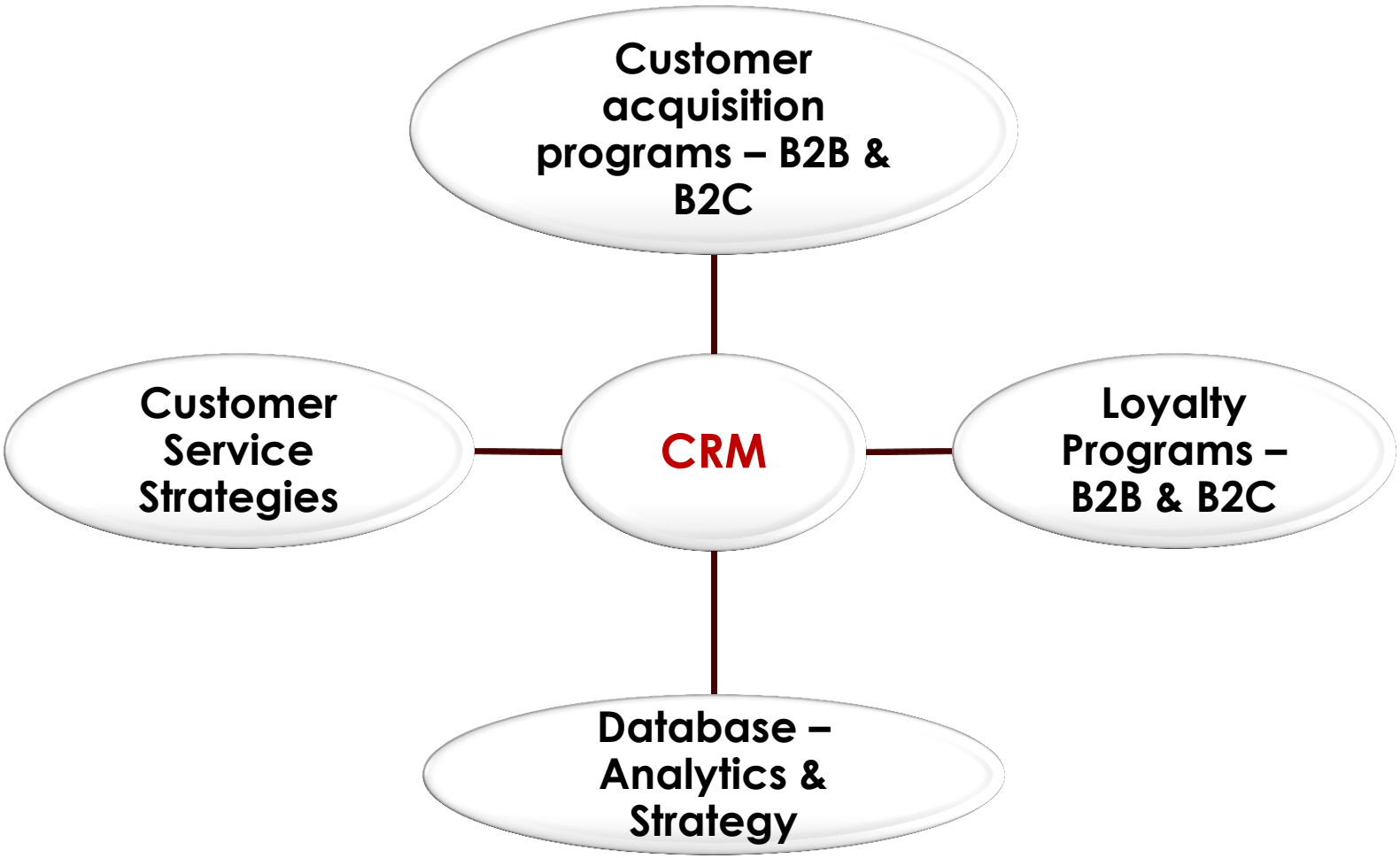
benchmark

Strategy | Creative | Technology | Delivery



Professional Experts | IT | FMCG | Durables | Services

benchmark



benchmark
Insight | Creative | Production | Media | Advertising | PR

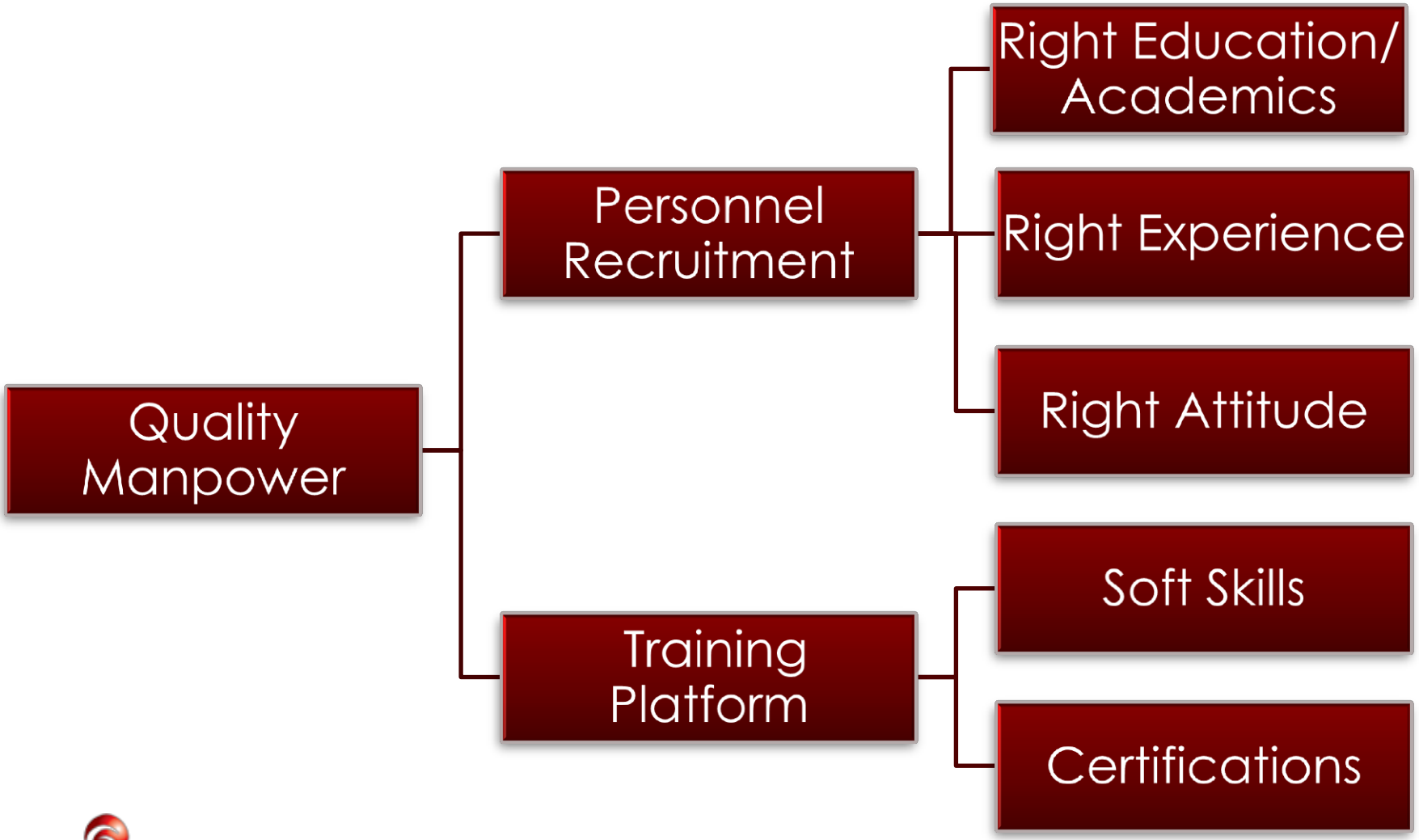
Benchmark **HR**

- Benchmark specializes in the recruitment of top caliber and experienced candidates.
- Database including more than 14000 candidates.
- Custom made solutions for HR departments through a deep understanding of our clients' unique environment & needs.
- Outsourcing, Contract/Temporary Recruitment and International Recruitment.
- Benchmark's thorough interview process is very detailed to achieve the best results in candidate selection.

"We Are Committed to your Success"

benchmark
Insight | Creative | Production | Media | Advertising | PR

Benchmark **HR**



Why **Benchmark**



SPOC

Single Point for Contact and Coordination



Consistency

Consistency in communication (field <---> HO)



Response time

Quick turnaround time for reports, iterations



Economy

Economies of scale come into play by reducing overhead costs

benchmark

Why **Benchmark**

1. Our **DOMAIN Knowledge** in Sudan and other neighboring African nations
   - Knowledge of the trade channels – traditional, MBOs/MTOs, Tier3 and KRCs
   - Knowledge of Media scene

2. Our **EXPERTs** (group partners and industry experts) across fields of Advertising, Media, FMCG, IT, Durables and Service sectors

3. Our **EXPERTISE** in Market Research & Insights, Retail Health Audit, process setup, manpower recruitment and training and quality audit

4. Use of **TECHNOLOGY** for seamless integration of On-field execution, real time reporting and data analysis and feedback; providing management dashboard for better decision making

5. **Integrated Program Management** capability
   - On-field audit, reporting and escalation management
   - Back-end recruitment, attrition management, HR compliances
   - Multi city roll out

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KEY CLIENTS

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KEY CLIENTS – IN SUDAN













































KEY CLIENTS – IN EAST AFRICA (ROUNDTRIP)



































Our Fleet of 22 Cars



Project: MTN Sim Card Activation
Project Duration: October 2013- April 2014
Activated Sims: 1.2M
Areas Covered: Aljazeera, Blue Nile, White Nile, North Kordofan, South Kordafan, Darfur State, Sinnar.

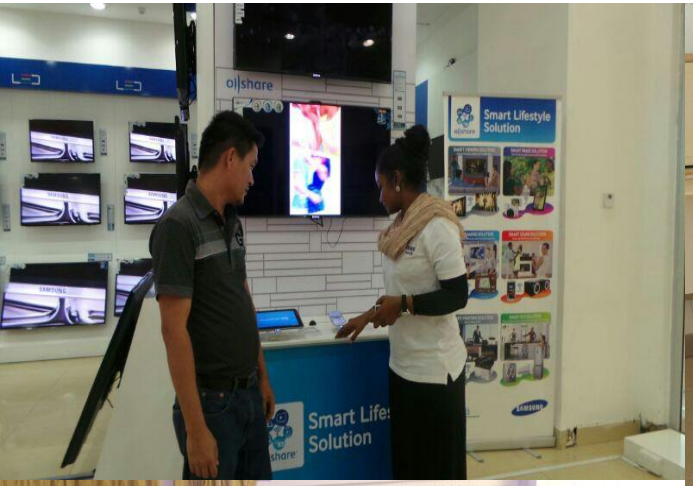







Project: Samsung Retail Audit & Merchandising
Project Duration: January 2010- February, 2015
Project Coverage: Khartoum, Bahri, Omdurman & 11 States

Benchmark contributed in the market development for Samsung from 5% Market Share to 89% Market Share in 5 years















Looking forward to partnering with you!

Thank you!