Founded in **2015**, CS Media is a Ugandan based Media Agency. Over the years we’ve been bringing customised solutions to large and midsized companies in Healthcare, Banking, Retail, Telecom and other industries.
MISSION

Provide Unique and measurable solutions that are people driven and technologically inspired.
Adaptability

Uniqueness

Measurability
The MANAGEMENT TEAM

Mr. INGAH KUTESA (General Manager)

He is a Marketing and Communications professional with a Masters degree in International Marketing from Escuela de Alta Dirección y Administración (2009), Bachelor of Arts in Economics with Minor in Finance from University of St. Thomas (2006).

His executive experience includes brand and communications management in leading advertising agencies in Chicago, New York & Spain (2005-2009).

Cras Ltd (Formerly Spin Communications U Ltd) as Business Development Manager on many assignments (2011-2018).

CS Media Ltd as General Manager overseeing brands such as MTN (U) Ltd, Vodafone U Ltd, Standard Chartered Bank, Stanbic Bank, Multi Choice U Ltd, Obulamu (USAID Funded Project), Uber, Marie Stopes U Ltd, Pioneer Easy Bus, Ministry Of Water & Environment
Mr. ANDREW MASIKO (Head of Business)


Uganda Institute of Bankers Post Graduate Certificate in Banking and Finance, B (A) Economics (Honors Degree) from Faculty of Economics & Management, Makerere University Kampala (MUK, 2005).

His executive experience includes Dfcu Bank Ltd in branch & Treasury operations (2006-2011).

Cras Ltd (Formerly Spin Communications U Ltd) as Finance Manager, Marketing and Communication Strategist, Project Manager on many assignments (2011-2018).

CS Media Ltd as Head Of Business handling brands such as MTN (U) ltd, Vodafone U Ltd, Standard Chartered Bank, Stanbic Bank, Multi Choice U Ltd, Obulamu (USAID Fuded Project), Uber, Marie Stopes U Ltd, Pioneer Easy Bus, Ministry Of Water & Environment.
Mr. Daudi Mugabi (Head of Digital: Graphics, Software & Hardware)

He holds an MBA in Information Technology - Coventry University (2013), Bachelor of Science IT - Sikkim Manipal University (2010).

He has proven project management and team development skills gained by coordinating different teams on projects both locally and internationally.

His area of expertise includes software development, user interface design, and multimedia development.

His experience includes design of bespoke communication solutions like centrally managed digital signage displays for Nakasero Hospital, Women’s Hospital, Post Bank Uganda, Uchumi and Quality Supermarket.


Membership of the BCS Institute of Technology.
Holds a Masters degree in Public Infrastructure (2017) from Makerere University (MUK) & a Masters in Project Monitoring and Evaluation from Uganda Technology and Management University (2016)

She is a trained Monitoring and Evaluation Expert.

Her area of specialty includes report writing, data analysis and research.

She has extensive experience of over 12 years in conducting social science research, data analysis, and program implementation.

Over the past years, she has been a team leader or principal investigator on several projects commissioned by World Bank, African Development Bank, UNICEF, NPA, UNSCO, Government (Ministry of Education ad Sports, Ministry of Water and Environment, Uganda Bureau of Statistics (UBOS) Ministry of Lands, Housing and Urban Development (MLHUD) and Monitoring and Evaluation Officer of the Ministry of Water and Environment (MWE) under the Water and Sanitation Development Central and North and Ministry of Finance Planning and Economic Development under FINMAP III.
Dr. LEONARD KIBOIJANA ATUHAIRE (Lead Monitoring & Evaluation)

He is a Monitoring & Evaluation Specialist studied from Makerere University with a Bachelor of Statistics (1st Class Honors) (1979), University of Southampton, UK Master of Sciences in Social Statistics and University of Southampton (1983), Ph.D in Medical Statistics (1987).

He Worked with Ministry of Water and Environment, Port Management Association of Eastern and Southern Africa (PMAESA), Electricity Regulatory Authority and also Expert Nile Equatorial Lakes Subsidiary Action Programme (NELSAP) as Statistician/Database.


Membership in Professional Associations and Publications. Uganda Statistical Society.

The International Biometric Society, International Statistical Institute (ISI)
Mr. ADOLF MBAINE (Lead Communications: Journalism, Training, Studies, Research)

He is a communications expert finalizing his PHD in Journalism and Communication from University of Johannesburg (2012-date).

He has a Masters of Arts (MA) in Journalism and Media Studies from Rhodes University (2002), Bachelor of Arts (BA) Mass Communications from Makerere University (1994).

His experience includes development and implementation oversight of the media strategy for (ANPPCAN) African Network for Prevention Against Child Abuse and Neglect Uganda, Formulation of the communication strategy for (NEMA) National Environmental Management Authority, United Nations (UN) Sustainable Energy for All (SE4ALL), National Biomass Energy Strategy (NBEST).

Training of Trainers in Digital Journalism organised by RNTC (Netherlands) and Makerere University.

He is a member of Public Relations Association of Uganda (PRAU), African Council on Communication Education (ACCE), Examination Board of United Media Consultants and Trainers (UMCAT), African Council on Communication Education (ACCE).
Mr. SAMUEL RUBANGA (Lead Brand & Communications)

Lead Brand & Communications Specialist with over 12 years experience particularly in Brand Strategy, Public Relations, Media Strategy, Execution & Monitoring, studied from Makerere University-Bachelor of Art (BA) in Development Studies (2006).

Has numerous trainings in media across the continent including Johannesburg, South Africa, Nairobi, Kenya.

Worked with Multi nationals such as, Dentsu Aegis Network Uganda as the Country Director, TBH Holdings Limited-Media Director, TBWA/Limelight as Media Manager, Ignition Limited Media Executive and Media Account Manager.

His executive experience (2017-date) includes handling such brands as Standard Chartered Bank, Barclays Bank, Stanbic Bank, Dfcu Bank, Master Card, Nile Breweries, Total Uganda, Multi Choice (U) ltd, Tullow Uganda.
Our SERVICES
Marketing Communication exists to ensure that Organizations remain relevant providers of viable products/services/solutions sustainably.

Our Marketing Communications pie consists of:

- Advertising
- Brand & Design Consultancy
- Innovations in Communications
- Marketing Consultancy
- Public Relations
- Social Communication
Advertising

An Advertisement is the actual representation of the message (Audio/Visual) in any medium (Print, Television, Digital, Outdoor).

Through structured interactions with organizations/clients, we are able to understand any organizations needs and therefore strategize to develop the appropriate message & also see through its implementation across different media.

Deliverables

**Creative**

- Copywriting
- Content
- Production (Video, Audio)
- Graphic Design

**Media** (Strategy, Buying, Monitoring)

- Broadcast
- Outdoor
- Digital
- Print

Brand & Design consultancy

A Brand is a name, term, design, symbol, or other feature that distinguishes an organization or product from its rivals in the eyes of the customer.

Identity (Brand) plays an important role in the establishment and sustainability of an entity/organization/firm both locally and internationally.

Deliverables

- Logo & Brand Guide / Manual
- Business Cards, Identity Cards, Profiles, Letterheads, Stamps
- Website design
Innovation in communications

We strive to create value drivers for organizations. Our efforts have led us to conjure up novel interventions in the media space.

Some of these initiatives include.

• Transit Media – Bus Advertising
• Bus Shelter Advertising
• Digital Signage Displays

Marketing consultancy

Our Professionals leverage years of experience, conceptualized ideas & analytical information to advise our clients on what strategies to adopt in order to achieve organizational goals.

We provide 360 advisory on Marketing Communications.

Deliverables

• Market analysis
• Customer service surveys
• Messaging development
• Branding, Positioning, Personality and Identity
• Channel assessment
• Communication Methods
• Work plan
• Monitoring and Evaluation
Publicity

We support organizations to gain public visibility or awareness for a product / service through advice, and production of content for press releases and media outreach efforts to ensure our clients are speaking to their intended audiences and that their message will land with stakeholders and spur them to action.

Deliverables

- Press & Media
- Video and audio content production
- Photography
- Infographics
- Digital Public Relations including blogging
- Strategic content development and
- Messaging
- Crisis management strategies

Social communication

We develop and execute strategies for clients in the social/non economic arena with the ultimate goal of behavioral change.

Deliverables

- Public Relations
- Creative & Design
- Content Creation
- Baseline Surveys
- Corporate Social Responsibility Campaigns
- Market Research
- Stakeholder analysis
Our Clients

MINISTRY OF WATER AND ENVIRONMENT
REPUBLIC OF UGANDA

- 15th Steering Committee Achievements documentary shoot
- Monitoring & Evaluation
- Media Strategy

- Design and Production of TV advert
- CEO Awards Event management
- Digital Signage Displays
- Media monitoring

- Video Design and Production
- Media & Brand Consultancy

- Design and Production of TV advert
- CEO Awards Event management
- Digital Signage Displays
- Media monitoring
Customer satisfaction surveys
- Logo Design
- Brand Development
- Public Relations
- Media monitoring

Media Strategy
- Above the line media execution (TV, Radio, Print, Outdoor)
- Public Relations
- Below the line activations
- Media monitoring

Media Strategy
- Above the line media execution (TV, Radio, Print, Outdoor)
- Public Relations
- Below the line activations
- Media monitoring

Design and Production of advertising
- Media monitoring

Market Analysis Consultancy
- Digital Signage Displays
- Media monitoring

Digital Signage Displays
- Media monitoring
3rd Floor
Rumee Investments
South Wing
Plot 19
Lumumba Avenue
Kampala

www.csmedia.co.ug
info@csmedia.co.ug
+256 414660639