

Who we *are*.

We work collaboratively as a team of strategists, creatives and technologists to understand opportunities, define solutions and transform businesses.

Inborn with digital DNA, we operate within the blurred boundaries of digital advertising and product development.

We are brand storytellers - creating powerful, profitable and long-term connections between brands and their customers.



Welcome to the world of *Digital*.



“

Almost overnight, the Internet's gone from a technical wonder to a business must.

– **Bill Schrader, businessman**

“

The Internet is becoming the town square for the global village of tomorrow

– **Bill Gates, founder, Microsoft**





Here...A glass of
water!

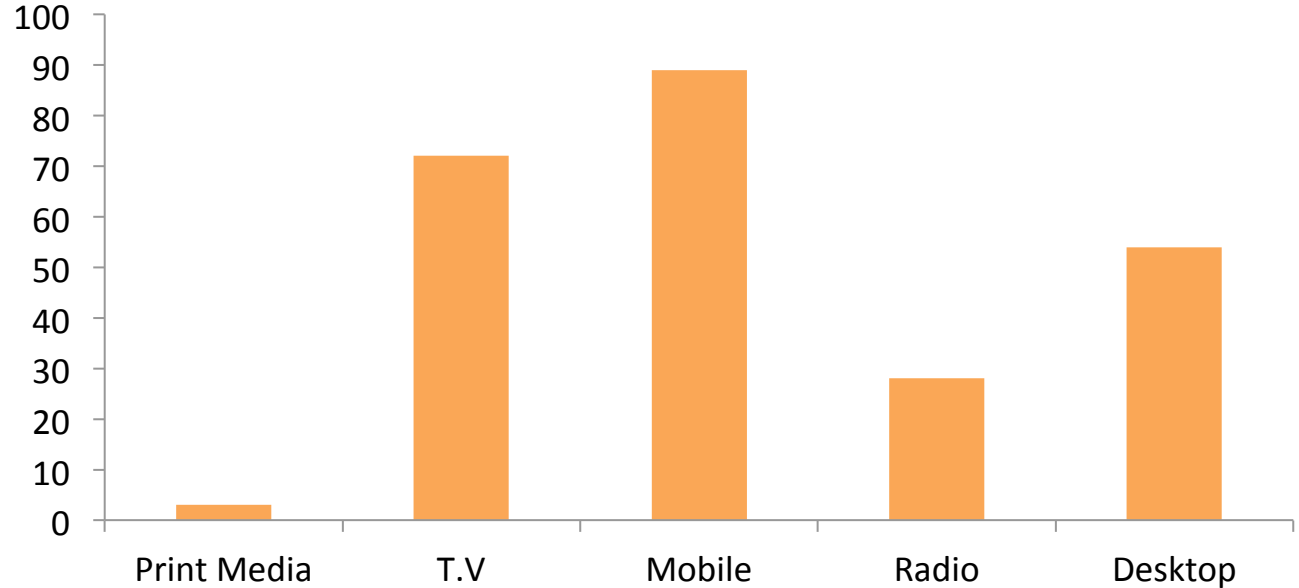


How long can you LIVE without water?

Why *Digital*?

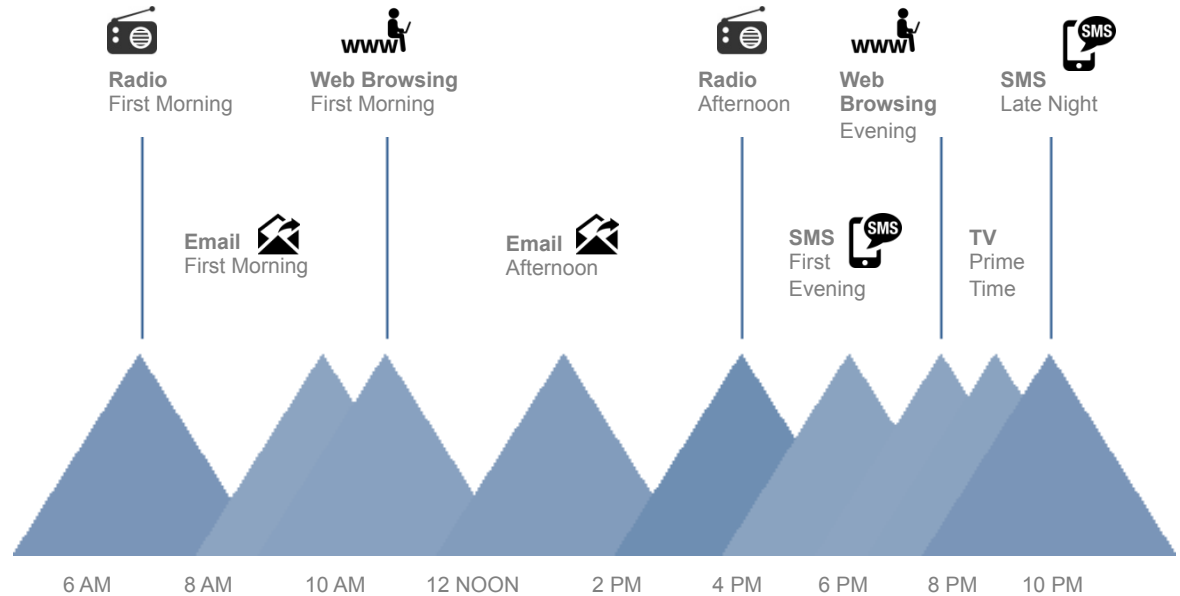
Digital Marketing uses mobile and desktop deployment platforms which account for 100% higher real audience reach at a fraction of the cost.

Strength of Media Channel According to Audience Reach



Can you relate to *this*?

In the daily life of the average consumer, digital media channels peak at least 3 times as often as traditional media channels.

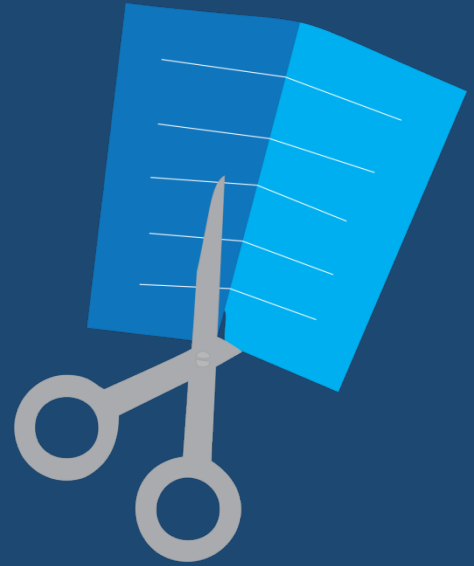


Peak Times for Selected Media Activities



To cut the long *story short,*

adequate Brand Exposure is easily achieved through
digital media channels.



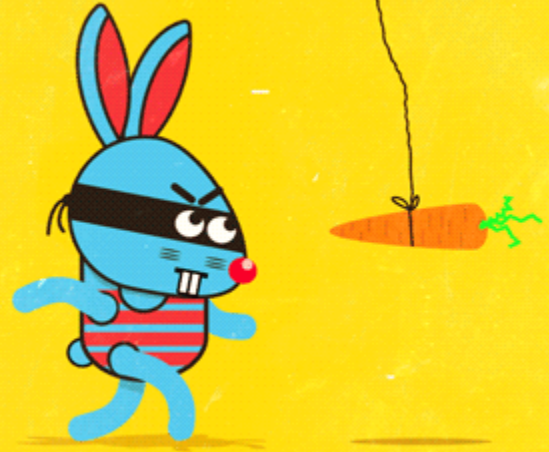
And it all starts with *a killer idea.*

We do not stop until we have thought of an idea with the sharpest teeth for maximum cut through... That proverbial silver bullet. Then we will make sure it can really kill.



Engagement counts more & costs less *than Awareness.*

Digital engagement is about bringing the targeted audience closer to the brand through effective integration of digital marketing channels. It maximizes brand recognition and guarantees customer brand loyalty thus creating huge number of natural brand advocates.



And this is where *we come in.*

We dream up and create innovative customer experiences on digital media, helping businesses and brands achieve their bottom-line through optimal Digital Engagement Marketing

We have the ideas, tools and strategies to drive interactive content that lets customers not only be aware of the brand, but also consistently engage them to a position of brand loyalty and eventual brand advocacy.





Please have some
more...



Not for long, that is for sure.

One good “d” deserves *another*.



Define

We're good at getting to the bottom of things and will ask lots of questions. We believe before you can create the right solution, you have to know what the challenge and objective is.



Design

The creative stage involves tons of thinking, designing and plenty of water. We'll ensure all of your relevant stakeholders are on board. Only the best creative makes it through.



Deliver

After all our big thinking, delivery is in the detail. This involves poring over proofs and testing sites to within an inch of their life. All delivered on time and within budget.



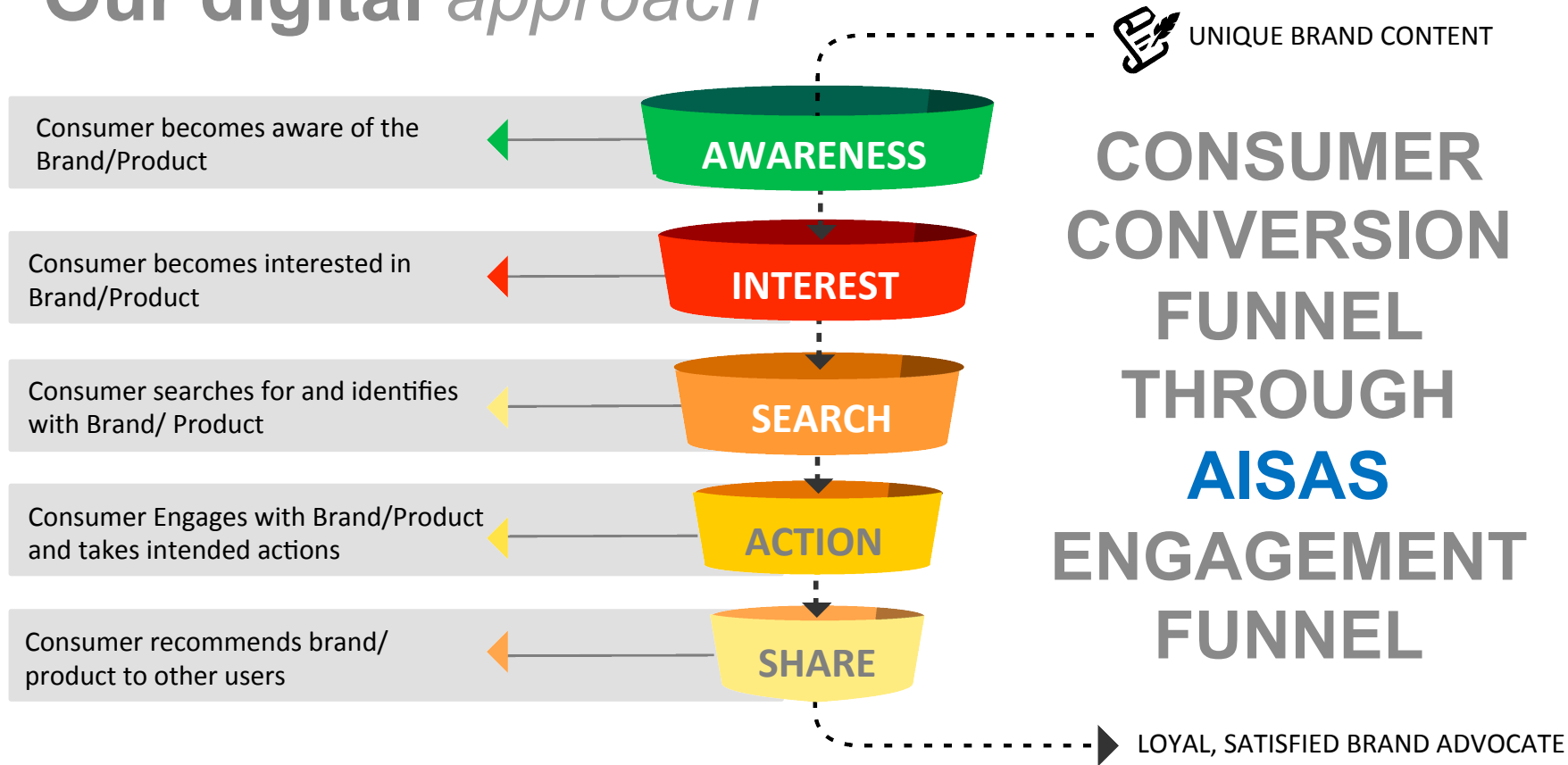
Our digital *approach*

Our philosophy when executing digital engagement strategies is to not only push brand targets and objectives, but also get **Data-Driven-Feedback** through various digital analytic tools, in order to help you further understand your consumers, what they want from you, and how you can get them further hooked onto the brand.

To achieve this, we integrate appropriate digital tools, across all levels of the **AISAS** framework. This framework is what we use to plan digital communication strategies that align with your brand objectives and resonate with your audience



Our digital *approach*



Some of our core *competencies.*

These are the things we do, and extremely well for that matter.



ePR Management



Newsletter Marketing



Gamification/Application & Web Development



Search Engine Optimization/Pay-Per-Click



Online Reputation Management



Social Consumer Relationship Management



Digital Display Advertising



Mobile Marketing




Social Media Advertising



Digital Media Buying & Planning





FRESH CREATIVE
BOLD TEAM
SENSITIVE FUN
UNITED VIBRANT
CRAZY YOUNG
ENERGETIC
INSANE
METICULOUS



Hang on a little
almost there...



Likewise in business, there are just some things you can't LIVE without.

Our secret *ingredients!*

Vendors



LINDAIKEJI



YAHOO!



We work closely with all the highly ranked online websites based on the location of your target audience.

This guarantees high impression levels, amazing brand talkability and most importantly digital brand reach.

Platforms



Google
AdWords



double
click

AD:DYNAMO™

facebook

From ad servers to newsletter marketing servers, our back end digital marketing strategy is executed through the utilization of highly efficient and trusted digital platforms.

Tools



A peculiarity of 'Digital' is the ability to monitor your marketing activity in real time, and get relevant data as feedback which you wouldn't get through other mass media.

With these tools, we are able to report accurately interpret the results of your marketing activity as required.



Our in-house *solutions*

In addition to delivering outstanding digital marketing campaigns, we have a wealth of experience in both creative and technical brand innovation, through which we have developed outstanding '*firsts*' for various digital needs.



PaidTrends
.com

PaidTrends is a crowd-sourced social advertising tool with a personal feel. It makes use of regular users' social (Facebook & Twitter) accounts to serve ads. PaidTrends has been used for multiple campaigns by top Nigerian brands (Samsung, MTN, etc.)



Replay.com.ng

Replay is an innovative music service that lets users stream or download music as well as create their own personal (re)playlists for sharing with their networks of friends.



VeriCampus

VeriCampus is a suite of digital products and services for universities and higher educational institutions. Chief amongst them is a mobile solution for increasing engagement across all stakeholders of these institutions.



Happy *clients*



We work with a variety of clients all across the country – keeping a familiar synergy with multiple products and market segments.





Need a refill?
give us a shout...



VODA: Russian word for water.

We would love to work with *you!*

- We will deliver socially engaging and effective digital marketing campaigns to help achieve holistic marketing objectives.
- Digital is the new T-Model.
- If you have any questions in relation to digitally building or sustaining a brand, kindly contact us and we will gladly respond accordingly.



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Gracias.



Bringing Digital to Life.