

The background of the entire page is an abstract composition of textured paper in various colors. A large yellow horizontal band is at the top. Below it, a large dark blue area covers the left and bottom-left. On the right side, there are vertical strips of yellow and white, and a pinkish-red rectangular area. The textures are visible as fine lines and fibers in the paper.

# ALANNA BASS

## Presentation Design

In this document you will find samples of multiple Keynote/Powerpoint presentations that were created for various projects including brand strategy, biz dev, pitch decks., and quarterly updates. If you need sleek and modern presentation design, contact me today at [itsalanna@alannabass.com](mailto:itsalanna@alannabass.com)





# AKOMA x AIRBNB

content proposal | 05.08.17



# about aKoma

aKoma is a multimedia content network focused on African and its diaspora's storytelling. We discover and develop African talent. We provide people and brands the necessary tools and platforms to tell their unique African stories.

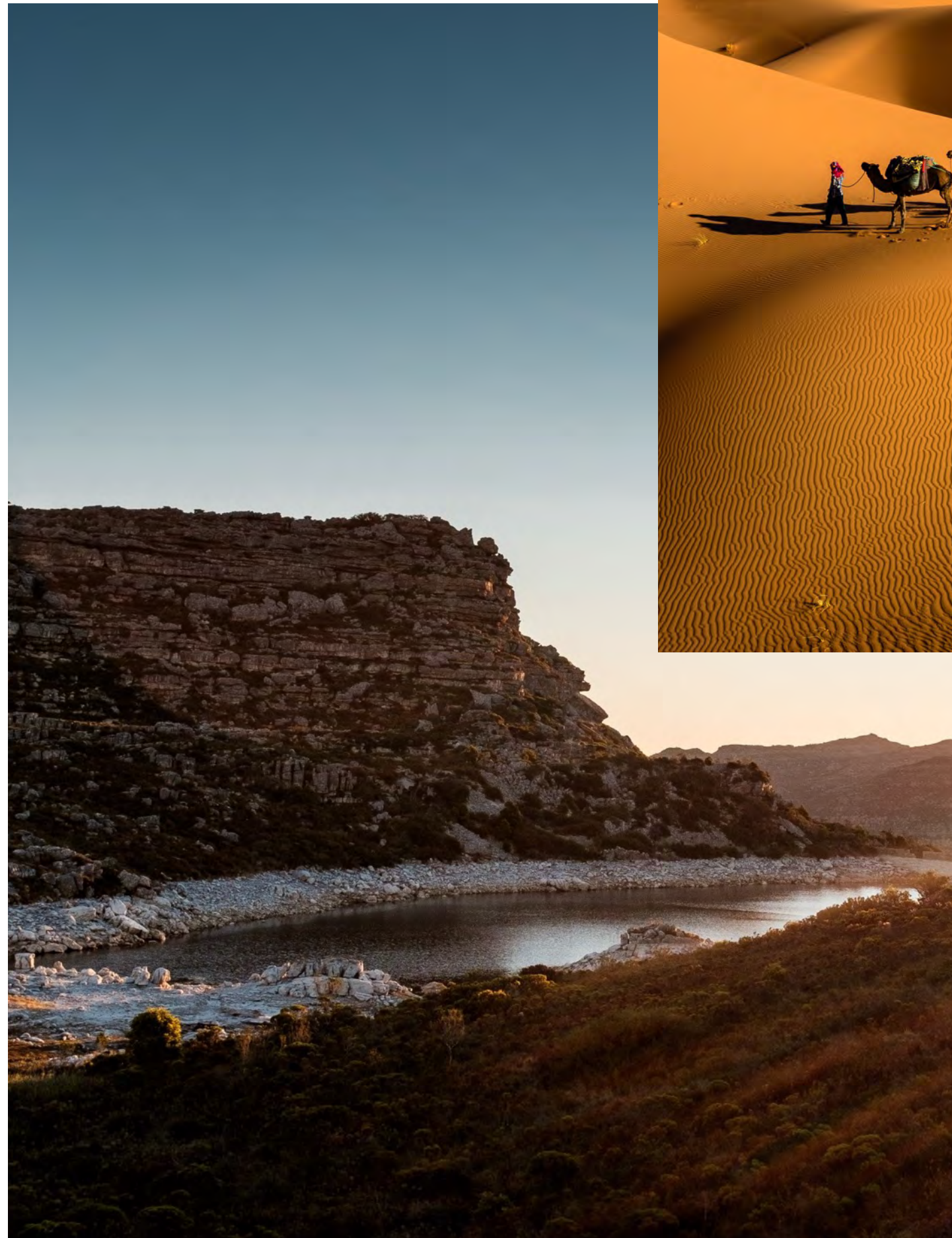
This creative ecosystem was founded by CNN alumni Zain Verjee and Chidi Afulezi after continued frustration with the lack of storytelling platforms and negative portrayals that dominate the narratives around Africa.





# airbnb's african expansion

airbnb's presence is growing in Africa with continued expansion in South Africa, Kenya and Morocco. aKoma plans to provide storytelling and branding reinforcement by activating its unique pool of African talent and creators.





# why aKoma?

aKoma is Africa's premier open source content creation and storytelling network.

**TRIBE by aKoma** is our content creator network and studio that provides talent and content production for major brands and organizations. This will give airbnb unprecedented access to creatives that live and travel throughout Africa.





# Objectives

# Tribe

# Campaign

# Distribution

With this campaign, we aim to grow airbnb's brand awareness throughout the African continent with beautiful photos and videos of underrepresented cities in the travel world. We also aim to highlight the financial security that airbnb has given hosts.



Objectives

**Tribe**

Campaign

Distribution

By utilizing **TRIBE** , aKoma will provide ground level local storytelling awareness for Airbnb to potential hosts living and thriving in emerging markets like Dakar, Gisenyi, Namibia and Zanzibar”



# Objectives

# Tribe

# Campaign

# Distribution

This 2-pronged campaign will target **prospective hosts** and **intra-african** travelers with an extended focus on millennials from the United States, United Kingdom and beyond.

**Short videos** will feature current hosts taking us on guided tours of their favorite spots in their cities. By doing this, we will offer an authentic view on life in these cities while encouraging the immersive culture that airbnb promotes. These videos will also show how airbnb has helped these hosts become financially stable.

We will partner with influencers within TRIBE like **Makeda Mahedo**, by utilizing their social followings. They will create in-depth Vlogs that document their experiences in these respective cities.



# Objectives

# Tribe

# Campaign

# Distribution

**akomanet.com:** All of the written content with interactive embeds from Instagram and YouTube will be hosted on aKoma's platform.

**Storydeck:** Exciting, new technology that's exclusive to aKoma. This card driven technology is fun, engaging and shareable. Preview Storydeck at <http://storydeck.me/>

**Facebook:** As Africa's most-used social media platform, we will create targeted ad-campaigns that will promote videos and photos.

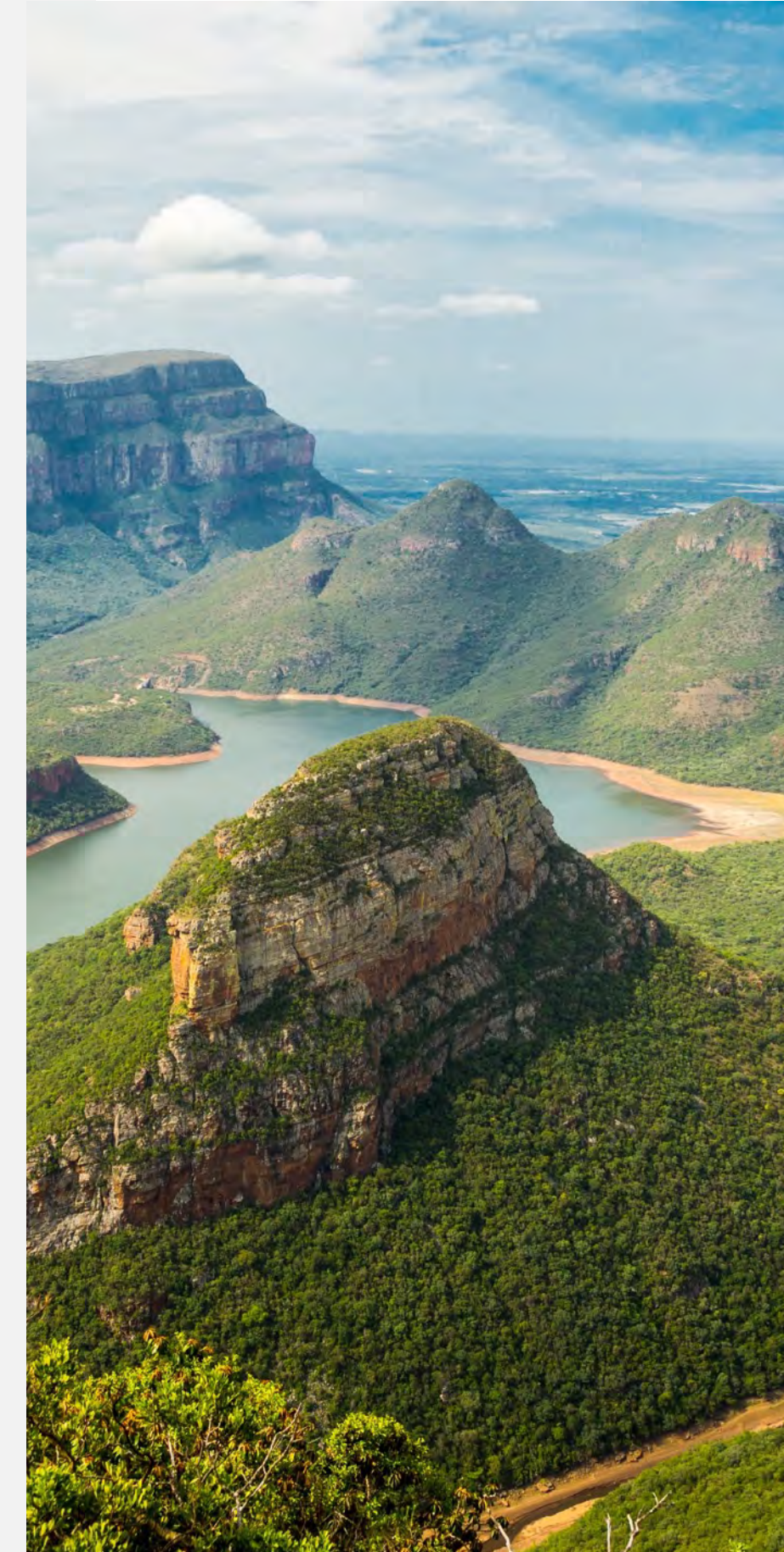
**Instagram:** The photo sharing platform is quickly growing amongst Africans and is the #1 place to share travel photography. We will create targeted campaigns using the photos and videos taken by TRIBE. Airbnb Africa does not have a stand-alone Instagram page; this content will populate the new page.

**Airbnb Community Guides:** The content created by TRIBE will be used to create new community guides.



# our promise

aKoma promises to provide ***authentic stories*** that captures the essence of our subjects; ***Visceral content*** that connects intuitively with our creators and audience; ***Memorable campaigns*** that will leave a lasting impression.





# our track record





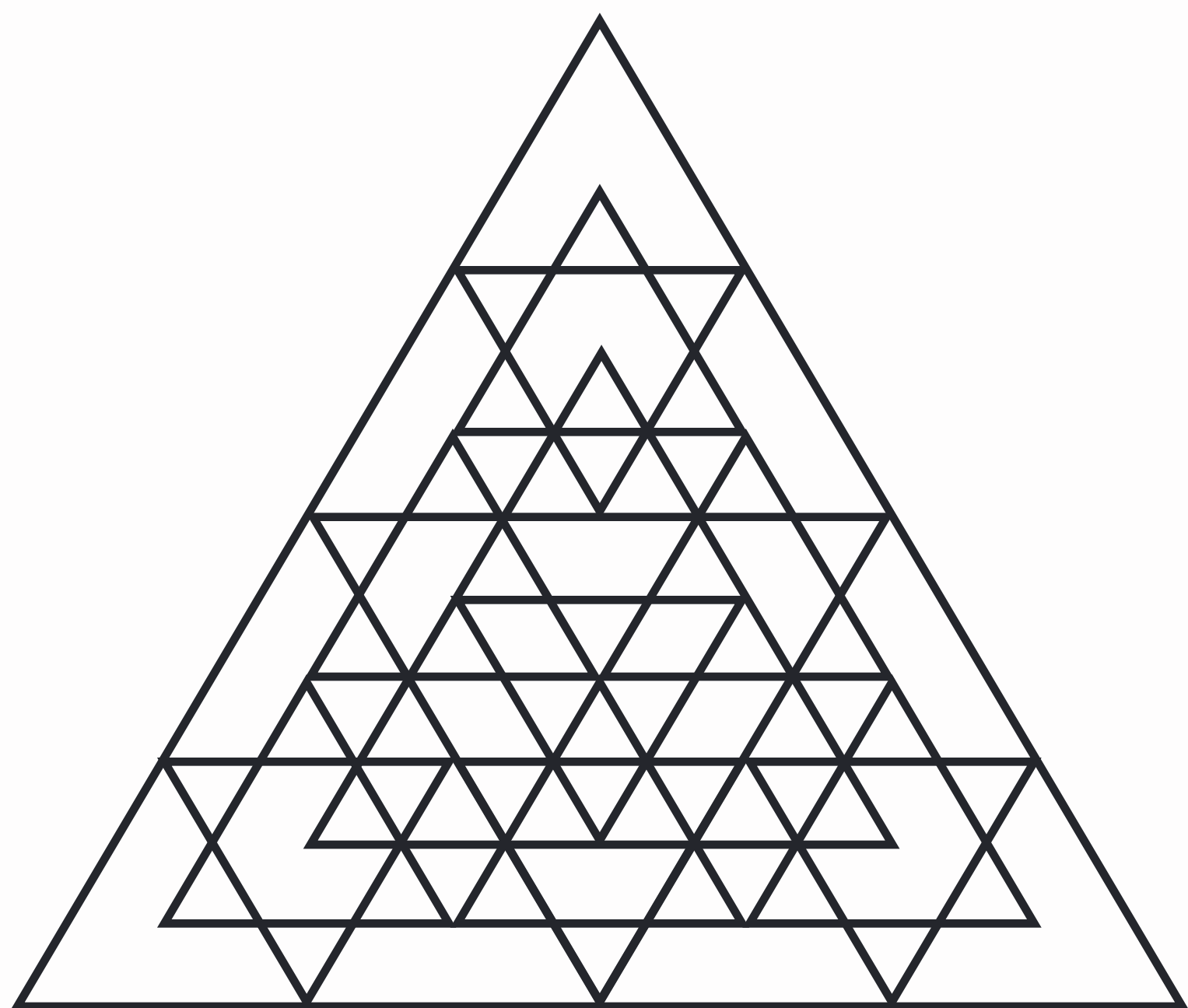


zain@akomanet.com | [vimeo.com/akomamedia](https://vimeo.com/akomamedia)

**WWW.AKOMANET.COM**

stories made@africa





# *zain verjee group*

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**DARWIN LIFE MEDIA PROPOSAL**





# offer & services

ZVG will provide the following services in addition to a long-term video plan



## **VIDEO STRATEGY**

Words about video here and blurb about long term plan included.



## **DIGITAL STRATEGY**

How ZVG is going to implement digital strategies to increase traction.



## **PUBLIC RELATIONS STRATEGY**

Good old fashioned word of mouth.





### **BUILD A GAME PLAN**

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Map out editorial direction of 3 vignettes, each 90 seconds to 2 minutes long.



### **FINALIZE AND SHOOT**

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Flesh out editorial angles of storytelling then shoot interviews with key players. Write final scripts with approval from Darwin Life



### **POST PRODUCTION**

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Track and edit the filmed three pieces. ZVG will handle all post-production logistics.



### **DELIVERY AND APPROVAL**

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Final vignettes will be sent for delivery and final approval to Darwin Life

## **STRATEGIES**

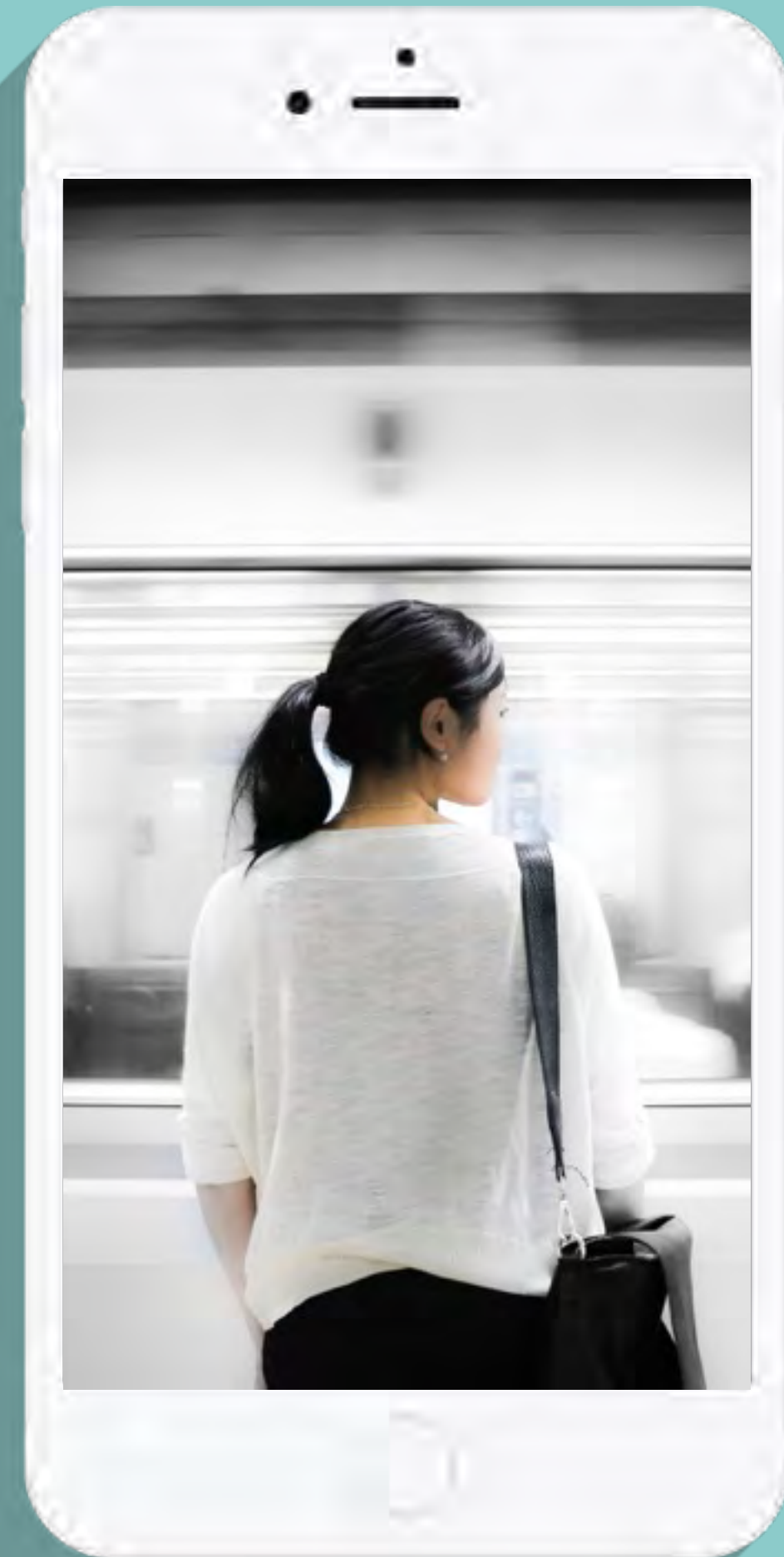
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# viral videos are extremely valuable

A comprehensive and well-thought out digital plan will help organically boost traction and interest in Darwin Life. Social media is a way of life and by utilizing popular sites and guerrilla tactics, ZVG will put Darwin Life on the map.







## STRATEGIES

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# digital is the way to go

A comprehensive and well-thought out digital plan will help organically boost traction and interest in Darwin Life. Social media is a way of life and by utilizing popular sites and guerrilla tactics, ZVG will put Darwin Life on the map.



### WEB PAGE

Develop a web page with a strong search engine pattern



### SOCIAL MEDIA

Develop an extensive social media plan that will begin conversations



### MEDIA BUYS

Advise on potential media buys to push the story on social media



### MAINTAIN CONVERSATIONS

Develop a social media plan to build profiles prior to release of the story.



**WORK WITH DARWIN  
LIFE ON MESSAGING  
FOR THE PUBLIC  
CAMPAIGN**

Pitch American and Global  
TV channels, print media,  
radio, digital and social  
networks.

**DEVELOP A LIST OF  
EXPERTS AND  
CLIENTS TO  
ACKNOWLEDGE THE  
BREAKTHROUGH**

Advise on a global PR  
firm to assist in Asia,  
Latin America and the  
Middle East.

**ADVISE ON HIRING A  
CRISIS  
MANAGEMENT  
EXPERT AND/OR  
PRESS  
SPOKESPERSON**

**STRATEGIES**

# put darwin life on the map

Public relations is the final key to any successful media strategy. The this plan outlines how ZVG will implement and delegate key tasks.





## STRATEGIES

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# darwin life's plan for longevity

Creating a long-term documentary video plan will solidify Darwin Life's place in the scientific world. ZVG will be a cornerstone documentary capturing the scientific breakthrough and story breakthrough. This will be directed by an Oscar Award winning director.



## FEES & TRAVEL

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Production fees are TBD. Darwin Life to cover all ore-approved travel and accommodation expenses for crew.



## RIGHTS

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Darwin Life will own all of the filmed packages and the end product of ZVG services. The Zain Verjee Group name and logo will appear on production credit and website video assets in a manner that is mutually approved. ZVG can use footage from the filmed packages and other audio-visual material from the Forum on its website and other promotional purposes.



# schedule of services

START POINT

## Beginning of Darwin Life Project

Rapidiously create technically sound growth strategies for worldwide e-business. Distinctively plagiarize seamless leadership skills through progressive niche markets. Seamlessly optimize reliable infrastructures and virtual collaboration and idea-sharing.

## Dramatically create

Work with parties on acquiring all necessary rights.

Research topic and pre-interview participants.

Recruit and hire editorial team for vignettes and documentary

Create production calendar and begin video shoots for vignettes.

Recruit and hire documentary team working in parallel with vignette team.

Recruit and hire website, digital and social media team.

JAN



## Competently develop

Develop PR strategy including key messages, platforms and content.  
Continue shooting for vignettes and documentary.  
Begin developing 'Darwin Life' website.  
Begin forming social media strategy  
Recruit crisis PR person.

FEB

MARCH

## Begin outreach

Begin laying ground work for publicity and reaching out to key media for the opportunity to have the exclusive 'news' rights to launch the story.  
Finish vignettes based on the science.  
Outline stories based on birth of the baby.

## Dramatically disintermediate

Pre-game the publicity with all partners and International PR team.  
Pitch American and Global TV channels, print media, radio, digital and social networks for follow up stories.  
Website complete.  
All pre-baby packages done and in post production.

APRIL



MAY

## Media Campaign

Launch campaign in media.

Pitch Dr Zhang and family for live shows.

Strong social media team working to promote stories on all digital platforms.

Baby vignette is completed

Documentary shoot continues.

Engage crisis handler for 30 days.

JUNE

## Finalize

End of Darwin Life project phase I.

Continue to working with Documentary team and oversee editorial direction.

(question on this is what happens with doc?)

END PHASE 1



# about ZVG



Zain Verjee Group is owned and operated by Former CNN Anchor and aKoma CEO, Zain Verjee.

Zain Verjee Group has media down to a science. It's in our DNA. Together with Darwin Life we will develop a comprehensive communications plan that will tell the story of the medical breakthrough through dramatic storytelling techniques, accurate scientific animations and a public relations plan that will catapult Darwin Life to a leading global story, trending worldwide..

[www.zainverjeegroup.com](http://www.zainverjeegroup.com)



# RED TV

Kenya Fashionistas (Working Title)

aKoma Media Proposal

January 2017







THE IDEA

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# A deeper look into the Fashion Industry in Kenya

In this 5-part series, each episode will focus on the various facets of the fashion scene in Nairobi. From beauty bloggers, artisanal jewelry artists, and up and coming designers. Each episode will give you an inside look into the ever evolving scene.

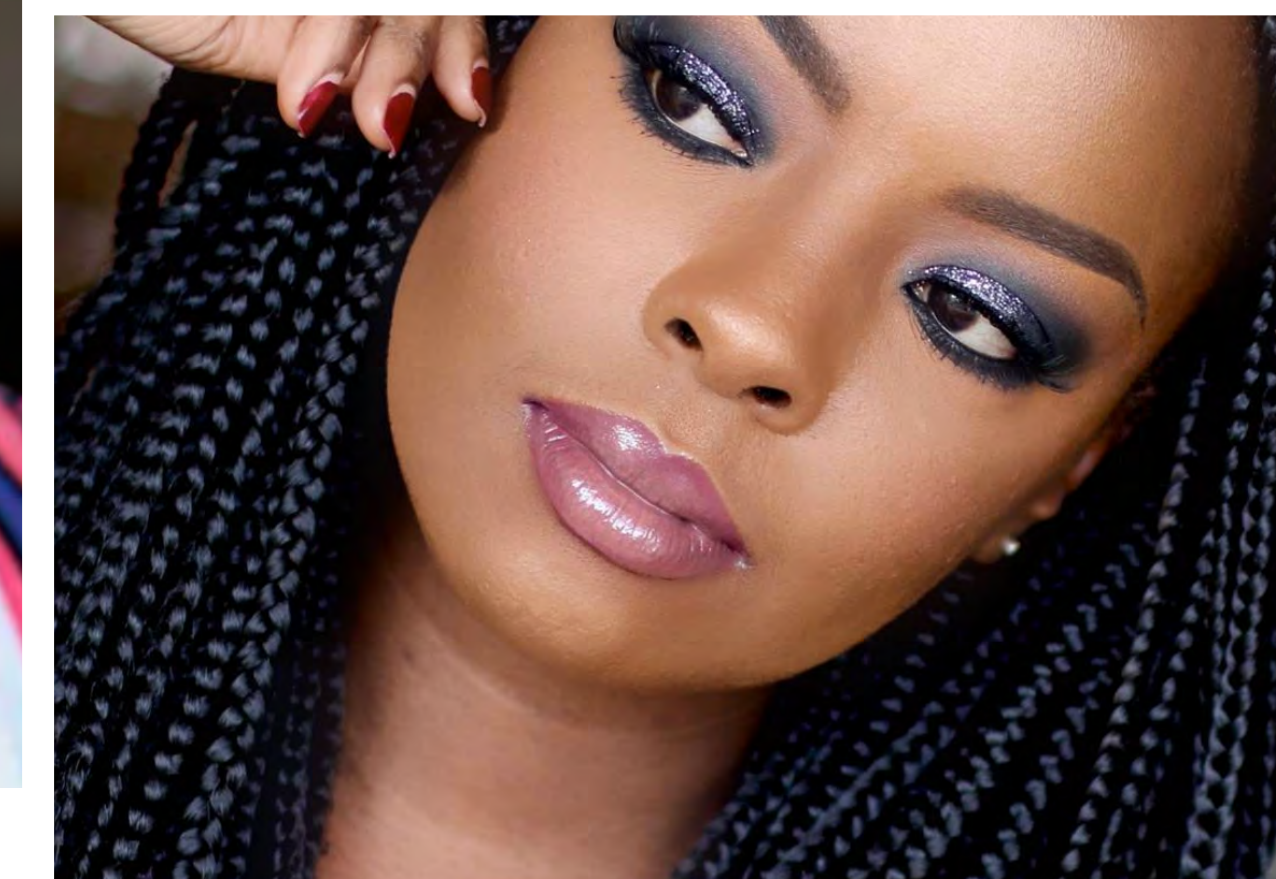


THE HOST

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# Kangai Mwiti is Kenya's best-known Beauty Vlogger

With a digital reach of over 250k across multiple platforms, Kagai has made a name for herself in the digital beauty world. Her unique outlook on the creative world in Nairobi, makes Kangai the perfect host for this upbeat and stylish series.







# THE STORIES





THE STORIES

# Movers & Shakers in the Nairobi Fashion Scene

Fashion Designer

Fashion Photographer

Accessories Designer

Model

Make-up Artist







# THE TIMELINE

## SCHEDULE OF SERVICES

\*4-6 weeks production time.

\*RED TV Will have two  
opportunities to give  
feedback for each piece.



# AKOMA TRIBE STUDIOS

stories made@africa