



*We Create Experiences That **Connect, Engage And Convert***

EMPOWERING BRANDS, CONNECTING PEOPLE

Tantacom is a 360° turnkey events, marketing, and communications company built for one thing: execution with excellence.

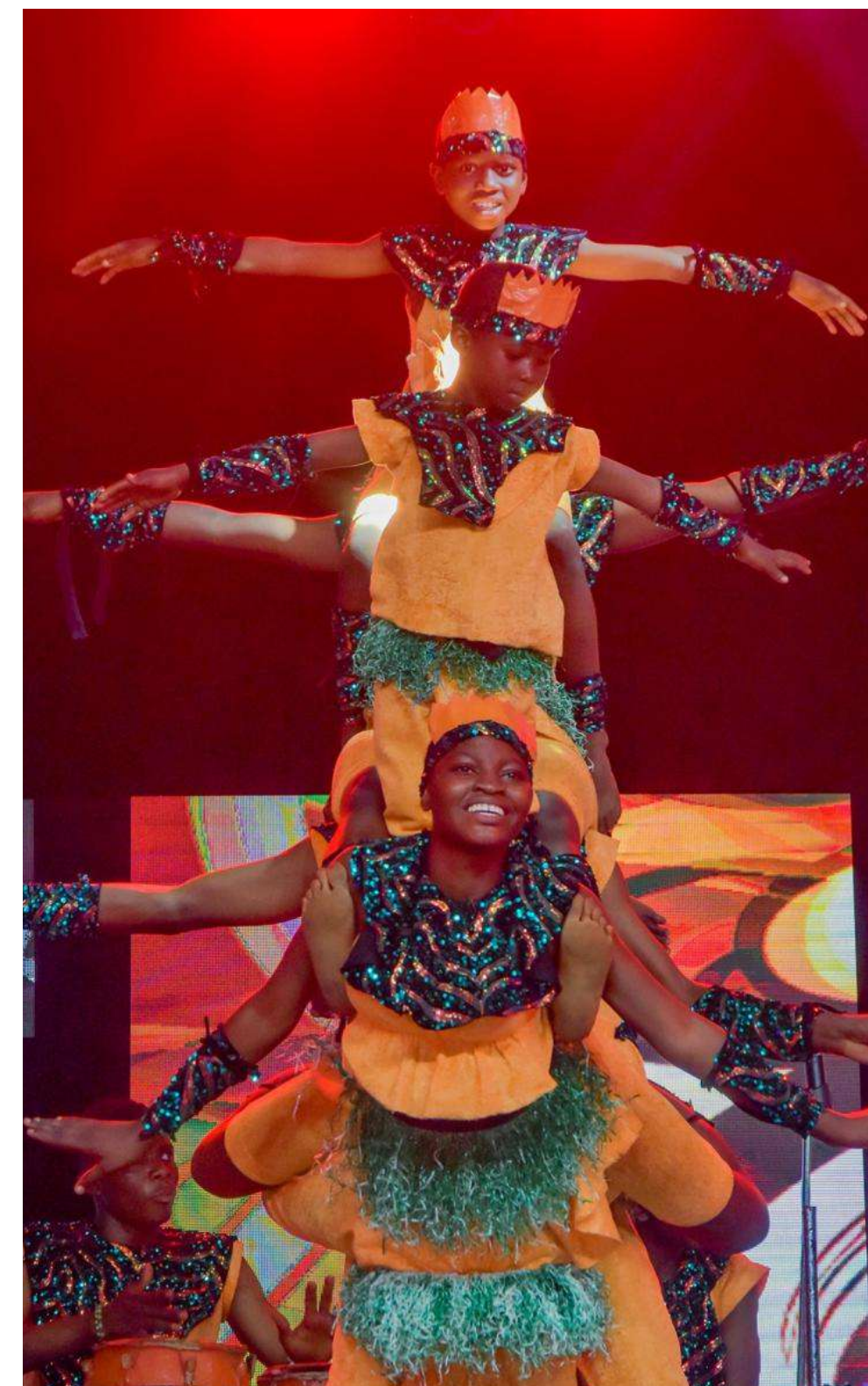
Founded in Lagos and active across Nigeria and Sub-Saharan Africa, we exist at the intersection of creativity, culture, and coordination. From large-scale national campaigns to intimate brand experiences, our team delivers end-to-end solutions that connect with real people, and drive measurable business outcomes.

We work with:

- Public sector institutions looking to engage communities, drive adoption, or mobilize at scale
- Corporate brands seeking to deepen visibility, loyalty, and market presence
- Development partners ready to localize impact through experience-led outreach

We believe every brand has a story, but it's only powerful when it's felt.
That's what we build: Work that's seen, heard, remembered, and shared.

And we do it all, strategy, design, production, logistics, reporting in-house.
So when you work with Tantacom, you don't just get a vendor. You get a partner that delivers.



OUR MISSION

Tantacom's mission is to empower brands to connect, engage, and inspire audiences through innovative and immersive experiences. We are committed to delivering strategic solutions that drive brand growth, foster meaningful connections, and leave a lasting impact on consumers. With creativity, expertise, and passion, we partner with our clients to unlock the full potential of their brands and elevate their presence in the market place.

OUR VISION

To become Africa's premier company for innovative brand experiences, blending creativity and strategy to set a new standard in audience engagement.



OUR **CORE VALUES**

Service: At our core, lies our commitment and readiness to serve.

Passion: A love for what we do, evident in every detail we bring to life.

Innovation: Bringing fresh, imaginative approaches to every project.

Excellence: Striving to exceed expectations on every project.

Collaboration: With collaboration, we build strong, productive partnerships with our clients and stakeholders.

Integrity: We uphold honesty and transparency in all our dealings with internal and external stakeholders.

WHAT **SETS US APART**

We don't just execute, we deliver with precision, creativity, and impact.

Execution Without Excuses

We handle strategy, creative, logistics, compliance, and delivery, all in-house.

Multi-Sector Expertise

From FMCGs to government campaigns, we adapt to scale and audience nuance.

Experience at Scale

Over 150 activations and campaigns executed across 18 states in the last 3 years.

Real-Time Tracking

Every project is delivered with measurable KPIs and performance dashboards.

Creative That Converts

From street to boardroom, our campaigns move audiences to act, not just watch.

OUR CORE SOLUTIONS

We offer a comprehensive suite of services designed to amplify brands and build lasting connections.

**360° TURNKEY
EVENTS**

**MARKETING AND
COMMUNICATION**

**TRADE
MARKETING**

**PROJECT
MANAGEMENT**

**EVENT
DESIGN**

**CREATIVE DESIGN
AND CONTENT
PRODUCTION**

**BRAND STRATEGY
CONSULTING**

**DIGITAL
MARKETING**

PR, OOH AND MEDIA BUYING

360⁰ TURNKEY EVENTS

WE CREATE EXPERIENCES THAT CAPTIVATE,
CONNECT, AND LEAVE A LASTING IMPACT.

We don't just host events. We create moments that move people, and brands forward.

At Tantacom, we provide end-to-end event solutions, from concept and design to flawless execution. Whether it's a large-scale activation or an intimate, high-impact gathering, we craft every detail to align with your brand's goals, vision, and desired audience experience.

What we deliver:

- **Event Concept & Design:** Bespoke creative concepts that reflect your brand identity and objectives.
- **Full-Service Event Production:** From staging and set design to audio-visuals, lighting, and décor.
- **Brand Activations & Launches:** Memorable experiences that engage audiences and amplify your message.
- **Corporate & Private Events:** Conferences, galas, summits, and celebrations tailored to impress.
- **On-Site Management:** Skilled coordination to ensure seamless flow from start to finish.



MARKETING AND COMMUNICATION

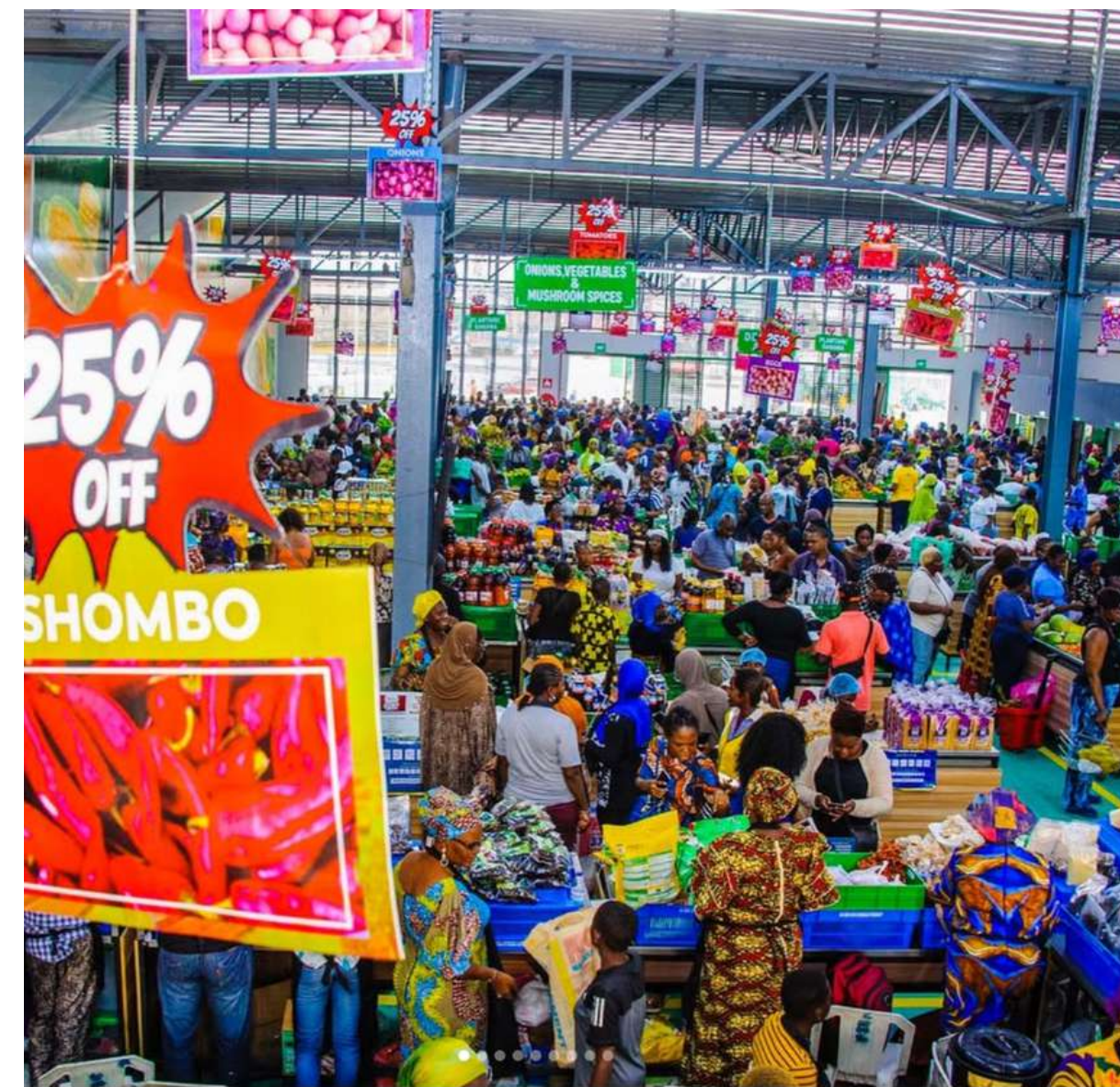
WE TURN STRATEGY INTO STORIES THAT RESONATE, AND MESSAGES THAT DRIVE ACTION.

At Tantacom, we craft and execute integrated marketing and communication strategies that connect brands with their audiences in meaningful ways. By blending data-driven insights with compelling creative, we deliver campaigns that amplify brand impact and inspire engagement.

What we deliver:

- **Brand & Campaign Strategy:** From positioning to multi-channel rollout plans, we build strategies that ensure your brand stands out and stays relevant.
- **Integrated Marketing Campaigns:** Cohesive campaigns across digital, print, and experiential touchpoints to reach audiences wherever they are.
- **Content & Messaging Development:** Clear, consistent, and persuasive messaging tailored to your audience and goals.
- **Public Relations & Media Outreach:** Strategic media engagement to amplify your brand presence and credibility.
- **Analytics & Performance Reporting:** Data-driven insights to measure impact, refine strategies, and drive continuous improvement.

We don't market for noise. We market to connect, convert, and create lasting impact.



TRADE MARKETING

WE DON'T JUST PLACE PRODUCTS, WE ACTIVATE DEMAND WHERE IT MATTERS MOST.

Our trade marketing solutions are built to drive visibility, push conversions, and build loyalty at the point of decision. Whether on-shelf, in-bar, or across distribution channels, we design experiences that move products, and grow market share.

What we deliver:

- **Retail & On-Trade Activations:** In-store, in-lounge, and in-market executions that trigger trial and build preference.
- **POS & Merchandising Design:** High-impact displays, shelf talkers, and branded environments that command attention.
- **Distributor & Channel Engagement:** Trade incentive programs, loyalty schemes, and training tools that strengthen relationships and drive volume.
- **Sales-Driven Consumer Promotions:** Targeted campaigns that convert awareness into immediate action.
- **Data & Feedback Loops:** Real-time insight from trade channels to help you refine messaging and offers.

We don't just show up in the market.
We show up where it counts, and make it count.



PROJECT MANAGEMENT

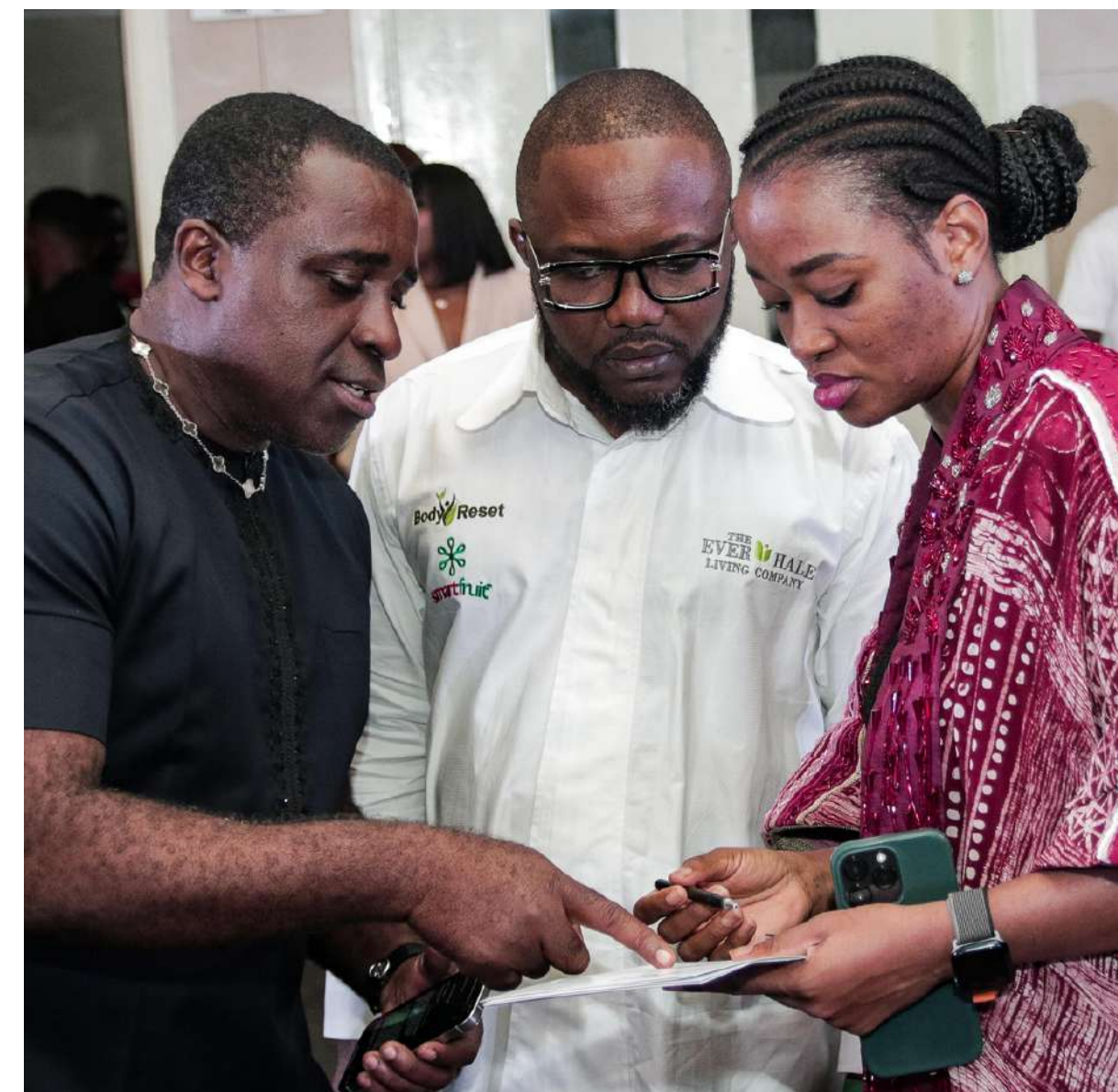
WE DON'T JUST MANAGE PROJECTS, WE MOVE THEM FORWARD.

You bring the vision. We bring the execution engine to deliver it.

At Tantacom, execution is non-negotiable. Our project management team works at the intersection of creativity, coordination, and control; ensuring nothing falls through the cracks from brief to final delivery.

What we guarantee:

- **Timeline Precision:** Every activation is tracked to milestone timelines. No delays. No excuses.
- **Cross-Team Coordination:** Creative, production, logistics, and client servicing work in sync under one roof.
- **Risk & Contingency Planning:** We plan for what could go wrong, and stay three steps ahead.
- **Budget Control:** Transparent costing, real-time budget tracking, and clear reporting.
- **Flawless Execution:** Whether it's a 3-day event, a national campaign, or a multi-vendor rollout, we land it.



EVENT DESIGN

WE DON'T JUST PLAN EVENTS. WE DESIGN EXPERIENCES THAT SPEAK WITHOUT SAYING A WORD.

At Tantacom, event design is where creativity meets intention. From layout to lighting, staging to ambiance, we craft immersive environments that reflect the brand's identity, and amplify its message.

What we deliver:

- **Spatial Planning & Flow Design:** Intelligent layouts that enhance guest movement, engagement, and energy.
- **Stage & Scenic Design:** Striking, brand-aligned setups that serve as powerful visual anchors.
- **Thematic Styling & Decor:** Every color, texture, and prop is intentional, curated to tell a story.
- **Audiovisual & Interactive Elements:** Light, sound, and media that move the audience emotionally and physically.
- **Immersive Brand Integration:** We bring your brand into the space, not as a logo, but as a presence.

We don't just decorate spaces. We design atmospheres that inspire, engage, and leave a mark.



CREATIVE DESIGN AND CONTENT PRODUCTION

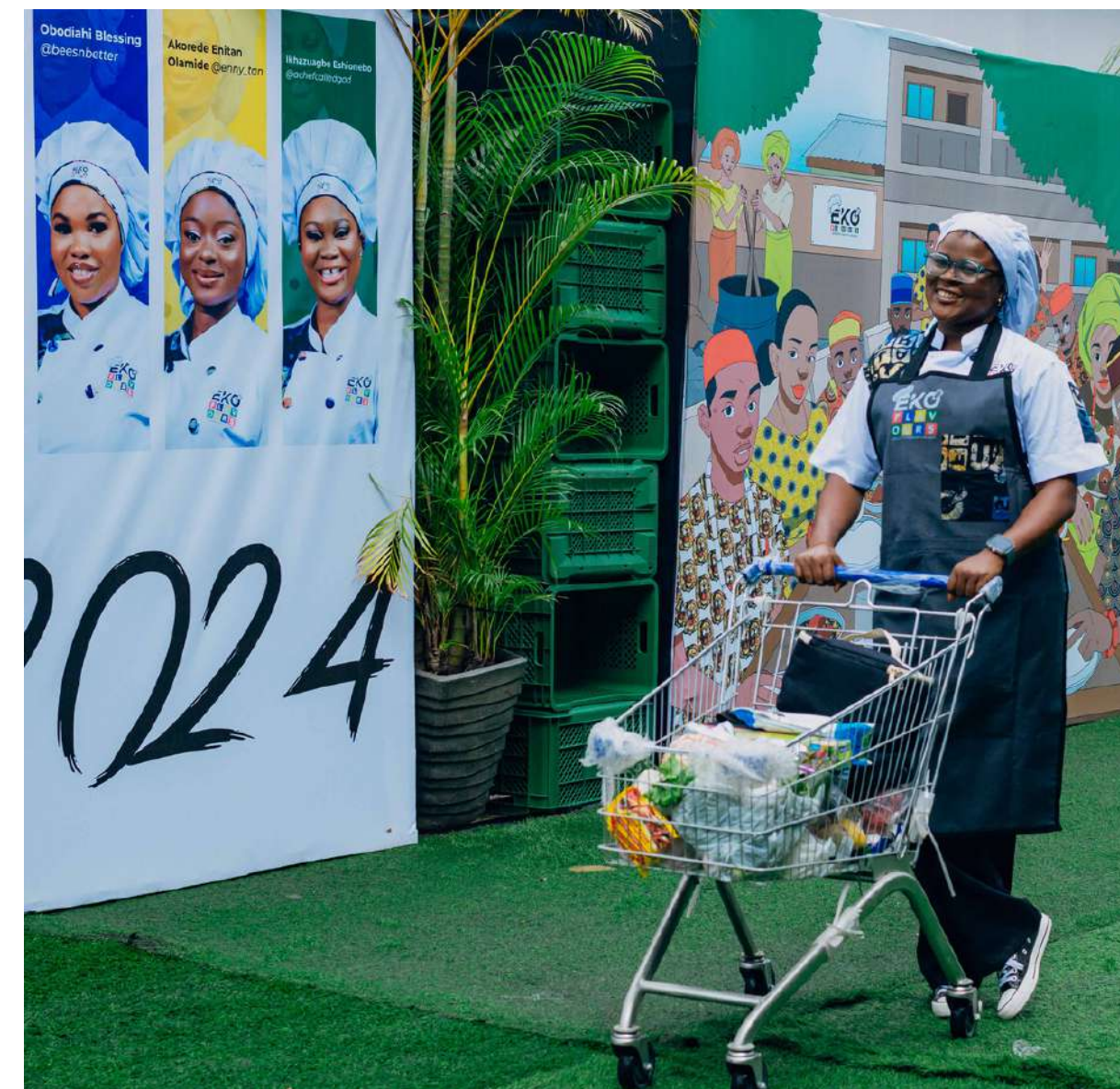
WE TURN IDEAS INTO VISUALS THAT MOVE PEOPLE, AND CONTENT THAT DRIVES RESULTS.

At Tantacom, our creative team blends design, motion, and storytelling to bring your brand to life. Whether it's a product launch, national campaign, or internal rollout, we create assets that are not only beautiful, but built to perform.

What we deliver:

- **Visual Identity & Design Systems:** From campaign graphics to brand guides, we create design languages that are cohesive, flexible, and memorable.
- **Video & Motion Content:** Event trailers, social clips, documentary-style storytelling, and ad-ready visuals that capture emotion and attention.
- **Digital & Print Collateral:** Branded decks, brochures, banners, and rollout kits that elevate every touchpoint.
- **Content Strategy & Scripts:** From concept to copywriting, we ensure every word supports the brand story.
- **On-Demand Content Production:** Fast-turnaround creatives for activations, launches, and cross-channel campaigns.

We don't create for the sake of content. We create to connect, convert, and stay remembered.



BRAND STRATEGY CONSULTING

**WE DON'T JUST DEFINE BRANDS — WE POSITION
THEM FOR LONG-TERM RELEVANCE AND IMPACT.**

Your brand is more than a logo, it's your voice, your promise, and your positioning in the market. We help you get it right from the inside out.

Our strategy team partners with you to define, refine, and position your brand for long-term relevance and impact.

What we deliver:

- **Market Positioning:** Clarity on where your brand sits and how to stand out in crowded spaces.
- **Audience Insights:** Deep understanding of your consumers' needs, language, and behavior.
- **Messaging Frameworks:** Bold narratives that align your vision, tone, and storytelling across all platforms.
- **Campaign Strategy:** We build blueprints that connect your message to execution, from launch to amplification.
- **Rebranding & Brand Expansion:** For brands evolving, scaling, or entering new markets.

We don't just build brands people recognize. We build brands people remember.



DIGITAL MARKETING

Whether it's awareness, sales, or reputation, we move your brand forward online, every day.

WE DON'T JUST POST CONTENT, WE BUILD PRESENCE, DRIVE ACTION, AND DELIVER MEASURABLE GROWTH.

Our digital team blends strategy, storytelling, and performance to position your brand where it matters, online, in-feed, and in culture.

What we deliver:

- **Audience Targeting:** From paid campaigns to organic growth, we reach the right people with the right message.
- **Platform-Specific Strategy:** Content that's built to perform on Instagram, LinkedIn, YouTube, and more.
- **SEO & Performance Marketing:** Search visibility, optimized funnels, and results you can track.
- **Campaign Rollouts:** From influencer partnerships to hashtag campaigns and real-time engagement.
- **Content That Converts:** Every visual, copy, and video is designed to stop the scroll and spark action.



PR, OOH AND MEDIA BUYING

Whether it's a national rollout or a localized push, we don't just buy space, we build visibility that sticks.

VISIBILITY IS NOT ENOUGH, YOUR MESSAGE NEEDS TO LAND WHERE IT MATTERS.

Our PR, media, and outdoor campaigns are built to create presence, influence perception, and drive action across touchpoints. Whether it's national awareness or targeted visibility, we place your brand in the right spaces and back it with strategy.

What we deliver:

- **Public Relations Strategy:** Reputation-building campaigns, stakeholder engagement, and media partnerships that tell your story with clarity and impact.
- **Out-of-Home (OOH) Advertising:** Billboards, transit ads, digital displays, and branded placements that command attention in high-traffic zones.
- **Media Buying:** Strategic planning and placement across radio, TV, print, digital, maximizing reach and return.
- **Campaign Launch Support:** Press coverage, influencer amplification, and on-ground storytelling.
- **Reputation & Crisis Management:** Fast, focused communication for brand-sensitive moments.



CASE STUDY - OUNJE EKO DISCOUNT MARKETS

CLIENT: LAGOS STATE GOVERNMENT (MINISTRY OF AGRICULTURE)

Brief: To support the state government in delivering a citywide food subsidy initiative, creating access to affordable staple foods for residents across Lagos while ensuring crowd control, security, and a dignified citizen experience at all activation points.

Solution: Tantacom was engaged to deliver a full-scale rollout of Ounje Eko Markets across the state, from brand identity to physical execution, ensuring seamless implementation at over 50 grassroots locations.

We were responsible for:

- Branding and signage across all markets
- Layout design to manage crowd flow and maintain order
- Coordination with security agencies and LGA officials
- Real-time logistics and support during active distribution
- Public communication through visual design and branded materials

Execution Highlights

- 57 locations executed simultaneously across all 20 LGAs in Lagos
- Set up of modular, replicable market designs that worked across diverse environments
- Pre-event coordination with local officials, security agencies, and vendors
- On-site support teams to handle vendor placement, signage, and community communication
- Produced branded materials and directional signage to support crowd management

Outcomes

- Over 750,000+ Lagos residents reached within the first wave
- Commended by state leadership and community stakeholders for structure and calm execution
- Zero major incidents reported across all sites
- Visual identity and market model adopted as a template for future public welfare activations
- Built public trust in government delivery at a critical economic moment

Ounje Eko Discount Markets became more than a distribution model, it was a proof of execution at scale, combining grassroots logistics with structured delivery.

CASE STUDY - **MICH** (*Mother, Infant & Child Food Campaign*)

CLIENT: LAGOS STATE MINISTRY OF CIVIC ENGAGEMENT

Brief: To design and execute a sensitive, large-scale food distribution campaign that supports pregnant women, nursing mothers, and infants across multiple LGAs, ensuring dignity, order, and effective delivery to the most vulnerable communities.

Solution: Tantacom was engaged to lead the full end-to-end implementation of the Mother, Infant & Child Food Campaign, focused on:

- Creating a seamless community rollout model
- Managing physical distribution in collaboration with local authorities
- Branding and messaging the campaign to reflect care, safety, and government responsiveness
- Documenting the process and outcomes with visual content and reporting

Our approach prioritized structure, empathy, and precision, ensuring that every activation site was optimized for flow, transparency, and citizen experience.

Execution Highlights

- Activations across multiple LGAs simultaneously, with full crowd and logistics control
- Branded canopies, directional signage, and visual identifiers to ensure clarity and access
- Distribution kits tailored for the nutritional needs of pregnant women and infants
- On-ground support teams for each site, working closely with local officials and community leaders
- Full media documentation, interviews, and post-activation reporting

Outcomes

- Over 35,000+ families reached within the first phase
- Commended by state leadership for coordination and sensitivity to beneficiaries
- Achieved zero crowd incidents or safety escalations across all locations
- Created a replicable template for targeted welfare campaigns within high-need groups
- Built public confidence in government care programs

The Mother, Infant & Child Food Campaign showed what's possible when logistics, communication, and compassion are combined at scale.

CASE STUDY - CULTURALTI FESTIVAL

CLIENT: CULTURALTI FOUNDATION

Brief: To produce and scale an annual pan-African cultural platform that empowers youth, celebrates heritage, and strengthens Nigeria's position as a creative capital. Tantacom was engaged to deliver full end-to-end execution across all programming, production, branding, and stakeholder engagement.

Solution: For 7 consecutive years, Tantacom has served as the core production and strategy partner for the Culturalti Festival, curating, managing, and scaling a three-day cultural experience that blends music, arts, fashion, food, training, and tourism.

We designed the experience to serve two core goals:

1. Cultural celebration through vibrant, authentic African programming
2. Empowerment and youth training through the Culturati Academy

Execution Highlights

- Produced the full festival experience: venue design, talent coordination, live production, vendor mapping, and audience logistics
- Managed training rollout for over 14,500 youths across crafts like shoemaking, fashion, digital marketing, Adire, Aso-Oke, and videography
- Curated stakeholder experiences for embassies, cultural leaders, and top brands
- Scaled new formats like the Homecoming Edition (for diaspora returnees), university showcases, and Cultural Diplomacy roundtables

Outcomes

- 7 consecutive editions delivered by Tantacom
- Over 14,500 youth trained in creative industries
- National recognition from ministries, embassies, and cultural stakeholders
- Featured in top media outlets across TV, digital, and print
- Served as a platform for discovery and national pride, empowering students, startups, and grassroots creators
- Laid the foundation for year-round expansion into a talent accelerator and global tour

Culturalti Festival is more than an event. It's a legacy in motion — and Tantacom has been behind it, every year.

PROJECTS GALLERY



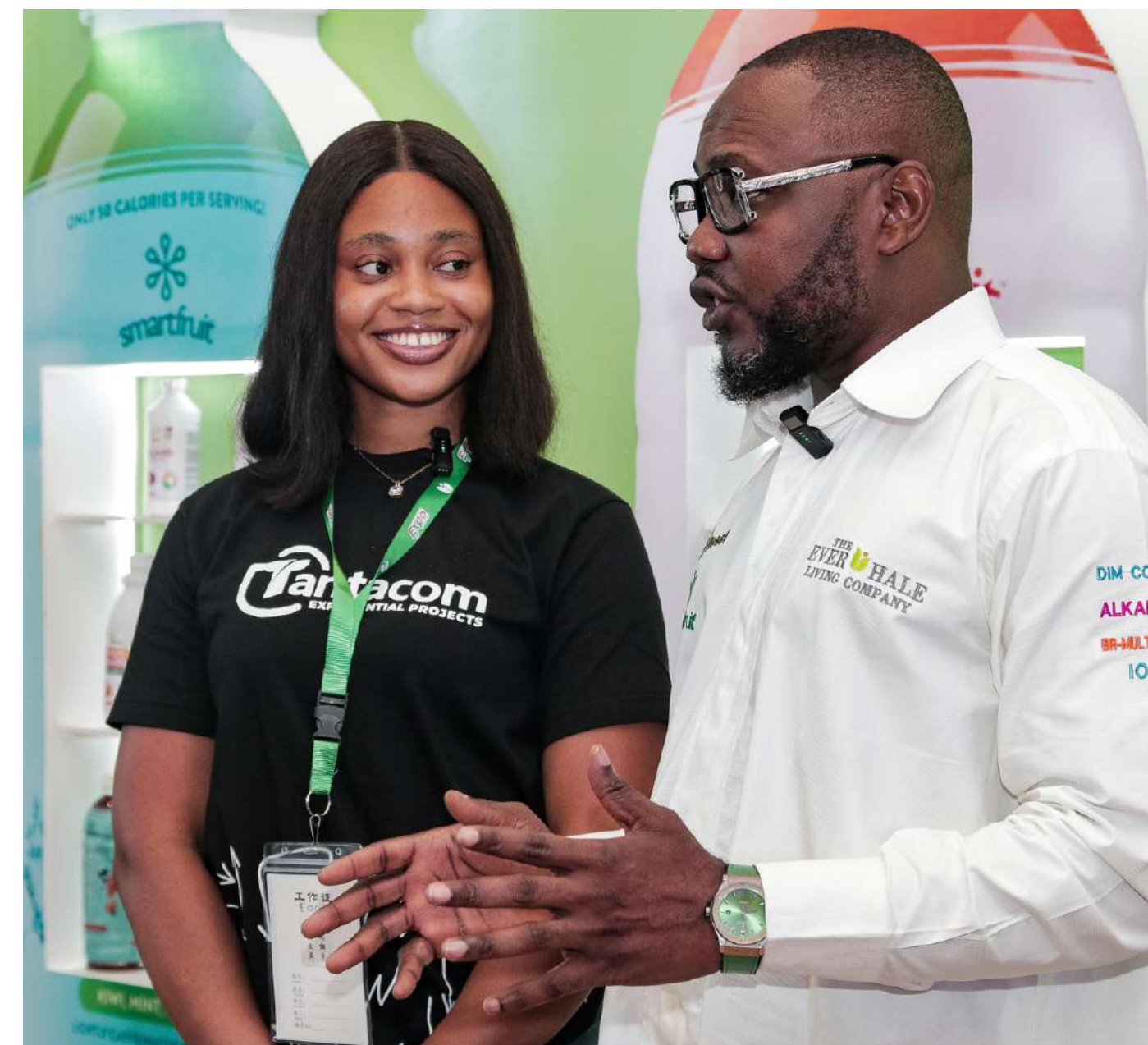
WHY TANTACOM

DEEP INDUSTRY EXPERTISE:
OVER A DECADE OF EXPERIENCE
IN MARKETING LUXURY AND
LIFESTYLE BRANDS.

**STRATEGIC MARKET
INSIGHTS:** DATA-DRIVEN
EXECUTION TAILORED TO THE
EVOLVING CONSUMER
LANDSCAPE.

SEAMLESS EXECUTION:
END-TO-END PROJECT
MANAGEMENT ENSURING
FLAWLESS ACTIVATIONS.

**PREMIUM BRAND
STORYTELLING:** ELEVATING
BRANDS THROUGH COMPELLING
NARRATIVES AND IMMERSIVE
BRAND EXPERIENCES.



OUR CLIENTS

We are proud to have partnered with a wide range of clients, from established corporations to emerging brands across various sectors. Our clients trust us to elevate their brand presence, connect with audiences, and drive impactful results. Through close partnerships, we ensure that every solution we deliver aligns with our clients' objectives, adding measurable value and supporting their growth.



OUR TEAM



JENNIFER ODUFUWA
Co-CEO Tantacom Group



OLUFUNKE ADU
Co-CEO Tantacom Group



GABRIEL ONWORDI
*Head, Sales and Strategic
Partnership*



DAVID UTEHRUN
Head, Business Development



JOHN FADEJOLA
*Head, Marketing &
Communications*



KUFRE EKWERE
Creative Director

LET'S BUILD WHAT MOVES PEOPLE

Whether it's a nationwide campaign or a one-day launch, we're ready to bring your vision to life.

We partner with your organization to create powerful, experience-driven solutions that connect with audiences and deliver measurable business impact.

Thank
you!

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