



360 Brand Experience Company

OUR MISSION

To design and deliver brand experiences that organisations can trust, from brief to delivery, and beyond.

We exist to take responsibility for how brands are experienced across corporate, public sector, and large-scale platforms. We bring clarity, structure, and disciplined execution to environments where stakes are high and outcomes matter.

OUR VISION

To be a global-standard, Africa-based brand experience company, trusted to deliver complex, high-impact experiences with consistency, credibility, and scale.

We aim to set the benchmark for how brand experiences are conceived, delivered, and sustained across Africa and beyond.



OUR CORE VALUES

OWNERSHIP

We take responsibility for what we accept. When we commit to a brief, we own our scope end to end and remain accountable for the outcome. We do not hide behind instructions or operate in fragments. Ownership guides how we engage clients, structure projects, and protect standards.

STRUCTURE

We bring order to complexity. We work in environments with multiple stakeholders, moving parts, and pressure. Structure allows us to plan properly, coordinate effectively, and deliver consistently without chaos. Structure protects quality, people, and profit.

CLARITY

We communicate and decide deliberately. We ask the right questions early, clarify expectations, and make informed decisions. Clarity reduces friction, shortens timelines, and builds trust across teams and partners.

DISCIPLINE

We execute with control and consistency. Preparation, process, and follow-through define our work. Discipline ensures we deliver what we commit to, even under pressure, without compromising standards.

CONTINUITY

We build for the long term. We design experiences that can be sustained, repeated, and evolved over time. We value long-term partnerships over one-off engagements and think beyond the moment of delivery. Continuity is how value compounds.

OUR **POSITION**

TANTACOM IS A 360 BRAND EXPERIENCE COMPANY

We partner with corporate organisations that need experiences to do real work align leadership, reinforce culture, shape perception, and support growth.

We operate as an end-to-end experience partner, taking full ownership from brief to delivery and beyond.



WHAT CORPORATE EXPERIENCE **MEANS TO US**

**CORPORATE EXPERIENCE IS ABOUT DESIGNING
AND DELIVERING MOMENTS WHERE**

**LEADERSHIP
IS VISIBLE**

**CULTURE IS
REINFORCED**

**STAKEHOLDERS
ARE ALIGNED**

**STRATEGY IS
COMMUNICATED**

**REPUTATION IS
PROTECTED**



HOW WE **DEFINE 360**

**IDEATION
AND CONCEPT
DEVELOPMENT**

**EXPERIENCE
STRATEGY AND
STRUCTURING**

**CREATIVE
DESIGN AND
THEMING**

**CONTENT AND
MESSAGING
ALIGNMENT**

**PRODUCTION,
STAGING, AND
TECHNICAL
DELIVERY**

**INTERNAL AND EXTERNAL
COMMUNICATIONS PLANNING**

**DELIVERY,
FOLLOW-
THROUGH, AND
CONTINUITY**

**MEDIA, PR, OOH,
AND OTHER TYPES
OF AMPLIFICATION
WHERE REQUIRED**

**SPEAKER, GUEST,
AND PROTOCOL
COORDINATION**

**VENDOR,
PARTNER, AND
STAKEHOLDER
MANAGEMENT**

**END-TO-END
PROJECT
AND RISK
MANAGEMENT**

INTERNAL CORPORATE EXPERIENCES

END-OF-YEAR CELEBRATIONS

Large-scale staff celebrations, themed experiences, award nights, leadership addresses, entertainment programming, and full production.

CORPORATE ANNIVERSARIES & MILESTONE CELEBRATIONS

Brand-aligned anniversary events that honour legacy, celebrate growth, and communicate future direction.

ANNUAL GENERAL MEETINGS (AGMS)

End-to-end AGM execution including registration, shareholder experience, staging, production, protocol, and reporting.

LEADERSHIP RETREATS AND EXECUTIVE OFF-SITES

Multi-day retreats involving strategy sessions, accommodation coordination, experience design, themed dinners, and bonding moments.

BOARD AND EXECUTIVE MEETINGS

High-level, discreet meetings requiring confidentiality, precision, and seamless coordination.

INTERNAL CONFERENCES AND TOWN HALLS

Company-wide or departmental gatherings designed to communicate performance, strategy, and organisational direction.

EMPLOYEE ENGAGEMENT AND RECOGNITION EVENTS

Purpose-led experiences designed to reward performance, reinforce values, and strengthen culture.

CHANGE MANAGEMENT AND COMMUNICATION EVENTS

Experiences built around mergers, restructuring, new leadership, rebranding, or organisational transitions.

TRAINING & DEVELOPMENT PROGRAMMES

Experiences built around mergers, restructuring, new leadership, rebranding, or organisational transitions.

CORPORATE WELLNESS AND TEAM-BUILDING

Experiences designed to improve collaboration, morale, and performance.



EXTERNAL CORPORATE EXPERIENCES

INDUSTRY CONFERENCES AND SUMMITS

Large-scale conferences bringing together industry leaders, partners, regulators, and audiences.

LEADERSHIP & THOUGHT- LEADERSHIP PROGRAMMES

Executive-led platforms designed to position organisations as voices of authority within their sectors.

BRAND-HOSTED FORUMS AND CONVENINGS

Strategic gatherings curated to influence dialogue within specific industries or markets.

PRODUCT AND SERVICE LAUNCHES

End-to-end launch experiences including concept development, experience design, production, and amplification.

PARTNER AND STAKEHOLDER ENGAGEMENT EVENTS

Experiences designed to strengthen relationships with distributors, investors, regulators, and partners.

CLIENT APPRECIATION AND RELATIONSHIP EVENTS

Curated engagements designed to deepen loyalty and long-term partnerships.

CORPORATE SOCIAL IMPACT AND CSR EVENTS

Public-facing initiatives aligned with corporate social responsibility and community engagement goals.

PRESS CONFERENCES AND MEDIA BRIEFINGS

Structured media-facing events requiring message control, protocol management, and delivery discipline.

AWARD CEREMONIES AND INDUSTRY RECOGNITION

High-profile recognition platforms designed to reinforce leadership and brand credibility.



GOVERNMENT & CIVIC PROGRAMMES

**INDUSTRY
CONFERENCES
AND SUMMITS**

**EXECUTIVE AND
LEGISLATIVE
ENGAGEMENTS**

**MULTI-DAY
GOVERNMENT
PROGRAMMES**

**PUBLIC-FACING
INITIATIVES**

**COMMUNITY-SCALE
PROJECTS**

**LARGE-SCALE
LOGISTICS AND
PEOPLE MANAGEMENT**

ACTIVATIONS AND MARKET ENGAGEMENT

**WE EXECUTE ACTIVATIONS THAT OPERATE
DIRECTLY WITHIN MARKETS AND COMMUNITIES.**

**MULTI-LOCATION
ACTIVATIONS**

**TRADE AND
CONSUMER
ENGAGEMENT**

**COMMUNITY-BASED
CAMPAIGNS**

**DISTRIBUTION-
LINKED ROLLOUTS**



EXPERIENCE PLATFORMS **AND ECOSYSTEMS**

**CONCEPT
DEVELOPMENT**

**SPONSORSHIP
AND PARTNER
STRATEGY**

**STAKEHOLDER
ALIGNMENT**

**TALENT AND
AUDIENCE
EXPERIENCE**

**MARKETING AND
COMMUNICATIONS
COORDINATION**

**DELIVERY AND
CONTINUITY
PLANNING**



PUBLIC EXPERIENCES, **FESTIVALS & LIVE EVENTS**

**EXPERIENCE CONCEPTUALISATION
AND CREATIVE DIRECTION**

**EVENT, STAGE, AND AUDIENCE
EXPERIENCE DESIGN**

**MARKETING, PR, AND
AUDIENCE COMMUNICATIONS**

**SPONSORSHIP INTEGRATION AND
BRAND VISIBILITY PLANNING**

**ARTIST, TALENT, AND
PROGRAMME COORDINATION**

**CROWD FLOW, SAFETY, AND
ON-GROUND LOGISTICS**

**MULTI-VENDOR AND PARTNER
MANAGEMENT**

**LIVE EXECUTION AND
SHOW-DAY CONTROL**

WHAT WE OWN END TO END

**EXPERIENCE
STRATEGY AND
DESIGN**

**CREATIVE
AND CONTENT
DEVELOPMENT**

**COMMUNICA-
TIONS PLANNING**

**PRODUCTION
AND TECHNICAL
DELIVERY**

**VENDOR
AND PARTNER
COORDINATION**

**STAKEHOLDER
AND PROTOCOL
MANAGEMENT**

**RISK PLANNING
AND MITIGATION**

**TIMELINE
AND BUDGET
CONTROL**

**ON-GROUND
EXECUTION**

**POST-
EXPERIENCE
CONTINUITY**

HOW WE WORK WITH CORPORATE TEAMS

WE WORK AS AN EXTENSION OF YOUR ORGANISATION.

CLEAR
OWNERSHIP

STRUCTURED
WORKFLOWS

DEFINED APPROVAL
STRUCTURES

TRANSPARENT
REPORTING

NO
FRAGMENTATION



WHY CORPORATE ORGANISATIONS **CHOOSE TANTACOM**

CORPORATE LEADERS PARTNER WITH TANTACOM BECAUSE

**WE MANAGE PRESSURE
WITHOUT NOISE**

**WE DELIVER
CONSISTENTLY AT SCALE**

**WE TAKE RESPONSIBILITY,
NOT JUST INSTRUCTIONS**

**WE PROTECT BRAND
AND REPUTATION**

**WE CAN BE TRUSTED WITH
MOMENTS THAT MATTER**



AFRICA READINESS FOR CORPORATE WORK

**TANTACOM IS STRUCTURED TO SUPPORT CORPORATE
EXPERIENCES ACROSS MARKETS.**

**CENTRAL STRATEGY
WITH LOCAL EXECUTION**

**PARTNER-LED
MARKET ENTRY**

**CULTURAL ALIGNMENT
BUILT INTO PLANNING**

**MODULAR EXPERIENCE
SYSTEMS ADAPTABLE
ACROSS REGIONS**



OUR COMMITMENT

TANTACOM IS A 360 BRAND EXPERIENCE COMPANY

ONE PARTNER

ONE SYSTEM

END-TO-END
OWNERSHIP



CASE STUDY - EKO FLAVOURS

CLIENT: CULINARA GROUP IN PARTNERSHIP WITH LAGOS STATE MINISTRY OF AGRICULTURE AND FOOD SYSTEMS

Context: Eko Flavours was conceived as a long-term culinary experience platform designed to elevate Nigerian food culture, create sustained visibility for culinary talent, and align government, sponsors, media, and audiences around food-led storytelling. The platform was intentionally built as a visibility and sponsorship pipeline, not a one-off competition, requiring clear value propositions for partners, and continuity beyond a single edition.

Role: Tantacom was engaged as a 360 brand experience partner, responsible for designing, amplifying, and delivering the platform across experience, communication, and commercial layers.

Our responsibilities included:

- Platform conceptualisation and ideation, defining the experience and structure
- Experience and event design, mapping audience, talent, and partner journeys
- Sponsorship strategy and integration
- Marketing, PR, and communications, shaping narrative and driving awareness
- Stakeholder coordination, aligning government, sponsors, media and judges
- On-ground experience delivery, ensuring execution matched brand expectations

Delivery

Eko Flavours was delivered using a platform-first, sponsor-aware approach.

This involved:

- Designing experience moments that naturally integrated sponsor presence
- Coordinating brand visibility across live events, media and digital engagement
- Aligning judges, influencers, and talent narratives with partner objectives
- Managing sponsor deliverables, timelines and experience delivery
- Ensuring consistency between messaging, design, and execution

The result was a platform where sponsors were participants in the story, not just logo placements.

Outcome

Eko Flavours successfully launched as a sponsor-ready brand experience platform:

- Delivered meaningful visibility for partners
- Created a credible pipeline for talent exposure and growth
- Attracted strong public engagement and media attention
- Established a repeatable framework for sponsorship-led growth

The platform now operates as an ongoing visibility engine, benefiting culinary talent, partners, and stakeholders beyond the event window.

Eko Flavours is more than a competition — it's a culinary movement driving cultural pride, career pathways, and innovative food storytelling in Africa.

CASE STUDY - YORUBA LEADERS OF THOUGHT

CLIENT: YORUBA LEADERS OF THOUGHT COUNCIL

Context: The Yoruba Leaders of Thought Summit was conceived as a strategic convening of influential thinkers, traditional rulers, civic leaders, and policy makers from the Yoruba region and diaspora. The goal was to create a dedicated platform for collaborative dialogue on socio-political challenges, community development priorities, and opportunities for collective advancement within Nigeria's evolving political landscape.

Role: Tantacom was engaged as the lead experiential and strategic partner to design, structure, and deliver the Yoruba Leaders of Thought Summit from concept to completion. Our responsibility was to ensure the experience was not only operationally sound but also culturally resonant, strategically valuable, and aligned with the expectations of high-level participants.

Our scope included:

- Summit conceptualisation and agenda development
- Stakeholder outreach and participant curation
- Experience design and dialogue flow planning
- Integration of cultural elements that honored Yoruba heritage
- Coordination of logistics, programming, and on-ground facilitation

Delivery

We approached the project with a focus on structure, inclusivity, and purpose-led facilitation. This involved:

- Curated participant journey, for dignity and influence
- High-touch stakeholder coordination, aligning traditional institutions, civic leaders, and modern thought influencers
- Culturally informed environment, incorporating Yoruba symbols, storytelling, and heritage aesthetics to underscore identity
- On-ground facilitation and moderation, managing the flow of conversation, time, and interactive exchanges

Outcome

The Yoruba Leaders of Thought Summit was successfully delivered as a thoughtful, high-impact leadership forum that achieved its strategic, cultural, and community objectives. Key achievements included:

- Meaningful dialogue among traditional, political, and intellectual leaders
- Consensus building on key socio-political issues, strengthening collaboration
- Positive reception from participants and stakeholders, reinforcing the legitimacy and utility of the platform
- Elevated public perception and shared narratives of unity and purpose

The summit was not just an event - it was a convergence of vision, culture, and collective aspiration for progress.

CASE STUDY - LAFARGE END OF YEAR PARTY

CLIENT: LAFARGE AFRICA PLC

Context: Lafarge required a corporate end-of-year experience that brought leadership, employees, and stakeholders together in a controlled, high-energy environment. The brief demanded precision, scale management, and a delivery partner capable of coordinating multiple moving parts without disruption.

Our Role: Tantacom was engaged as the lead delivery partner for the corporate experience.

We were responsible for:

- Translating the brief into a cohesive experience structure
- Coordinating creative, technical, and production elements
- Managing logistics, timelines, and on-ground delivery
- Ensuring consistency across all touchpoints

Our responsibility was not limited to execution. We owned the end-to-end delivery of the experience ensuring it aligned with Lafarge's internal expectations.

Delivery

We approached the project with a focus on structure and control.

This included:

- Clear experience planning and sequencing
- Coordination of vendors and technical teams
- On-ground management and real-time problem solving
- Disciplined execution to schedule and specification

The experience was delivered calmly and efficiently, with attention to detail and minimal disruption, despite the scale and complexity involved.

Outcome

The event was delivered successfully, meeting both operational and experiential objectives.

Key outcomes included:

- A well-coordinated corporate experience executed to standard
- Strong internal engagement and positive stakeholder feedback
- Seamless delivery under pressure
- Reinforced trust in Tantacom's ability to manage corporate-scale experiences

The engagement demonstrated Tantacom's capacity to operate as a 360 brand experience partner within corporate environments that require reliability, discretion, and disciplined delivery.

The Lafarge Las Vegas Experience wasn't just an event — it was a statement of bold thinking, premium execution, and experiential leadership.

CASE STUDY - CULTURALTI FESTIVAL

CLIENT: CULTURALTI FOUNDATION

Context: Culturati Festival is one of Africa's longest-running cultural platforms, celebrating African heritage, arts, and creativity through immersive experiences that engage tradition and modern expression. The festival serves as a cultural movement that elevates African identity, through storytelling, performance, crafts, and creative enterprise.

Role: Tantacom was engaged as the brand experience partner for the Culturati Festival, responsible for designing and amplifying the platform across the experience, communications, and commercial dimensions.

Our responsibilities included:

- Conceptualising the festival's experience structure for coherence and impact
- Designing and mapping audience journeys and event stages
- Crafting the sponsorship strategy and partner integration
- Leading brand positioning, narrative, and communications across channels
- Coordinating stakeholders, government, cultural institutions, and talent
- Delivering on-ground execution to match the creative and brand expectations.

Delivery

- Experience Design: Curating immersive cultural moments that blended performance, exhibitions, craft, storytelling, and culinary expressions
- Partner Integration: Designing sponsor activations that felt authentic and meaningful, not simply as logo placements
- Stakeholder Coordination: Managing expectations and deliverables with government partners, creative communities, and media channels
- Execution Management: Overseeing timelines, technical production, content flow, and audience experience on-site

Outcome

- Meaningful visibility for culture expression across Lagos and beyond
- A platform for cultural storytelling, artistic showcase, and identity affirmation
- Enhanced opportunities for 100+ SMEs through trade fair participation, visibility, and networking partnerships
- Empowered creative youth through initiatives such as the Culturati Academy, training over 10,000 participants in digital skills, media, and content creation
- Boosted tourism potential by revitalising Freedom Park as a cultural destination and attracting dignitaries, creatives, and international visitors

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

CASE STUDY - OUNJE EKO DISCOUNT MARKETS

CLIENT: LAGOS STATE GOVERNMENT (MINISTRY OF AGRICULTURE)

Context: Ounje Eko Discount Markets, a food subsidy initiative designed to make staple food items significantly more affordable for citizens. The programme was introduced as part of Governor Babajide Sanwo-Olu's broader economic relief efforts, aiming to cushion households against food inflation by selling essential items such as rice, beans, garri, bread, eggs, tomatoes, and pepper at 25% below market prices across all five divisions of Lagos State.

Role: Tantacom was engaged on ensuring that the programme's rollout, experience, logistics, and stakeholder integration were efficient, transparent, and accessible to the communities being served.

Our responsibilities included:

- Coordinating government agencies, payment partners, and market leaders
- Payment system integration with service providers to ensure accountability
- Market site coordination for orderly market execution
- Experience and signage design, ensuring clear user-friendly touchpoints for residents participating in the programme
- Data and monitoring support, giving insights to Lagos State officials

Delivery

- Digital payment onboarding: Collaborating with payment service banks and providers, including PalmPay, MoMo PSB, Smartcash PSB, and MoneyMaster PSB to support secure, traceable transactions at discount markets.
- Multi-location operations: Coordinating markets in major divisions across Lagos (Ikeja, Lagos Island, Ikorodu, Epe, Badagry) and expanding in Phase II to cover additional areas and institutional sites such as universities.
- Community engagement and facilitation: Working with youth volunteers, local government officials, and security partners to manage crowd flow, queueing, and purchase limits per individual.

Outcome

- Widespread participation: Thousands of residents across divisions accessed discounted staple foods, helping relieve cost-of-living pressures.
- Digital and accountable transactions: Cashless payment methods reduced malpractice risk and provided traceability across market transactions.
- Support for local vendors: Local suppliers and market participants saw increased opportunities through structured inclusion in the discount programming.

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

Context: The Mother, Infant & Child (MICH) Food Campaign is a comprehensive maternal nutrition initiative launched by the Lagos State Government through the Office of Civic Engagement to tackle the nutritional challenges faced by indigent pregnant women and their unborn children. The programme was rolled out as part of the broader “Womb to School” social investment strategy aimed at supporting health from conception through infancy and beyond.

Role: Tantacom was engaged as the strategic experience and implementation partner to support the operational rollout and community engagement aspects of the MICH Food Campaign.

- Operational framework mapping how beneficiaries access nutritional support
- Stakeholder coordination aligning health workers, primary healthcare centres, and civic engagement teams
- Communication and engagement strategy shaping how the programme was explained and adopted by communities
- Support for monitoring mechanisms while ensuring distribution and follow-up processes were trackable and accountable to government partners

Delivery

- Programme onboarding logistics, assisting with the setup of distribution across designated primary healthcare centres in key areas including Ikeja, Badagry, Agege, Epe, Ikorodu, Lagos-Island, Eti-Osa, Alimosho, Somolu, Kosofe, and Ibeju.
- Beneficiary identification and issuance of approved MICH Collection Cards so expectant mothers could receive weekly.
- Community health integration with public and private community health workers for home visits and follow-up support to ensure maternal wellbeing and adherence to prenatal care.

Outcomes

- Enhanced prenatal care engagement by tying nutrition support to regular clinic visits, the initiative improved attendance at prenatal healthcare facilities.
- Structured health monitoring issuance of MICH Collection Cards.
- Strengthened early-life development foundations and helped address critical nutritional needs during key developmental windows for infants.
- Community reinforcement of preventive care and nutrition assistance with broader health education and services.

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

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 partner with diverse clients, from established corporations to emerging brands, to enhance brand presence, connect with audiences, and achieve impactful results. Our close collaborations ensure solutions align with client objectives, adding measurable value and supporting 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



KUFRE EKWERE
Creative Director


LET'S BUILD WHAT MOVES PEOPLE

We partner with organisations that require clarity, structure, and disciplined delivery.

If you are looking for a vendor, we may not be the right fit.

If you are looking for a partner, let's talk.

Thank
you!

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