



*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

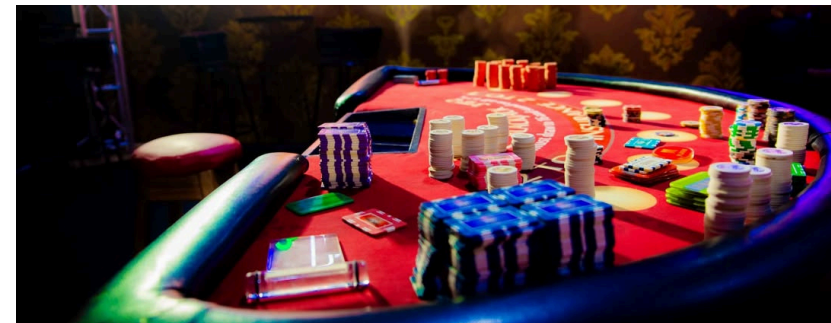
Experiences built around mergers, restructuring, new leadership, rebranding, or organisational transitions.

## 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





# 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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