



XOLADIGITAL

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A FULL FLEDGED DIGITAL CREATIVE AGENCY

**We Create Experiences
That Deliver Results**

A GUIDE TO XOLA - WHO WE ARE, WHAT WE DO AND HOW WE DO IT



Xola Digital is a creative design agency based in Accra, Ghana.

We are a full-fledged digital design agency, with a purpose to deliver value to businesses and brands operating in Africa. Though multifaceted in nature due to the dynamic nature of the digital landscape, we have three main core offerings;

- **Brand & Digital Strategy**
- **Creative Services**
- **Digital Marketing**
- **Tech Resources**

Xola Digital provides cutting edge brand strategy, distinctive brand identity design, electric photography and motion content, effective digital marketing, in class software products, mobile and web application developments.

We strategize multi-platform digital content and marketing campaigns along with equipping our clients with modern cutting edge technology resources.

Over the years our passion for and our ability to develop unique brand identity assets has gained us popularity with our clients and brand owners. i.e Logos, brand guides, tones, slogans, values, etc.

We have great acumen in creating content: Creative designs, Artworks, photographs, videos, and documentaries, visual effects in 2D and 3D that channel into interesting stories that produce social conversations which in turn lead to sales and an increase in brand equity.

Thus we design content in varied forms, oriented with a deep understanding of African cultures and audiences. Xola Digital markets these contents across digital and traditional platforms, especially on social media which we believe to be the hub of attention.

Our tech resources' is about creating Web and mobile, applications and providing technological solutions for African individuals and organizations. From your brand website, mobile apps to organizational systems and databases, we furnish our clients with relevant technology resources.

Technology creates connections, and connectivity is becoming the norm: more than half the world's adult population uses social media at least once a month. A study of the Key 30 economies, which accounts for 70% of the world's population—shows that nearly three-quarters of internet users access the net every day, and this is still increasing at a remarkable rate.

People now expect everything to be connected, from their real time public transport schedule, to voting system, to real time stock availability in physical world stores. The internet is no longer just an information portal; it is the 'electricity' of modern society and commerce, connecting us to the people and things we care about most.

As a result, businesses and brands need to explore how connectivity can improve every element of their business, not just advertising. And that is the avenue Xola Digital seeks to offer you as a full-fledged digital boutique.



WHY XOLA

We are what we value

Live

We are an agency with passion and character, and have soul. Everything we do is done with a purpose and done with craft. We strive to always act within our highest potential.

Care

We care for and connect with each other and those we serve. Camaraderie and compassion.

Win

We love to get the job done, to accomplish and to win.



BRAND STRATEGY

Design mustn't only be visually appealing; it must be functional and deliberate in solving business concerns. We diagnose challenges and offer effective and valuable solutions. For both evolving and new to industry companies, Xola Digital provides a strategy service that enables clients to discover, clarify their purpose, realize their voice, understand their customers and defining their goals.

Identity System Design

- Brand Definition
- Brand Attributes
- Brand Positioning
- Brand Tone
- Naming and Messaging
- Environmental Designs
- Brand Alignment

Customer Definition

- User Profiles
- User Journey
- Customer & Revenue Segmentation
- Marketing Strategy



DIGITAL STRATEGY

Navigating the connected world can be complicated. Xola Digital offers strategy consultation that enables you to execute effective digital infrastructure that mediates the space between users and the information they need by building intuitive, user-centric interfaces that engage, delight, and communicate clearly on all devices.

Operations Digitizations

Content Management Systems

Wireframing

Information Architecture

Ecommerce Adaptation



CREATIVE SERVICES

Content is King”

Content is the magnet of attention. Creating the right content naturally draws the perfect audience, the internet gives us the opportunity to reach out to our tribe however quality and quantity of content is essential. Brands need to stay up beat with this in order to stay relevant to their community, it is demanding to create content often, but it is worth it in the long term and that's what we do with passion.

Creative And Production Services -from writers, editors, photographers, videographers, to animators, we have an amazing team of art directors with sheer passion to execute creative strategy and content development.



Our Creative Services

Brand Design

Photography

Portrait

Event photography

Advertisement Photography

Architecture & Site Photography

Product Photography

Videography

TVC

Visual effects

Documentaries

2D & 3D animations

Events Coverage

Graphic Design

Print Media

3D Modelling



Brand Design

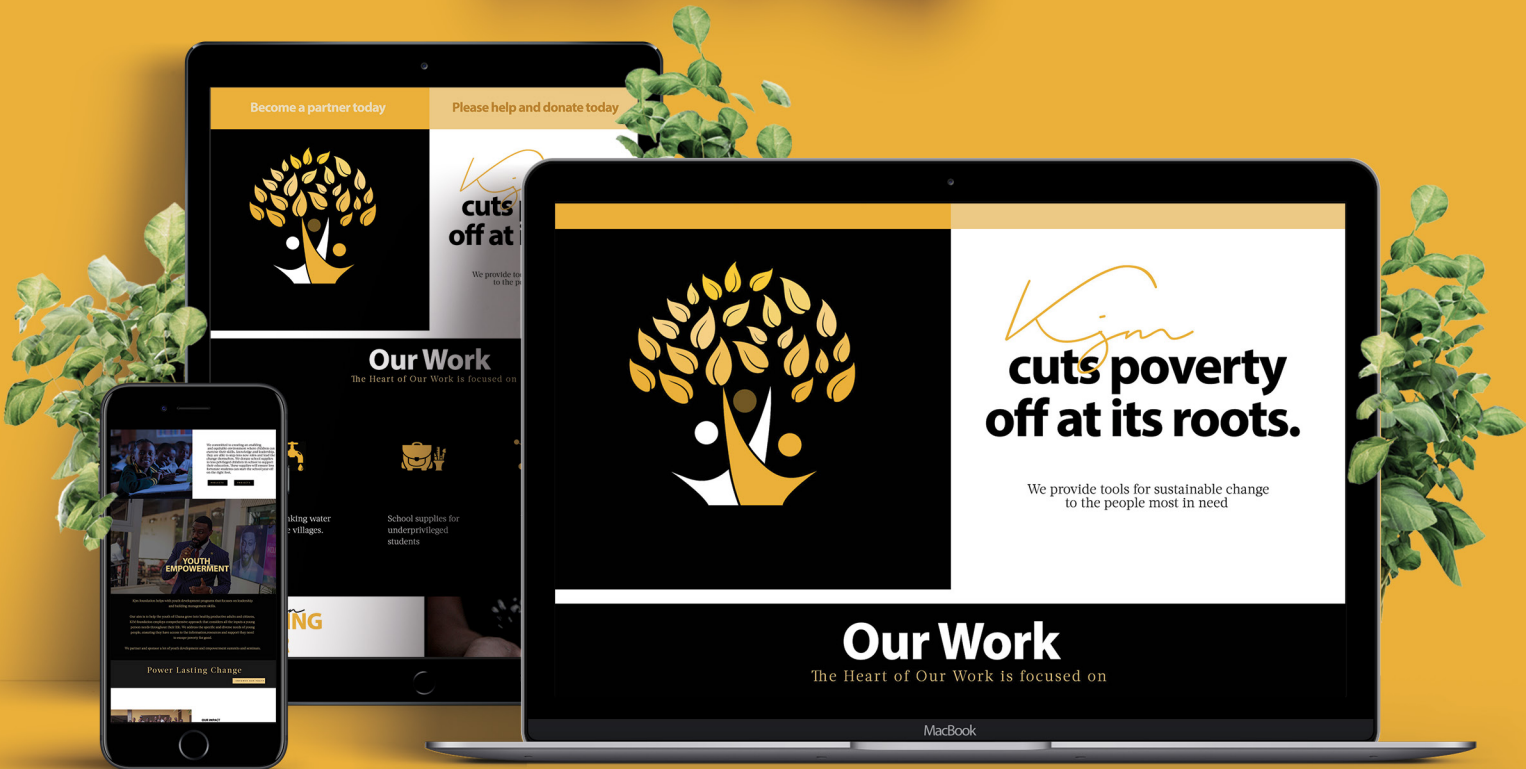


CREATIVE SERVICES



CREATIVE SERVICES





CREATIVE SERVICES

Personal Branding



**COMPETENT, PRINCIPLED AND
ACCOUNTABLE LEADERSHIP**

GOOSIE 2020

WE HAVE A CHOICE



Dear Sir,

An OIG-type response to the NDC's organisational decline and political drift is long overdue Ghana's need for a progressive mass democratic party has never been greater. The brutal over the interests and their local

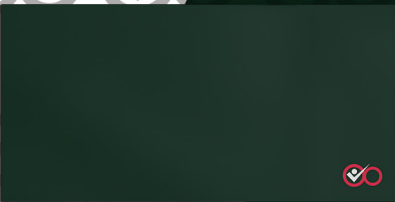
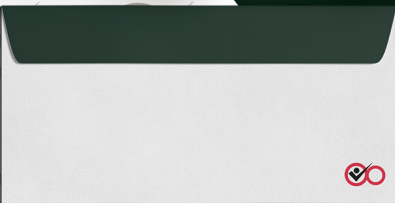
tribalist allies disrupted our transformation from a collection oard, mutually exploited, mutually oppressed, primary producing, tribal states into a unitary, modern, self-republic with a proud African identity and scientific approach to development. The 1966 coup plunged Ghana into a quarter century of painful polarising, political strife as the most anti-people forces in our society resurfaced to push their elitist agendas and the masofaught back to protect the nation. After the 23rd December process for most Ghanaians was a resumption of national socioeconomic transforatic conditions.

This 4th Republican promise has not materialised because of the utter failure of our political establishment and its greedy, "family & friends" elite. Today our society is once again experienoreign domination, inequality, poverty, polarisation, and insecurity. There is nothing surprising about the role of the NPP in this disaster. The NPP tradition has always opposed the Ghana project - preferring privileged agents of foreign interests which allow them to practice ethnic and other forms of elitthe failure of the NDC (and the various Nkrumaist parties) to provide a credible alternative is shocking, and unacceptable.

Yours Faithful
Name here
Signature



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P.O. Box 58 67, Spintire Road, Tema
Tel: 233 054 958 7417 - 233 020 086 7431



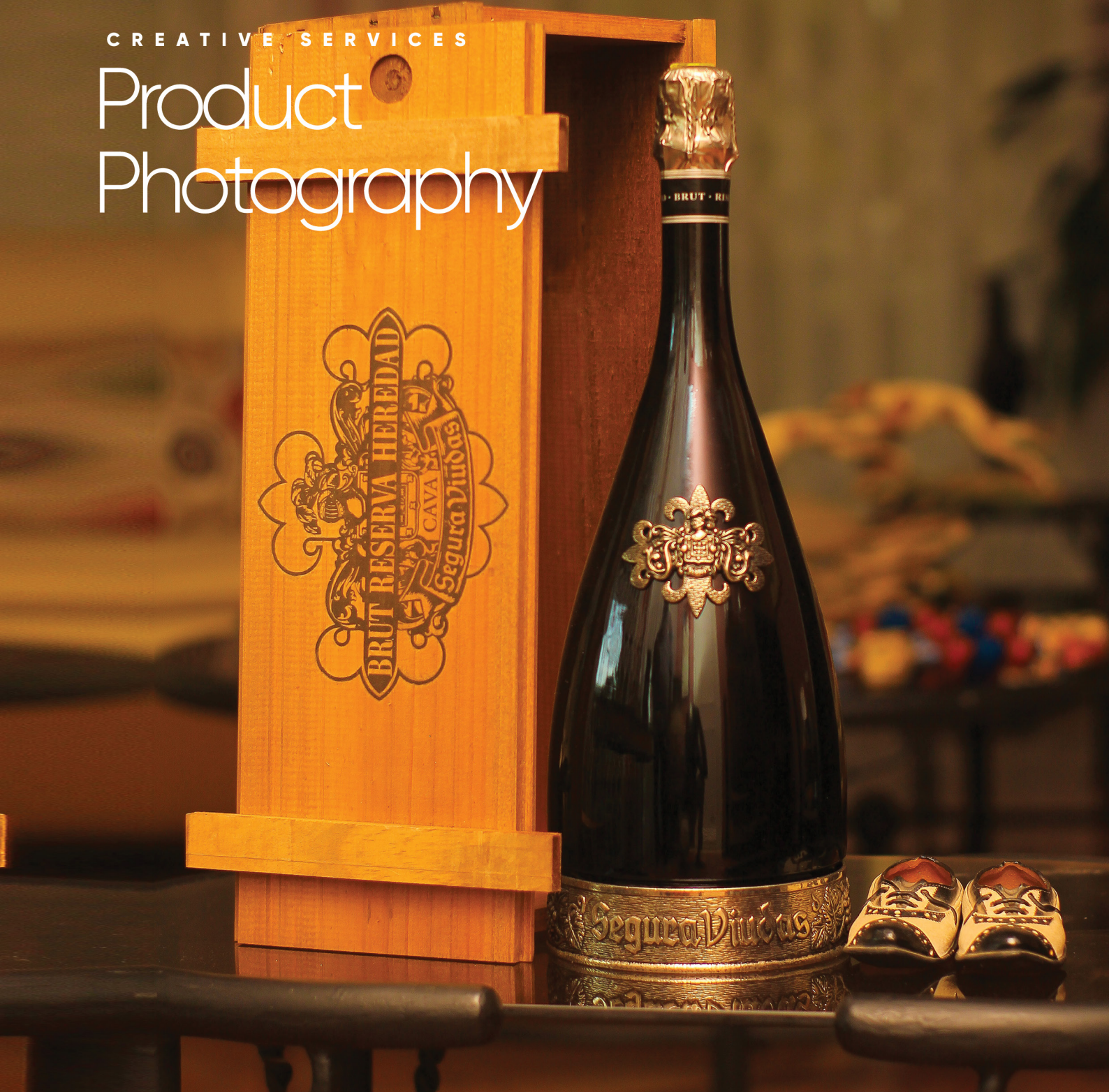
CREATIVE SERVICES

Portrait Photography



CREATIVE SERVICES

Product Photography



CREATIVE SERVICES

Architecture Photography





CREATIVE SERVICES

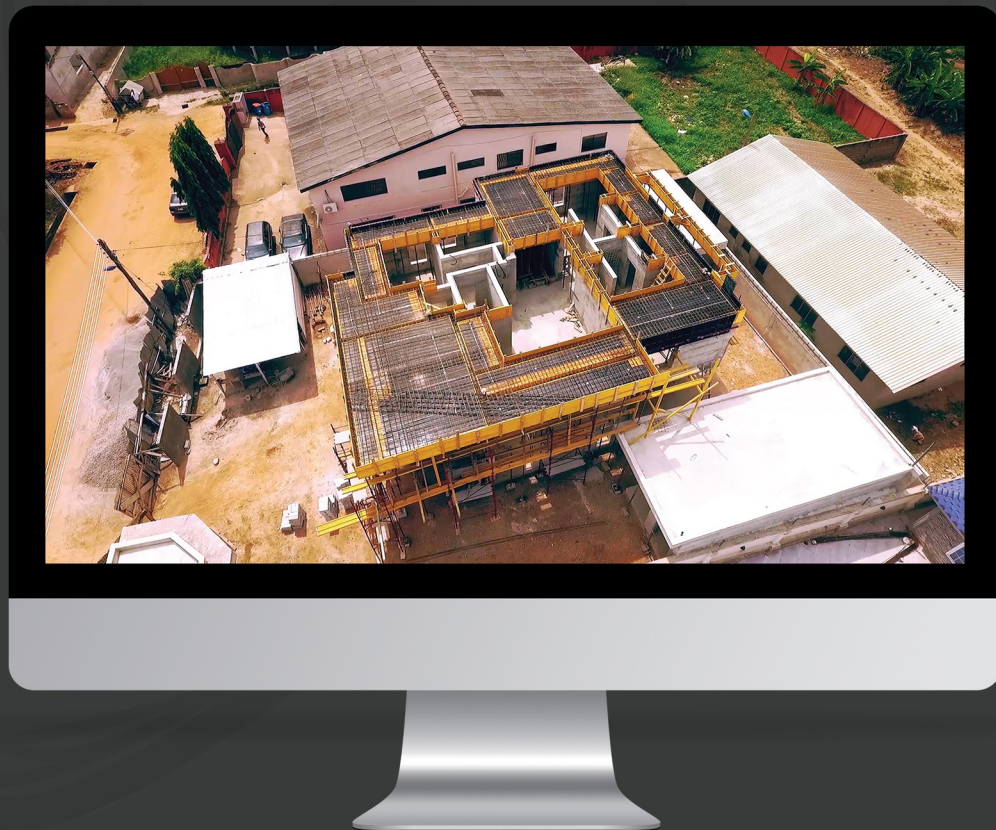
TVC



YOUTUBE - XOLA DIGITAL



ADUCRAFT FURNITURE



EMPIRE CONCRETE

CREATIVE SERVICES

2D & 3D Animations



AFRIY DAVID - I DO MUSIC VIDEO



DIGITAL MARKETING AD

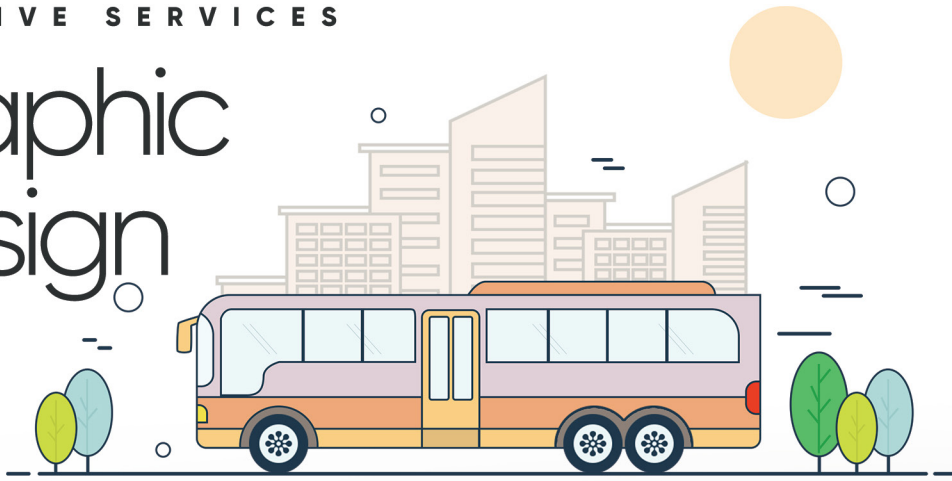


ROAD ACCIDENT CAMPAIGN



CREATIVE SERVICES

Graphic Design



INTO THE CITY
WHERE EVERYTHING
IS POSSIBLE



Good Morning World.



Creative
Designs



Print media



EMPIRE DOMUS



TRIPLE-A
CLASSIC EVENTS & USHERING

Corporate Events
Conferences, Product launches, Breakfast meetings, Fund raisers, etc.

Social Events
Engagements, Weddings, Parties, Baby showers, Funerals, etc.

Special Events
Concerts, Inaugurations, Private Parties, Sports events, etc.

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A pack of 1000
A wooden box of 1000
A carton of 6 bottles of 75cl

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CREATIVE SERVICES

3D Modeling



CREATIVE SERVICES

FORSTER PARK





CREATIVE SERVICES



DIGITAL MARKETING

Engagement is Queen”

DESIGN MAKES A DIFFERENCE

Design matters today more than ever before. Its more than making things look good, it's about creating an experience that stands out, delight users and creates real value for your business. We delight in telling electrifying stories. We create long, short and branded content across digital platforms with a dynamic and exciting experience.

We tell new and old African stories in a more electrifying way just like it was

Key Advantages-

- Effective at driving sales and providing a higher ROI when executed right.
- Social marketing is cheaper than traditional Advertisement
- Global Reach -it makes it easier to consolidates markets and broaden global reach of brands.
- It's highly targetable -it gives the opportunity to reach a well -defined audience (Niche) you pay for the right audience.
- Highly Engaging -it humanizes brands and offers an avenue for conversation, gaining consumer insights via interactions.
- Measurable – digital marketing activities are highly measurable which provides quantifiable results that lead to actionable insights.



Our Digital Marketing Services

Social Media Marketing

our team of channel managers create directed, scalable content that delivers value and sells. Account coordinators equipped to master client services, administer optimization of content, Meta data and in-video elements through incessant analysis of metrics that deliver actionable creative insights.

These includes internet marketing strategy. Consulting and planning, Search Engine Optimization, Paid Search Marketing {i.e PPC, AdWords}

Social Analysis and Consumer insights

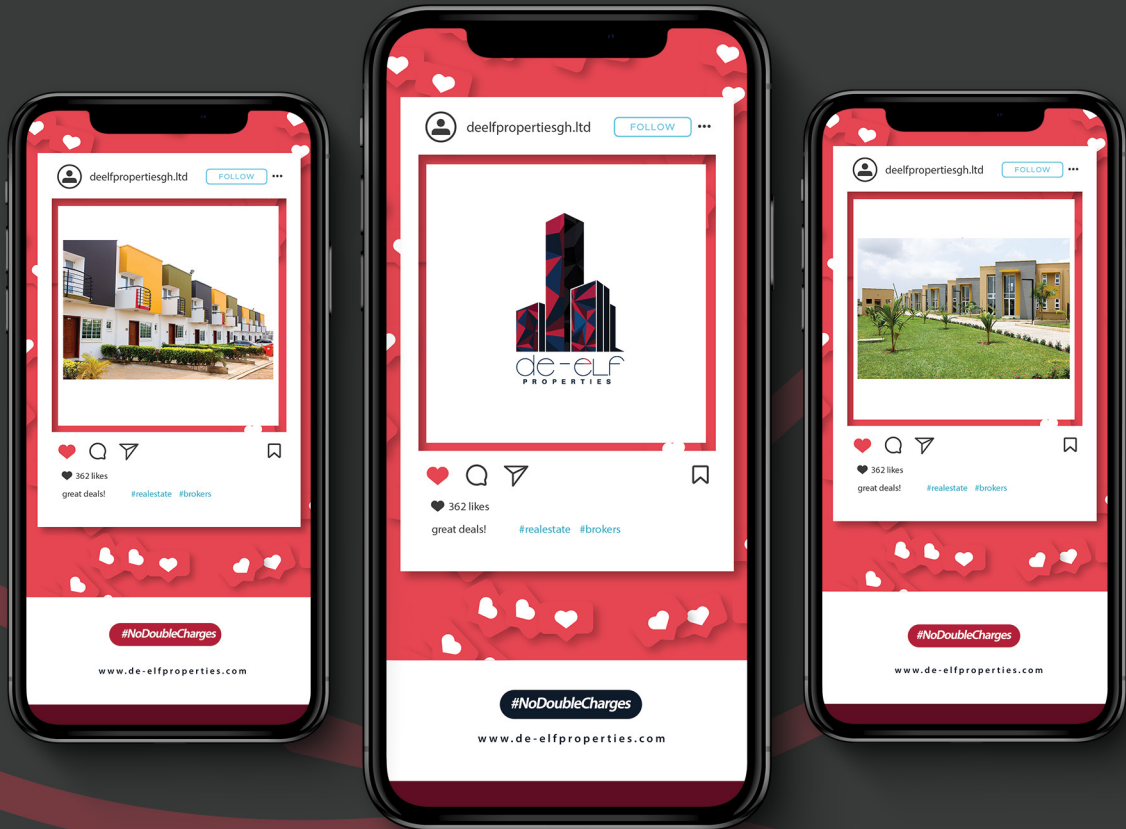
we conduct in-depth analysis of all social communities. It's much easier to get into conversation with consumers these days, we access what your consumer really wants and compare them to your competitors efforts and use those insights to identify opportunities where creative works or tech resources can be implemented to grow your brand.

Creator Services and Influencer Marketing

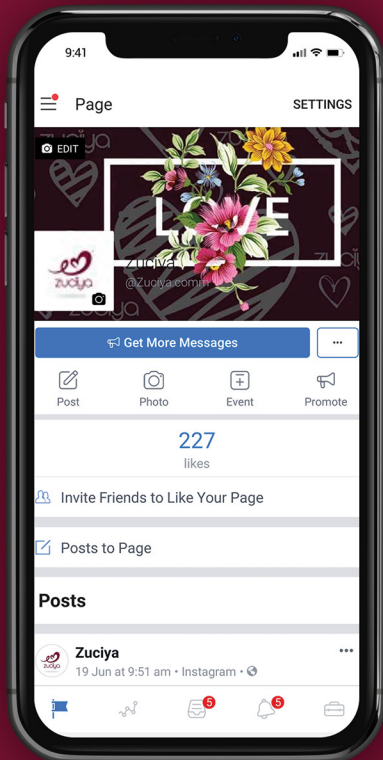
we identify and harness talents that can create content for successful distribution across channels such as YouTube, Vine, Snapchat, Instagram, and Twitter among other platforms. We connect influencers to brands they identify with and would love to promote in a very organic way, generating high engagement and driving quantifiable outcomes for brand partners.



Social Media & S.E.O

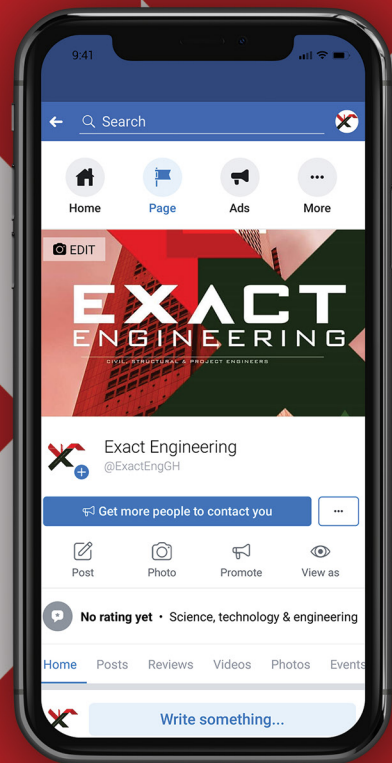


DIGITAL MARKETING



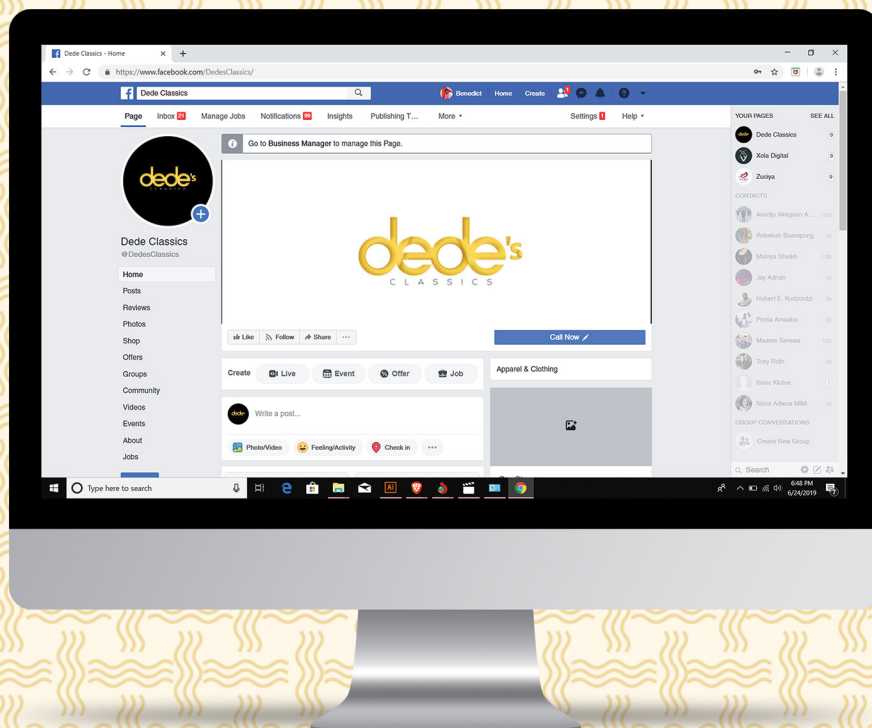
Zuciya

www.zuciya.com



Exact Engineering

www.exact-eng.com



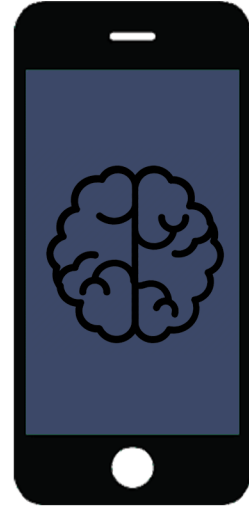
Dede Classic's

THIS IS THE OPPORTUNITY

IN THIS AGE THE CLOSEST THING TO OUR BRAINS – OUR PHONES

Tons of hours are spent on smartphones, it connects us to the things that matter the most to us.

It also makes it imperious for any brand seeking to gain consumer attention to use social media marketing.



SMARTPHONES ARE THE HUB OF ATTENTION

Take a look at a friends at a diner, their gazes are directed to phone screens, either replying text messages or taking shot of dishes.

Look around you in a bus, passengers are on their phones, texting and giggling and pedestrians are always busy taking the next cute selfie to post on social media or send to loved ones.

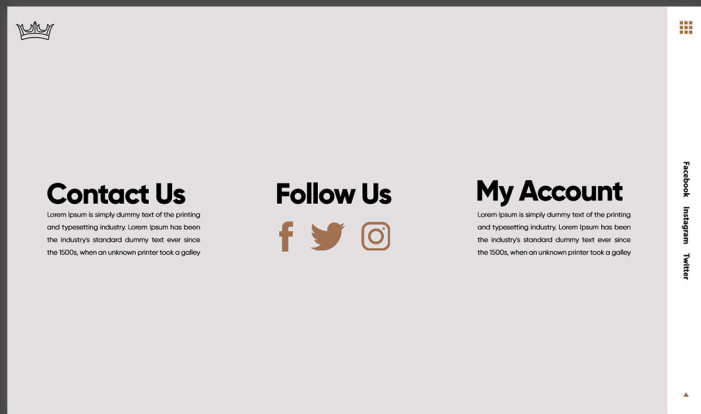
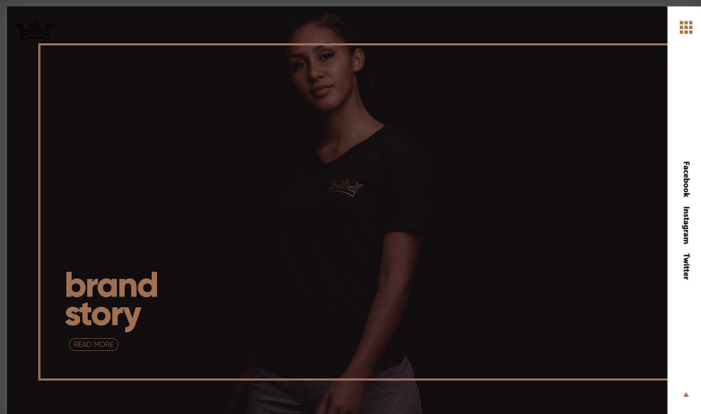
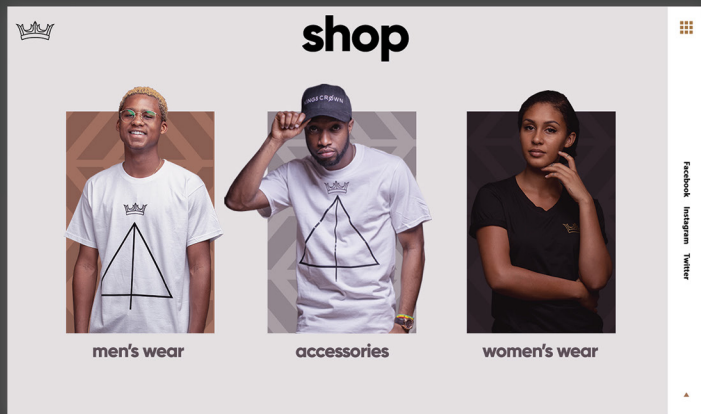
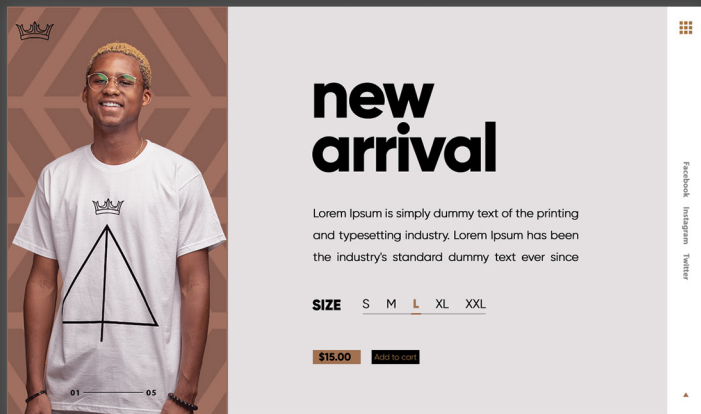
We are no longer paying attention to billboards, and we skip TV commercials because it's disruptive to the content we enjoy.



Website Design



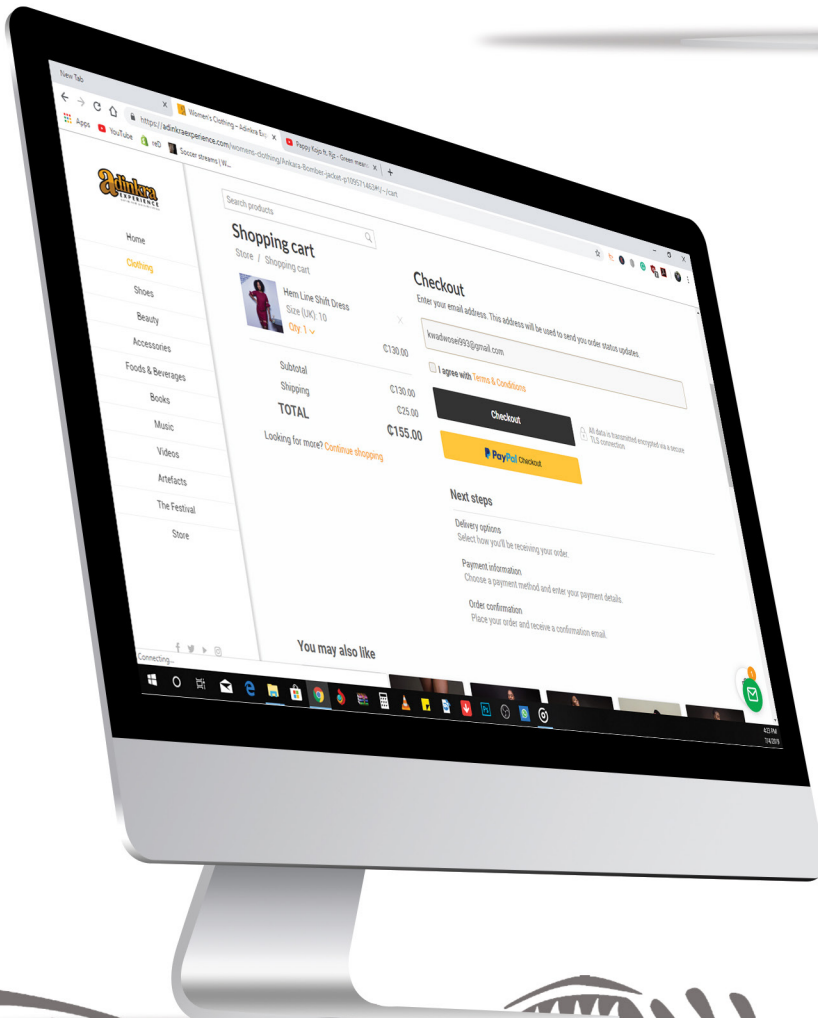
www.kingscrowusa.com



E-commerce websites



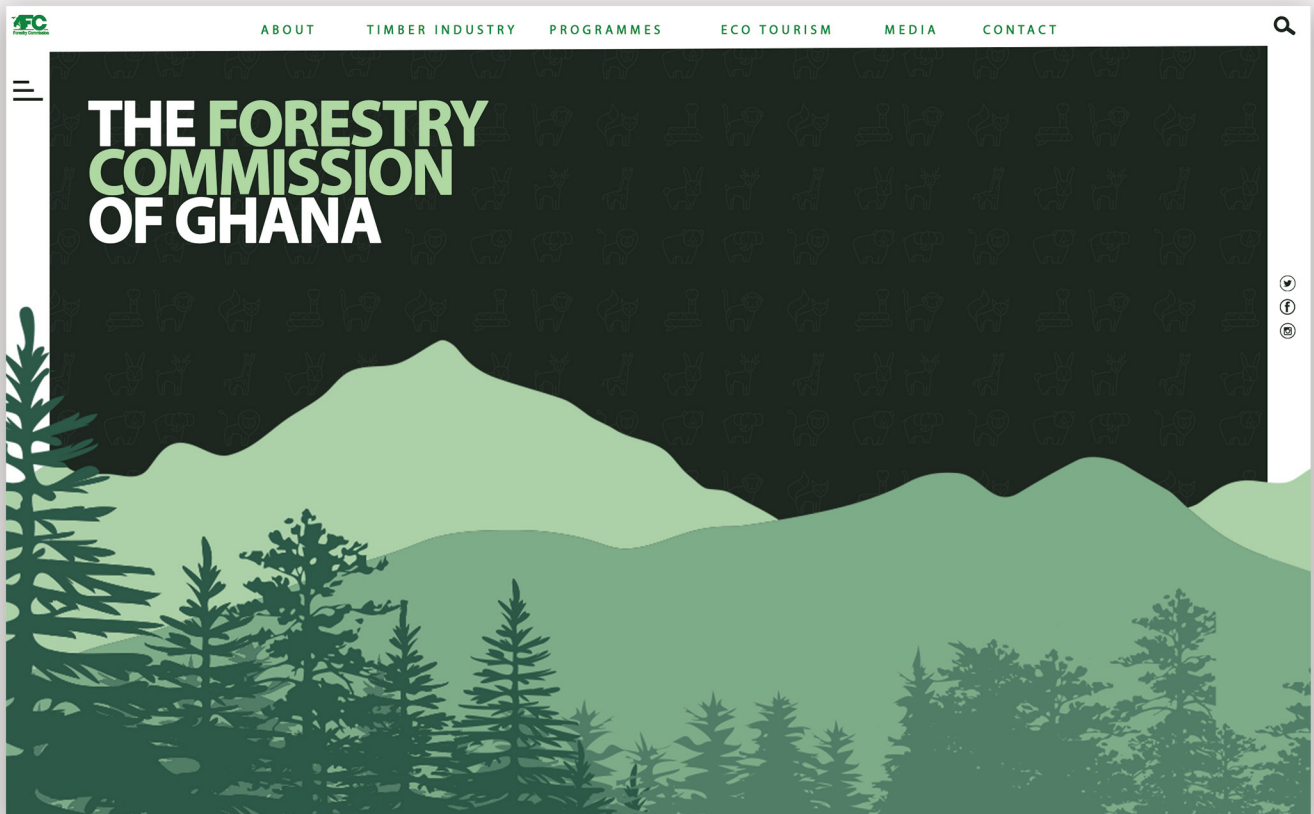
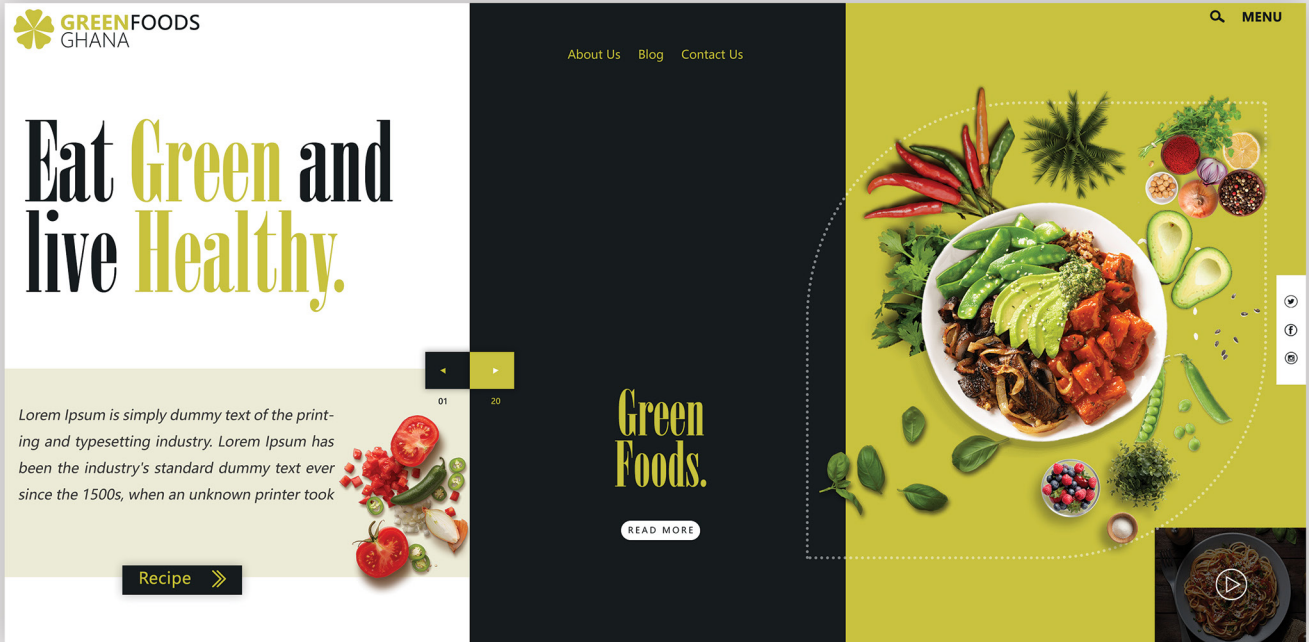
adinkraexperience.com



Mobile & web applications



User Interface/ User Experience Design





01

Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book. It has survived not only five centuries, but also the leap into electronic typesetting, remaining essentially unchanged. It was popularised in the 1960s with the release

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THE GHANA ZOO



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02

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03

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RETAINERS WITH **XOLA DIGITAL** IS DIFFERENT

Our Retainer modules offers you value as a client, you subscribe to our service and get access to our entire team:

Every month you set the goals and objectives with our team. Simply tell us what you need, we help you get it done. It's that simple, and why shouldn't it be.

Value focused experience is about identifying the most important goals to achieve for our clients, and then applying continuous strategy, execution, measurement and iteration to meet them.

The, core of this experience is CARE . Xola Digital cares about the wellbeing of our client enterprises, and we derive value as an organization by providing enormous value to clients.

We work on single or multiple objectives based on your velocity and budget

GET THE BALL ROLLING?

We love working with businesses and brands that seek to make an impact irrespective of organisational size.

You get access to our entire team of creative designers, software developers and digital marketers. A senior strategist would be your internal advocate and focused on your success. Compared to hiring an internal staff member you get a lot of bang for your buck, starting the moment you say go.

ARE WE A GOOD FIT FOR YOU AND YOUR GOALS?

If the answer is a resounding yes, then please email us with details about your company projects and objectives.



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