



## COMPANY PROFILE 2020

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BRAND ACTIVATION THAT WORKS





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# WHO WE ARE

## ABOUT US

- + Xtreme Mindz (XM) Solutions Ltd is a brand communication company with the sole objective of creating cutting edge Brand and Digital solutions that drive visibility and ROI for organisations.

## VISION

- + To empower brands for global effect.

## MISSION

- + Developing and executing result oriented strategies and renowned innovative solutions to our clients.

## CORE VALUE

- X - XCELLENCE
- T - TRUST
- R - RELATIONSHIP
- E - EFFECTIVE
- M - MORAL VALUE
- + E - EFFICIENCY



Strategy



Creative



Activation



Optimization



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# WHAT WE DO

## ADVERTISING

- + MEDIA STRATEGY/PLANNING
- + CONTENT WRITING
- + CONTENT STRATEGY
- + MOTION GRAPHICS
- + 2D AND 3D ANIMATION
- + VIRTUAL REALITY VIDEOS
- + BILLBOARD



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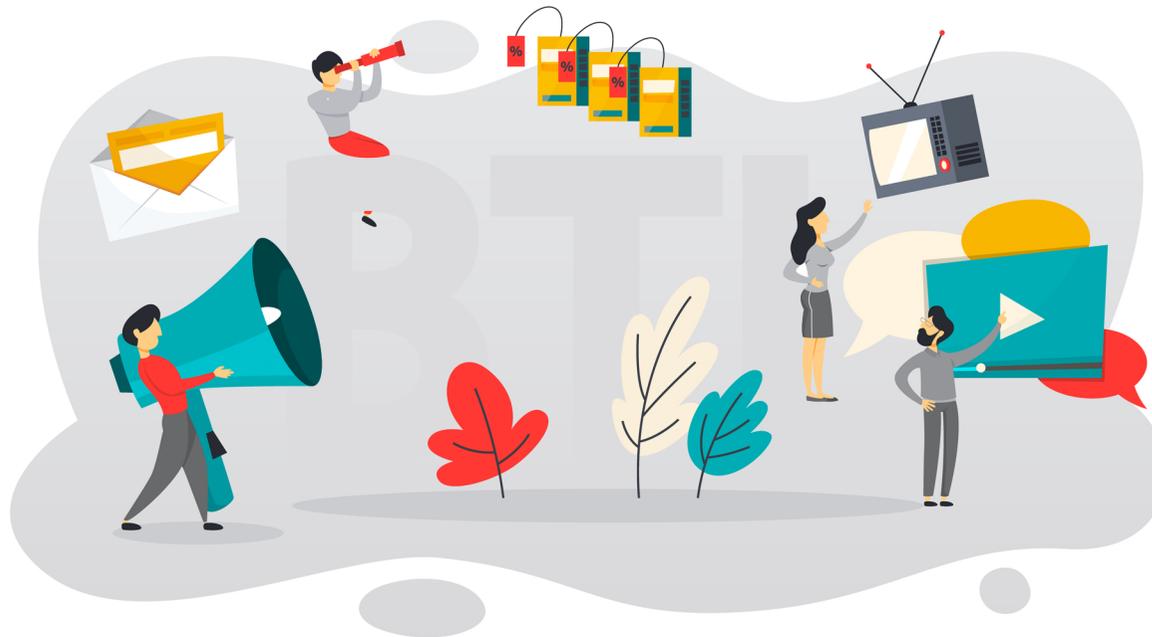
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# WHAT WE DO

## BRAND ACTIVATION

- + PRODUCT SAMPLING CAMPAIGN
- + EXPERIENTIAL MARKETING
- + IN STORE/MALL ACTIVATION
- + INFLUENTIAL MARKETING
- + MARKETING STRATEGY



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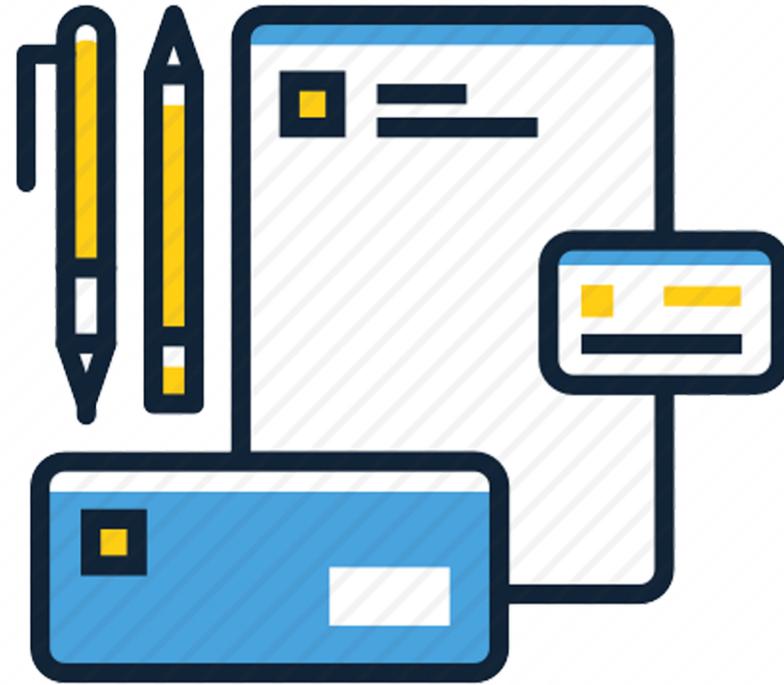
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# WHAT WE DO

## BRANDING

- + LOGO
- + BRAND IDENTITY
- + LETTERHEAD
- + CALL CARD
- + BROCHURE



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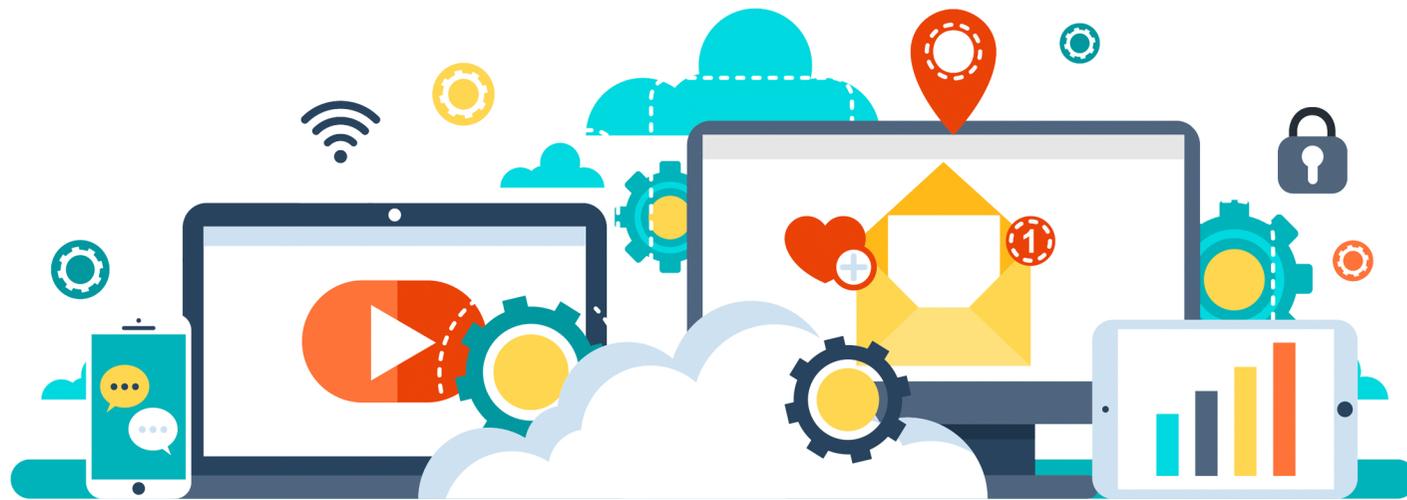
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# WHAT WE DO

## DIGITAL SOLUTIONS AND STRATEGY

- + DIGITAL MARKETING
- + AUDIENCE RESEARCH AND SEGMENTATION
- + EXPERIMENTAL DESIGNS
- + WEBSITE AND MOBILE PLATFORMS DESIGNS



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# WHAT WE DO

## SOCIAL MEDIA MANAGEMENT

- + SOCIAL MEDIA STRATEGY
- + MEASUREMENT AND ROI
- + CONTENT DEVELOPMENT

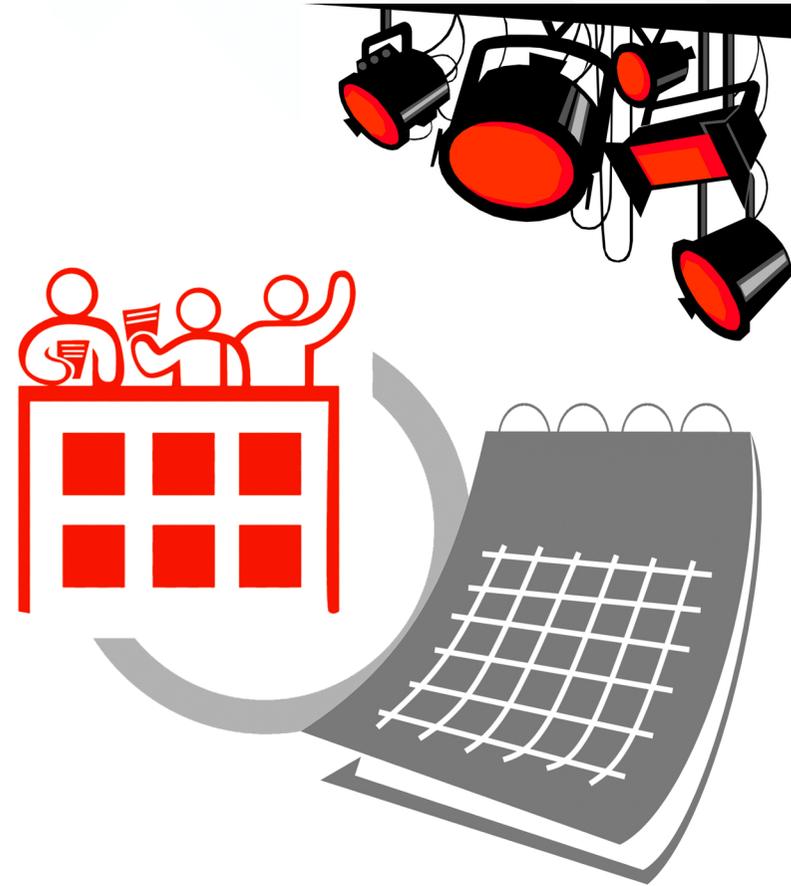


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# WHAT WE DO

## EVENT MANAGEMENT

- + EVENT PLANNING AND COORDINATION
- + VENUE BRANDING
- + STAGE DESIGN
- + ONSITE AND ONLINE REGISTRATION
- + LIGHTING DESIGN



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# WHAT WE DO

## PRINTING

- + PRINT PRODUCTION
- + SIGNAGE DESIGN AND PRODUCTION

## CREATIVE WALL DESIGN

- + CORPORATE
- + RESIDENTIAL



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# WHAT WE DO

## WEB DEVELOPMENT

- + UI/UX DESIGN
- + SEO/SEM



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# OUR PARTNERS



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# BOOSTING CONNECTION

Our Works &  
Case Studies



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# HONDA HR-V SUV

## BRIEF

Develop a creative campaign for the new HONDA HR-V SUV with the aim to communicate the brand ideals of “economy” and “class”.

## GOAL

The goal was to connect Junior Managers and upwardly mobile individuals with the new HR-V SUV

## RESULTS

- + We had achieved over 6 million impressions with 25,000 views on YOUTUBE.
- + Increase in engagement on Facebook and Instagram by 30%.
- + Created a unique experience of the HR-V SUV through the product-launch held at the Federal Palace Hotel.
- + Top of mind awareness for the HR-V SUV.

## HOW WE DID IT

- + Social Media Live Broadcast of the Product Launch.
- + Pragmatic display Ad
- + Behavioral Targeting
- + Print Ad



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# HONDA (AFCON 2019)

## BRIEF

A Creative campaign to inspire Nigerians to dare to believe in the ability of the “SUPER EAGLES” to change the norm.

## GOAL

To incite the feeling of pride and belief in the SUPER EAGLES to change the narrative and become different.

## RESULTS

A strong buzz of activity with 16,000 visits to the HONDA WEST AFRICA website.

## HOW WE DID IT

- + Print ad
- + Pragmatic display ad
- + Behavioral Targeting

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# CIS

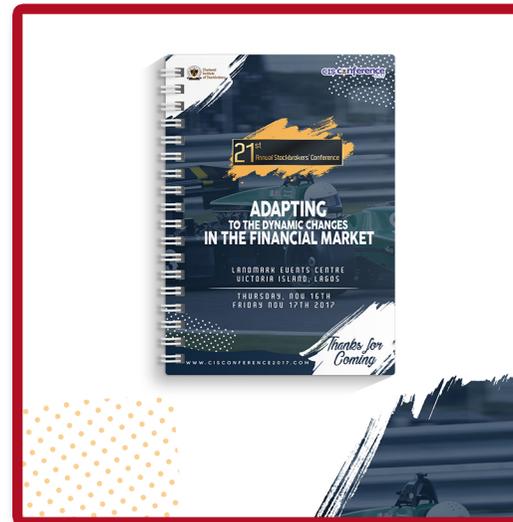
## BRAND ACTIVATION

### GOAL

Design, production and management of CIS annual conference.

### RESULTS

- + Design and Production of all conference materials.
- + Branding of the conference venue (Landmark Event Centre)
- + Creation and Management of an Online event page for registration and awareness.



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# ESSENTIAL INTERIORS

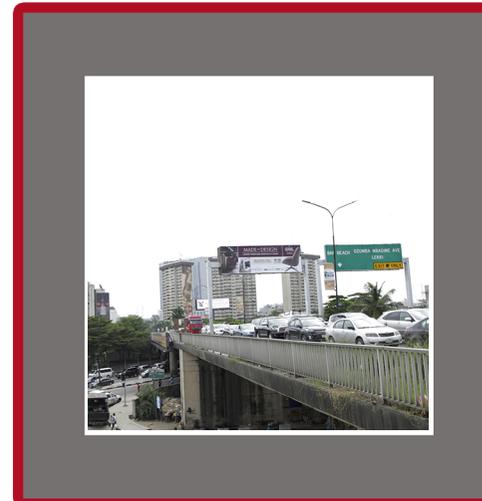
## GOAL

To plan and execute several events hosted by the brand such as

“DESIGN WEEK LAGOS”,  
 “MADE BY DESIGN” EXHIBITION” and  
 “HOTEL AND TOURISM INVESTMENT FORUM”

## HOW WE DID IT

- + Logo and Campaign Design
- + Campaign and Video Production
- + Project Planning and Execution for the event
- + Digital Promotion



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# THE TEAM



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# ACHIEVEMENTS

## HONDA WEST AFRICA

- + Creation of creative content for each campaign and promotion of new Honda cars
- + Digital Marketing solutions
- + Marketing plan design and implementation
- + Brand activation.

## JOFAME INTEGRATED SERVICE, LEKKI

- + Creation of 3D Virtual Reality Animation video for their Resort project in Ibeju Lekki
- + Redesign of the company website
- + Creative design for the Resort project

## PIVEC CONSULT, UK

- + Brand Identity designs
- + Website design
- + Printing
- + Digital Footprint management

## PIVEC ENERGY LTD, LEKKI PHASE 1

- + Brand Identity designs
- + Website designs
- Content development
- + Printing
- Digital Footprint. Management

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# ACHIEVEMENTS

## ESSENTIAL INTERIORS LTD, IKOYI

- + Brand management for the Essential Interiors brand (Retainership)
- + Brand management for Made by Design exhibition 2019
- + Brand management for Design Week Lagos
- + Production of Interior design educational video content for Instagram consumption

## ICE FINANCIALS LTD, IKOYI

- + Logo design
- + Brand identity designs
- + Website design and creation

## CIROC VODKA

- + Printing and production of branded flag banners and stickers for brand activation

## CHARTERED INSTITUTE OF STOCKBROKERS

- + Branding of Conference Bags, Pens, Notepads, Envelopes, Executive Invitation cards.
- + Printing and branding of Carrier bags.
- + Printing of Conference Annual Brochures.
- + Building of online platform for registration.

## IDAHOA MOVIE VIP PRIVATE SCREENING

- + The large format printing of banners for brand promotion and red carpets.
- + The Printing of VIP Card Tickets and Stickers.

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# ACHIEVEMENTS

## 316 LOUNGE.

- + The printing of VIP Invitation Cards.
- + Social Media Promotion.

## HOP PLACE

- + The production of digital front and back triple Signage, with light bulbs inclusive.

## KLC CONFERENCE

- + Branding of Conference bags, Conference Notepads, Printing of Conference Envelops,
- + Printing and Branding of Executive Invitation cards, Carrier bags, Conference Annual Brochures.
- + Building of online platform for registration.

## POP-UP MARKET

- + The Pop-Up Market, which is a bi-monthly event has had several editions hosted by us alongside our client, House of Vostyn.
- + We are contracted with the responsibility of Event Co-ordinator and Publicist for the event.

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# ACHIEVEMENTS

## + CROSS RIVER STATE TOURISM BUREAU

Lead strategist, Brand promotion and identity in Lagos for the Calabar Festival, organized by Cross River State Government in Calabar from December 1st 2013 .

## + GREATER LIGHT CORPORATIONS LIMITED (UNITED KINGDOM)

Developed and executed the strategy for the company's e-commerce training in different states in Nigeria.

## + ISPON

Xtreme Mindz Ltd was contracted with the responsibility of Event Coordinator and Consultant in charge of sponsorship for the ISPON's (Institute of Software Practitioners of Nigeria), National Software Conference and Competition in partnership with the Government of Cross River State in Tinapa, Cross River State.

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# CONTACT US

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## HEAD OFFICE

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    **XM\_SOLUTIONSLTD**



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