



LEADERCOM



ADVICE • AUDIT • MONITORING



A key figure in communication, marketing and events, created in Bamako in 2007, Leadercom has acquired a solid reputation both in Mali and in West Africa.

She has 13 years of experience in the service of state institutions and the private sector to provide them with state-of-the-art means and techniques and to perfect their communication.

Leadercom, a marketing and communication consulting agency, employs experienced people with multiple skills: marketing, communication, computer graphics, design, production, editing, etc. All while focusing on digital, which is the agency's main development axis.

Leadercom is at the forefront of technology and integrates several digital services in order to support its customers effectively and sustainably. It offers the creation of digital communication (social networks, websites, blogs, e-mailing, applications, etc.) while continuing to offer so-called traditional communication (radio, television, press, posters, brochures, business cards, etc. .).

Leadercom is also an organizer and creator of events: the SALEP (Salon de l'Entrepreneuriat et des PME) from July 22-26, 2019, the SAMB (Salon Auto-Moto de Bamako, 2011) in particular. It also organizes conferences, meetings, etc.

Leadercom is at your service for all your needs, do not hesitate to contact us.



## OBJECTIVES OF OUR SUPPORT

SUPPORT IN MARKETING & COMMUNICATION

### PRIMARY OBJECTIVE

**MAKE THE BRAND/INSTITUTION A REFERENCE IN YOUR FIELD AND ALL THE MARKET SEGMENTS IN WHICH YOU OPERATE**

### SPECIFIC OBJECTIVES

1

## IDENTITY

Help you set up a graphic charter policy on which:

- Establish a visual and digital identity for the brand and its products/services
- Make your brand recognizable with structured communication,

2

## DYNAMISM

We're going:

- Create a dynamic around the brand for more commitment and visibility
- Get your target to create a sense of belonging to the brand
- Engage the target for more interactive communication, with more visibility and therefore more return on investment

3

## CONTENTS

- Create quality, varied and relevant content, for all channels and all brand platforms to manage all of your campaigns
- Create a content creation schedule
- Have an editorial calendar defined over a period of one flexible year

4

## GROWTH

- Increase revenue and brand awareness
- Increase visibility and accelerate the promotion of each product & service



LEADERCOM

DIGITAL



© TOUS DROITS RÉSERVÉS



“ our team does not follow trends,  
she creates them

# Know-how



1

2

## A hand holding a string of communication icons. The icons include an '@' symbol, a speech bubble, a telephone, a mail envelope, a heart, a lightbulb, a person, a globe, a briefcase, and a gear. The word 'COMMUNICATION' is written in large, stylized letters across the middle of the string. The background is a blurred image of a person in a white lab coat.





Efficient, young, dynamic and experienced, our team has a state-of-the-art production studio for the realization of your audiovisual projects.

1

### AUDIOVISUAL PRODUCTION



With state-of-the-art equipment (drone, BLACKMAGIC URSA 4K camera), cutting-edge software and plugins used for our post-productions (Premier Pro Adobe, After Effect, Final Cut, Davinci Resolve etc.), our team will offer you a optimal and quality service

2

### MEDIA COVERAGE



Are you launching a product, a brand or your business? Our contacts and our media experience will give you visibility adapted to your needs.

3

### TRAILER DESIGN



Avant-garde, creative with a certain talent for writing scripts, our team masters the design of audio/video commercials, trailers, advertorials, etc.



Creative genius, "Free mind" and originality are among other things what makes the identity of our creative team. We offer you the best services in the shortest possible time with the best quality for complete customer satisfaction.

1

### CREATION OF VISUAL IDENTITY



Leadercom has a creative and coherent approach giving you a graphic identity that meets to your organizational goals.

2

### INFOGRAPHICS



Inspired and creative, our studio is at the forefront of computer graphics software (Photoshop, Illustrator, Adobe INDESIGN, Cinema 4D, etc.) for renderings that are always as satisfying as they are attractive.

3

### GIFT IDEAS



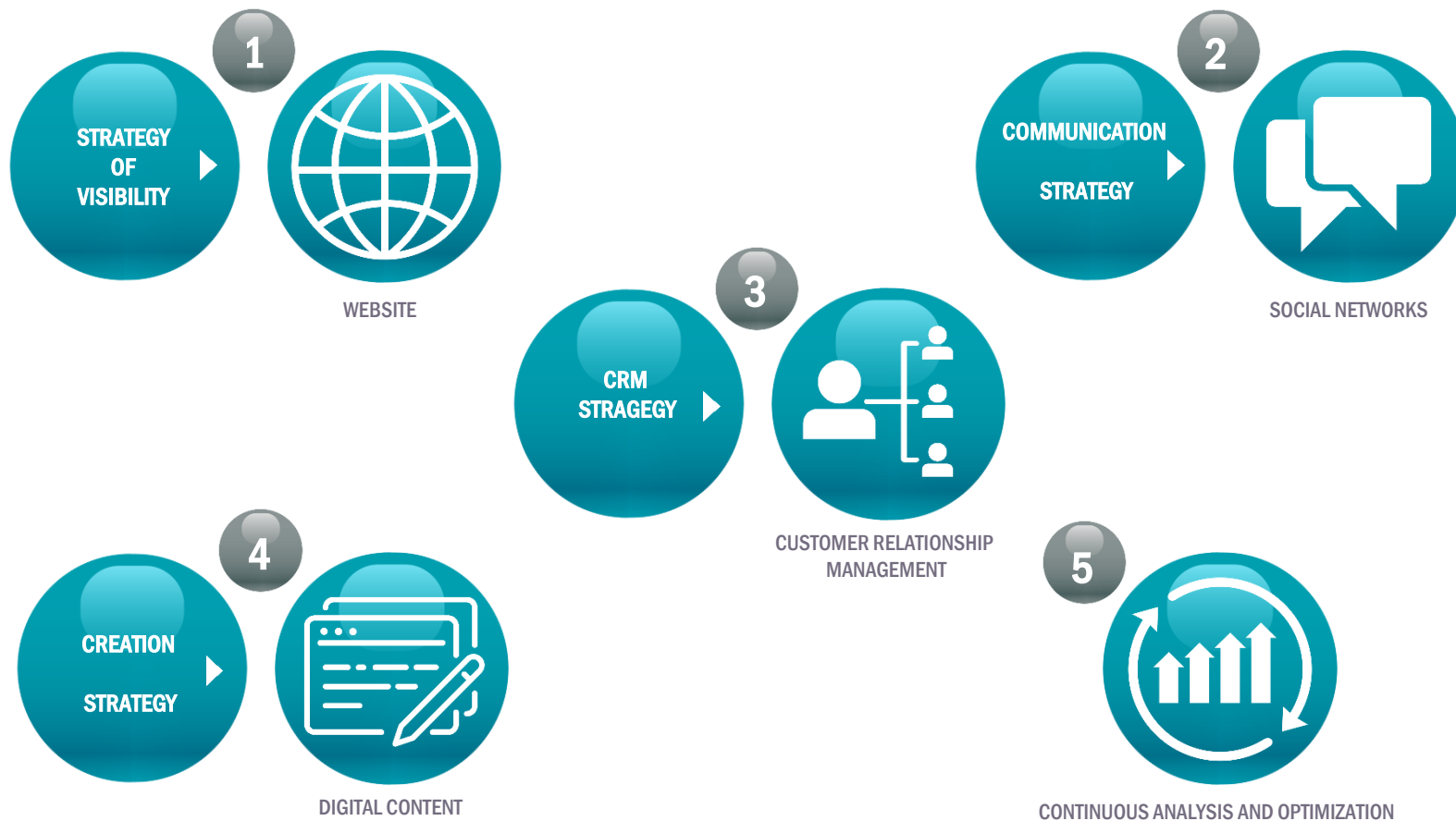
In close collaboration with qualified craftsmen and qualified manufacturing factories, Leadercom offers you goodies of all ranges with a good quality / price ratio.



## DIGITAL COMMUNICATION

SUPPORT IN MARKETING & COMMUNICATION

To follow the shift to digital and allow you to benefit from this springboard, we offer you end-to-end support to ensure you a sharp digital management.



facebook

twitter

LinkedIn

Instagram

YouTube

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DIGITAL



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## OUR TOOLS

SUPPORT IN MARKETING & COMMUNICATION



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## SOME ACHIEVEMENTS

SUPPORT IN MARKETING & COMMUNICATION



We support many financial structures such as BNDA in their marketing and communication strategy. Especially in the launch of their new products, the opening of new branches and other bank events.



Inauguration of new agency in SÉGOU



Making BNDA signs and totems



## SOME ACHIEVEMENTS

SUPPORT IN MARKETING & COMMUNICATION



DES MATELAS QUI DURENT

We have been supporting PEM DODO for several years for its promotional campaigns such as the latest, below, currently being broadcast

**Au Paradis du Sommeil**

Notre coup de cœur c'est **dodo**

**Lit Gaia**

APPS 1: SOTIBA SOTIBO - APPS 2: BACODICORONI AGI

70 15 50 50 / 70 17 50 50

**Au Paradis du Sommeil**

Classe, style et élégance comme **dodo**

**Magic Flex**

APPS 1: SOTIBA SOTIBO - APPS 2: BACODICORONI AGI

70 15 50 50 / 70 17 50 50

**L'ÉLÉGANCE KENYA PH4**

PEM ZONE INDUSTRIELLE DE SOTIBA

20 21 50 21 / 79 89 89 48 / 69 89 89 48

**Au Paradis du Sommeil**

Mon coup de cœur c'est **dodo**

**Spring Flex**

APPS 1: SOTIBA SOTIBO - APPS 2: BACODICORONI AGI

70 15 50 50 / 70 17 50 50





## SOME ACHIEVEMENTS

SUPPORT IN MARKETING & COMMUNICATION

We have also been supporting the Ministry of Agriculture, Livestock and Fisheries for several years, such as for the launch of the National Conference on Cotton and as well as the BNDA for its new product E-BNDA, in particular.

**e bnda**  
**Ma banque en un clic !**  
Sur ordinateur, tablette & téléphone portable

Consultation solde & relevé	Extrait relevé de compte	Extrait RIB	Consultation engagement
Demande de chéquier	Virement compte à compte BNDA	Virement interbancaire UEMOA	Virement International*

\*Virement International bientôt disponible

www.bnda-mail.com  
N° VERT 80 00 11 80

Disponible sur :

\*téléphone disponible

**Assises NATIONALES SUR LE Coton**  
BAMAKO, DU 7 AU 8 FÉVRIER 2021

Rendre la culture cotonnière malienne compétitive, rentable et durable

MINISTÈRE DE L'AGRICULTURE, DE L'ÉLEVAGE ET DE LA PÊCHE  
REPUBLIQUE DU MALI



## SOME ACHIEVEMENTS

SUPPORT IN MARKETING & COMMUNICATION



### ORGANIZATION OF SALEP 2019-1st EDITION

Support for the Ministry for the Promotion of Investment, SMEs and National Entrepreneurship in the organization of the Entrepreneurship and SME Fair in July 2019



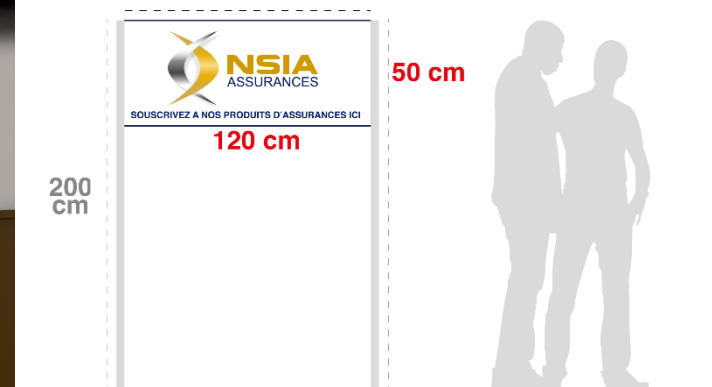




## SOME ACHIEVEMENTS

SUPPORT IN MARKETING & COMMUNICATION

### Branding agencies and cars NSIA

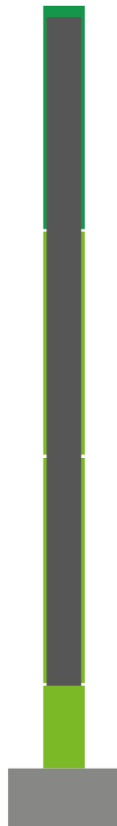
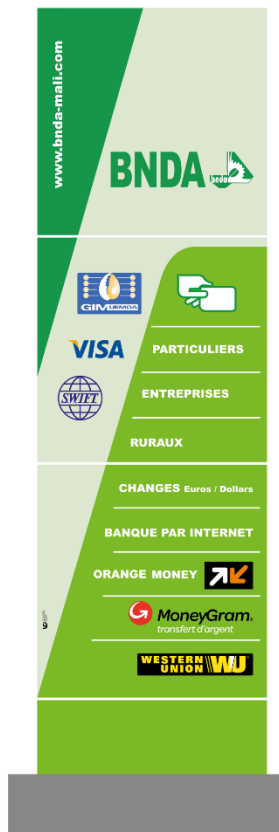




## SOME ACHIEVEMENTS

SUPPORT IN MARKETING & COMMUNICATION

### Totems and signs

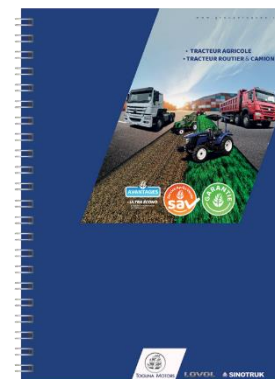
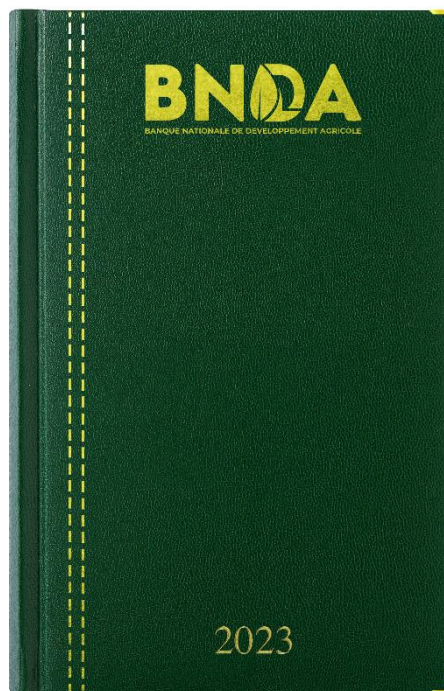




## SOME ACHIEVEMENTS

SUPPORT IN MARKETING & COMMUNICATION

### Calendars / Diaries / Notepads







## SOME ACHIEVEMENTS

SUPPORT IN MARKETING & COMMUNICATION

### Leaflets / Greeting cards / Kakemonos / Banners





## SOME ACHIEVEMENTS

SUPPORT IN MARKETING & COMMUNICATION

### Promotional items







## SOME ACHIEVEMENTS

SUPPORT IN MARKETING & COMMUNICATION

### Advertisement display





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SUPPORT IN MARKETING & COMMUNICATION

### Advertisement display







## SOME ACHIEVEMENTS

SUPPORT IN MARKETING & COMMUNICATION

### Advertisement display

**afribone** LE HAUT DÉBIT ILLIMITÉ CHEZ VOUS !

JUSQU'AU  
**31 octobre**  
INTERNET RÉSIDUEL

**PROMO RENTRÉE**

Offre soumise à conditions  
20 28 00 00

100% QUALITÉ

Facebook, Instagram, Twitter, LinkedIn, YouTube, SoundCloud icons

**ameco**  
VOTRE PARTENAIRE EN ACIER

CONSTRUIRE DEMAIN,  
C'EST POSER LES JALONS  
DU DÉVELOPPEMENT AUJOURD'HUI

VERIFICATION  
RESISTANCE  
FIABILITE  
DURABILITE

CERTIFIÉ GARANTIE  
ATTENTION À LA CONTREFAÇON  
VÉRIFIEZ SUR VOS BARRES  
LE PARTICULIER AMECO CHAQUE 10 CM

ameco logo

**LA BANQUE AU SERVICE  
DE VOS AMBITIONS**

- OPÉRATIONS DOCUMENTAIRES
- ENGAGEMENT PAR SIGNATURE
- FINANCEMENT DES PARTICULIERS  
ET DES ENTREPRISES
- OUVERTURE DE COMPTE
- GESTION DES MOYENS DE PAIEMENT
- CARTES VISA ET GIM UEMOA
- BSIC MONEY

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**BSIC**  
BANQUE SAHÉLO-SAHARIENNE  
POUR L'INVESTISSEMENT ET LE COMMERCE

LA BANQUE AU SERVICE DE VOS AMBITIONS

Mobile, TV, Radio, Internet, ATM, POS, Social Media icons



THEY TRUST US

