

COMPANY PROFILE

THE
WORKS
CREATIVE ENGINEERS



ABOUT US

In a world where COMMUNICATION plays an increasingly strategic role, The Works and The Stylish Works Limited offers a comprehensive range of services

Since its inception in 2006 in The Works Ltd, located in Dar es salaam, Tanzania, prides itself in delivering cutting-edge and professional event management, fabrication, sound, film and printing services. Fully embracing our mission to deliver creative yet unique concepts. At The Works LTD we do the works, we stand by our claim of being a full service event management, Print, fabrication as marketing custodians that successfully delivers creative concepts, Fabricate these concepts, with high level engagement, production, and entertainment including sound and visual.

In 2020, we expanded our base of operations into Mombasa, Kenya as The Stylish Works Ltd, where we currently focus on providing Print, Branding, fabrication and Event services.

The Works Ltd. and The Stylish Works Ltd, has a wealth of experience in the industry to ensure that our clients get nothing but the best. We are renowned for going above and beyond to satisfy the desires of our clients objectives and goals. Leveraging on the know-how and talent of its teams to provide and offer a service based on Innovative, Efficient, Secure and Sustainable technological solutions that can be deployed both in the short and long term.

We offer made to measure solutions specifically designed to attend to your explicit needs. With the aim to deliver "Peace of Mind" Solutions to our clients by offering A to Z solutions to provide a complete service from start to finish

Ours Solutions:

- Large Format Printing - all outdoor and indoor printing from banners, vinyl, roll up banners, tear drops, flags, POS material etc.
- Fabrication - Interior designing, office fabrication, showrooms, exhibitions, event fabrication, 2D and 3D signage and unique POS display stands.
- Branding interior and exterior, 3D and 2D signages and die cuts.
- Ideation - creative and design services, 3D designs, creative designs, visual development, and brand
- Brand Experiential & Activation Solutions
- Event management - Managing every aspect of an event to ensure a true experience. From venue selection, catering, entertainment, show/program management, hostesses among all event management functions.
- Creative and design services - 3D designs, creative designs, visual development, and branding.

OUR MISSION

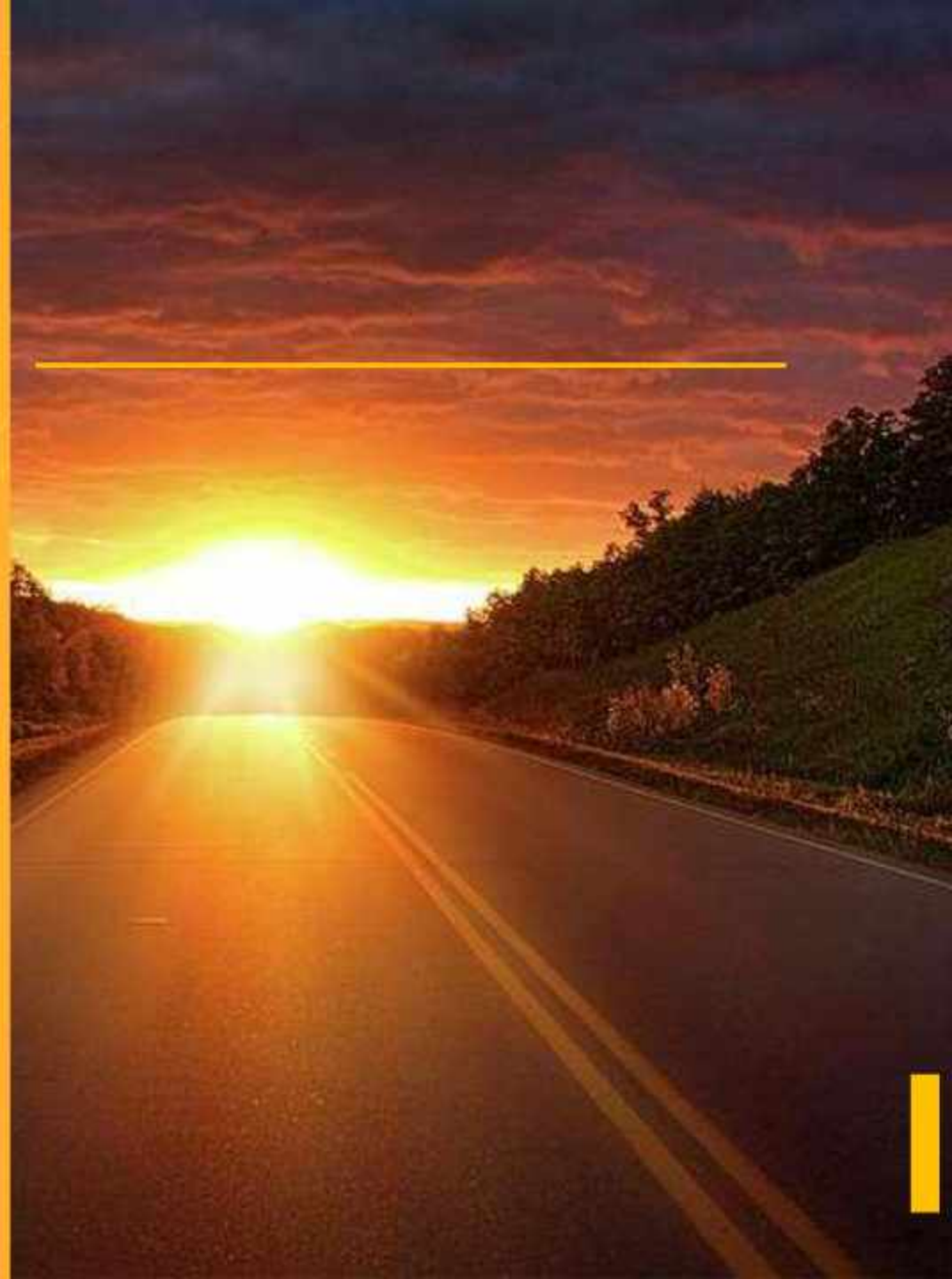


Our mission is to change the way things are done. Our passion is to create experiences that are bold in their execution and innovative in their thinking. We are not afraid to go beyond the limit in our strategy, ideas and delivery to guarantee our clients' peace of mind. Our unique approach to what we do takes our clients on a one of a kind 360 degree journey that leaves them wanting more.

OUR VISION



Our vision is to always deliver beyond expectations, and beyond that.



A woman with her eyes closed, wearing a crown and necklace of gold beads, is shown in profile. Her hand is raised, and a trail of gold sparkles and particles emanates from it, filling the dark background. The overall aesthetic is magical and celebratory.

CREATING MEMORABLE EXPERIENCES

FLEXIBILITY &
ADAPTABILITY

MEASUREABILITY

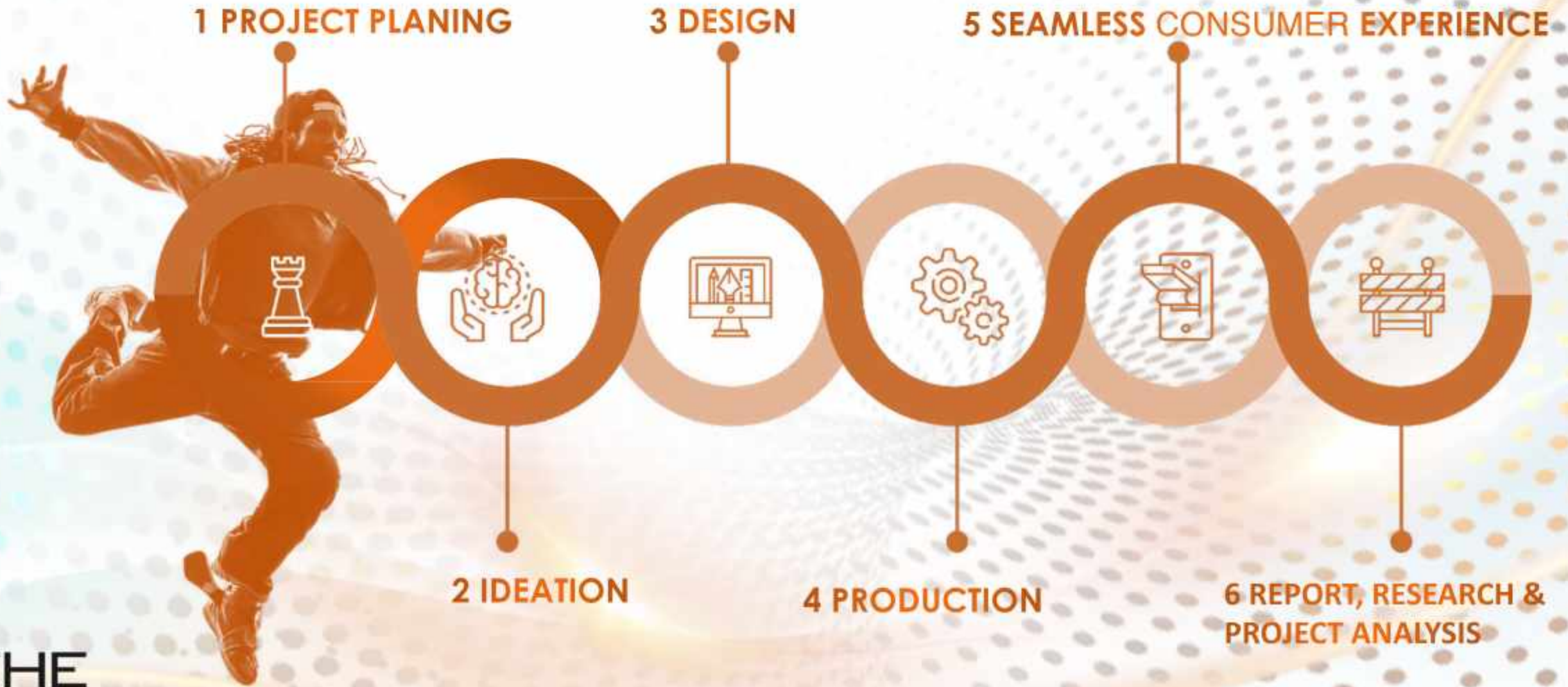
EFFICIENCY

VALUE

FUN & ENERGETIC

AUTHENTICITY

WORKPLAN & METHODOLOGY



YOUR ONE STOP SHOP PARTNER

At THE WORKS we offer you made to measure solutions specifically designed to attend to your explicit needs.

We have organized numerous events at international scale using both our internal assets and our wide network of partners.

We aim to deliver "Peace of Mind" solutions to our clients by offering A to Z solutions to provide a complete service from start to finish



CREATING MEMORABLE EXPERIENCES

We create fun, authentic, I-got-to-tell-my friends-about-this brand experiences that gets people talking about your brand and the experiences.

Curated Solutions

We strive to help our clients to optimize the use of cutting-edge technology in conjunction with their events or activations. We curate, design and custom-make special Tool kits and event elements to give the experience not only a superior brand look & feel but that WOW X-Factor

WE CREATE MEMORABLE EXPERIENCES WORTH SHARING

In a world where recommendations, reviews and shares are the main influencers for people's purchase decisions, we make sure our clients are at the centre of those conversations.



Brand Experiential & Activation Solutions

We offer multi-dimensional experiences through relentless consistency, unbridled creativity and a deeply collaborative approach.

- Shopper Marketing
- Corporate Storms
- Product Sampling
- Event Activations
- Influencer Marketing
- Toolkit designs and fabrication
- Promotions
- Bar Activations
- Brand Experiences
- In-store activation/event



Our Unique Capabilities



Strategy & Creative

Development of deep insights that drive innovative ideas into shareable experiences



Connected Experiences

Linking and leveraging live experiences through interactive and social channels



Live Experiences

Creating, producing and delivering memorable, shareable and one-of-a-kind live experiences.

OUR CLIENTS





OUR SOLUTIONS

PRE EVENT SOLUTIONS

Event Research, Strategy & Planning Venue Selection
Event Administration & Task Management
Event Creative & Branding
Set Up & Scenic Design
Experience Design
Event Budgeting & Finance
Event Marketing
Event schedules & Coordination Sponsors & Partners Management Vendor Prequalification & Management

ONSITE EVENT SOLUTIONS

Event Set Up
Event Decor
Branding, Signage & Merchandising Event Schedule Management Participants & Attendees Management Stage Production Management Entertainment Management
Talent Management
Video, Photography & Film Production Media & Communication
Caterer management
Risk & Safety Management Security Management Sustainability Management Event Logistics

POST EVENT SOLUTIONS

Post Event Evaluation
Post Event Tear down & clean-up
Post Event Logistics
Post Event Communication
Post Event Reports















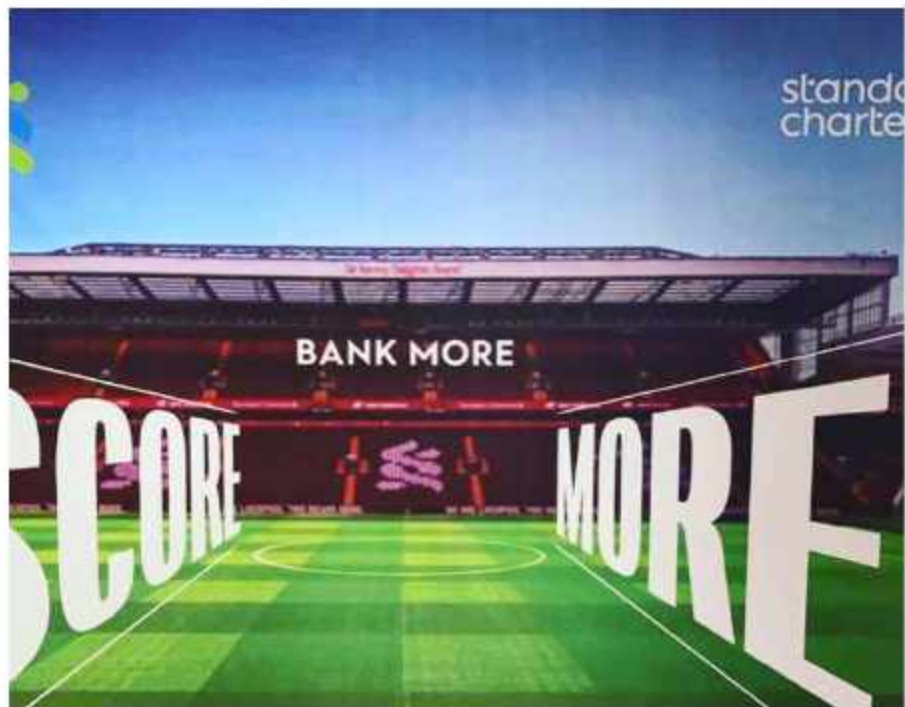
The Fishmongers – Corona Extra Spiritual home





Kidimwi Beach– Corona Extra Sprititual home









One of The **Biggest if not The Largest annual event** of the **year in Tanzania** CASTLE LITE UNLOCKS EVENTS REACHED FOUR MAJOR REGIONS IN TANZANIA. For Three years running THE WORRKS HAS PRODUCED Castle life Unlocks making it the only event that set's the **stage to international standards** and gives the consumer something exciting to look forward to because they know Castle lite Unlocks will never disappoint them.













WeFarm Launch















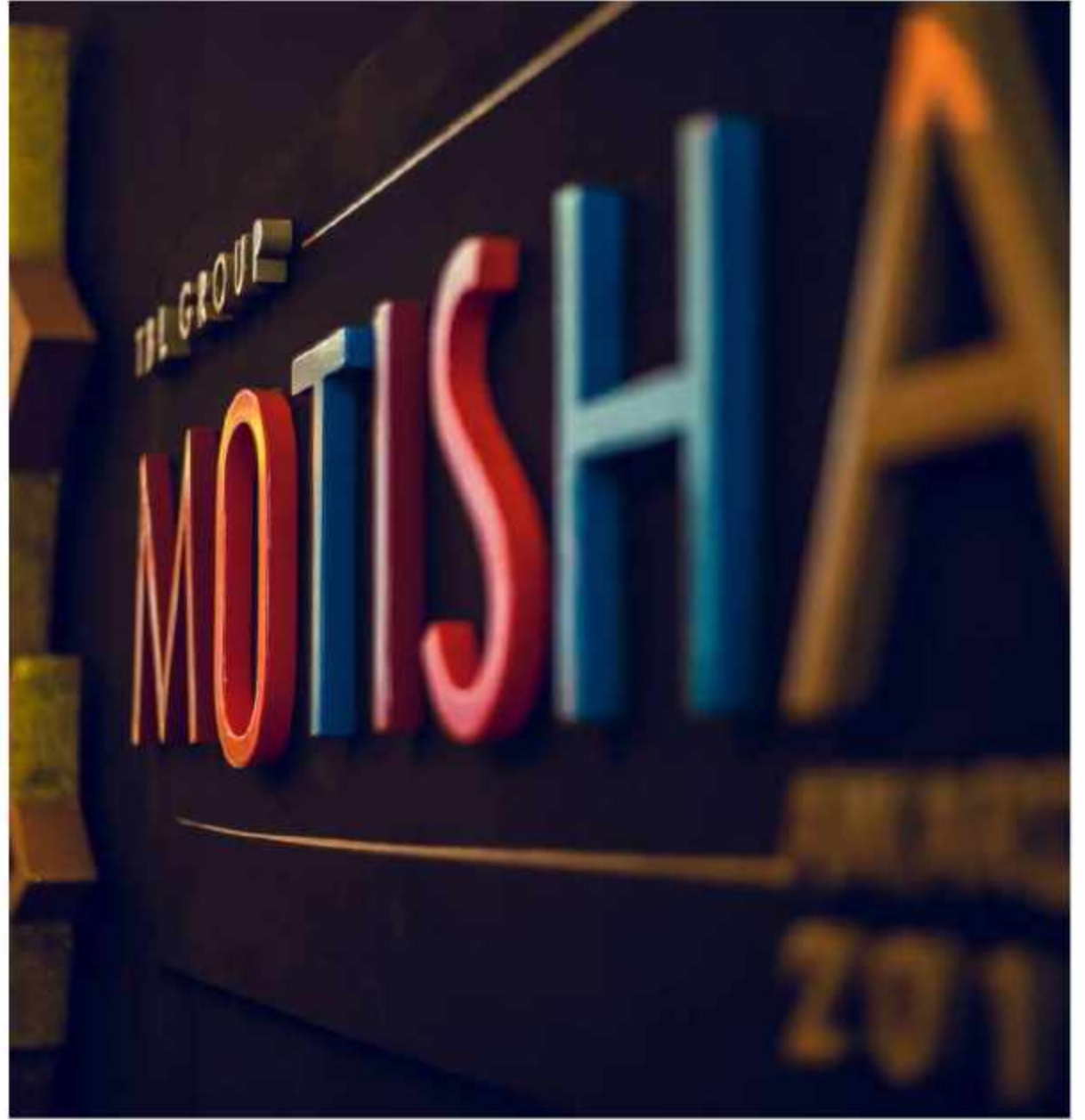






















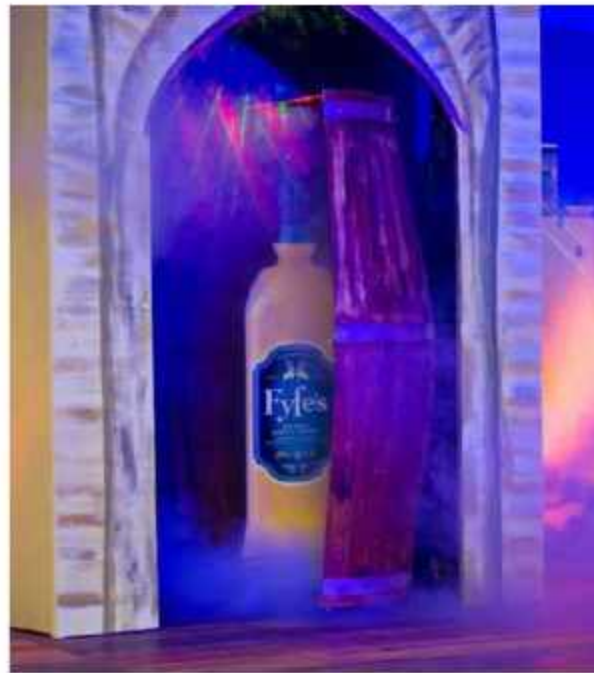














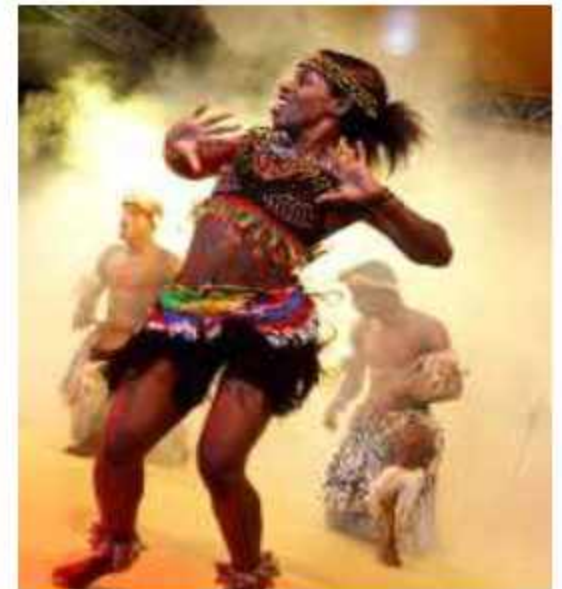






TCC 50th Anniversary

- The Brief To host the celebra8on of TCC 50 th Anniversary.
- The Experience A tradi8onal African experience was created with a local menu, tradi8onal performances and familiar décor. People were able to feel at home and enjoy the day together like one big family.
- The Result This event received outstanding reviews from several mainstream newspapers and, most importantly, the client.





**Fifa
World
Cup
Trophy
Tour in
Tanzania
2009**

THRILL 5 musical groups, including award winning Malaika Band from South Africa, perform



...sanga, popularly known as 'Bango's Michael Jackson' entertains during the Club E Vegas Night at the Msimani city conference hall on Friday night.

2010 Club E Vegas Night mesmerises Dar reveller

By **Majesta Omari**
The Citizen Reporter

...Salaam. It was glamorous, pumped and...
...Club E on Friday hosted one of the...
...s biggest star-studded event in the...
...The Club E Vegas Night 2010...
...ny long-stretch limousine and...
...and in hot pink cut suits welcomed...
...the entrance of Msimani City Hall in...
...Salaam. It was clear the night was...
...the full of surprises...
...the audience, it had all the ingredients...
...party, great performers, fine, and a...
...concept of bringing different enthusi...
...people together at an evening with a Las...
...Vegas...
...over 1000 guests, the MC, dressed...
...holistic, was entertaining with his...
...ination of Elvis Presley. He set the

... mood of the guests to experience what the...
... Vegas night was all about. The convenient...
... centrality of multiple television screens and...
... the well-lit ceiling in a mixture of different...
... light colours in the hall was complemented...
... by black and white inside walls. The court...
... sious hosts made revellers feel at home...
... Five musical groups, including award win...
... ning Malaika Band from South Africa, per...
... formed to hundreds of the excited audience...
... at Msimani city's conference hall, which had...
... on Friday night turned into a world class...
... expansive casino reminiscent of the Las...
... Vegas in the US itself...
... For hours after 10pm, they showed the...
... energetic audience what they can do best...
... with their electrifying dance moves and...
... powerful melodies. With meticulous planning...
... and security arrangements befitting an...
... international hall gathering, the three stages,

... and Casino like set up of the event, saw...
... others play games such as roulette, who...
... finished and slot machines in true Vegas...
... There was a lot of merry making, inclu...
... eating, drinking and dancing to the diffi...
... cult line up of performers...
... At a few minutes after 11pm, a group of...
... dressed in red had a creative dance, it...
... seemed to be the curtain raiser for stars...
... were to grace the night. They had a rem...
... able similarity to that of Vegas show...
... Wayne Star followed with his traditi...
... group, treating the audience to 30 minut...
... African melodies...
... Then the Malaika band came on stage...
... their second song, taking majority off t...
... seats. They gave an electrifying perform...
... in all their dance-angled blend of ke...
... infused Afro-pop that drew on elemen...
... club, soul, mbopanga, pop-rock and its





60 th Anniversary and Launch of the FJ and Land cruiser 200 series

The Brief To combine the celebra8on for the 60th anniversary of the Toyota Land Cruiser and the launch of the FJ and 200 series.

The Experience

We thought it would be fitting to create an event that symbolised all the 8me periods that the Land Cruiser has lived through. To do this, we created different sets that allowed guests to have believable experiences typical to these 8me periods. Guests experienced roadside dinners in the 1950s, an art gallery in the 1960s, a disco in the 1970s, window shopping in the 1980s and finally a rave club in the 1990s.



As for the launch of the new vehicle, a dramatic reveal of the new model with smoke, strobe lights, lasers and electric music was the perfect way to end the epic event.

The Result A standout event. The elaborate setup had established a new bar for events of this nature.



Launch of 4.5 G for TTCL by Huawei event 2016

The Brief

Show the LTE 4.5G network capability. We will use our test machine to test the maximum speed of the network. The speed will only show on the screen. It can reach around 800Mbps.

We will use smartphones to test the 4.5G network. Because of some features, not all smart phones can use 4.5G, but Galaxy S6 these kinds of SM can. Normal phone can get around half speed of that.

The last part will be test the experience of home users by using CPEs. These kind of terminals can provide wifi, so that normal terminals can access and experience the best network. We can use iPads, laptops or anything you want. I think this part can create some excellent activities.

The Experience

We set up 4 unique experience zones :

Entertainment – Screen to down load and watch movies
live Gaming – race car seat and a gaming console to enjoy the online fast speed gaming
Information – live new online Chats – a door way to the world. And actual door would be opened and you could talk to someone at Huawei office on Skype.

A launch sound was created for this event.

The Result The launch was well received. The reviews on this was out standing on social media and every other media channel.

Thank you...

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