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Top Image Africa

The official company newsletter



Top Image Africa
Injecting Life Into Brands

THE ANNIVERSARY & FESTIVE EDITION

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EDITOR: WAMBUI MUCHIRI

23RD ANNIVERSARY



CEO'S DESK

BY JENNIFER BARASSA

It is quite the feat celebrating 23 years since I founded Top Image Africa Limited.

When I first decided to quit my job after working as the Group Account Director at McCann Erickson Tanzania, I did not know how to run a company per say but look at all the milestones we have achieved since then.

It has not been an easy journey I must admit but there have been countless of times over the last 23 years that I have been so incredibly grateful that I work for myself.

There are too many people and clients to thank individually. I hope you all know who you are and that I am so very grateful and thankful for your support, love and faith in me.

It gives me immense pleasure in serving all of you and can't wait to share with you the latest Top Image Africa has to offer this year and the coming years.

Merry Christmas and a happy new year to all of you who are part of the larger Top Image Africa family. As I always say, CHAPA KAZI TWENDE KAZI!

BUILDING BLOCKS

MD'S DESK

BY BIDANYA BARASSA



I am so excited to be a part of this new bold and exhilarating Top Image Africa E-newsletter. This month, we're celebrating 23 years in business here at Top Image Africa.

As the Managing Director, I am excited to be working with wonderful, generous, kind and interesting clients who fill my days with projects, assignments and tasks that so often challenge me and help me grow both professionally and personally.

As I sit here writing this, I wonder where will Top Image Africa be in ten years? Where do we want to be? What do we want to be doing? Definitely spearheading new campaigns, diversifying and handling a wider portfolio with the support of my dedicated team.

Thank you to all of our customers for trusting in us over the past 23 years. Many of you have come back to us time and again and/or recommended us to your network of friends, family and colleagues.

You have made us the best BTL Agency and Consultancy Firm in Africa! Asante sana! I wish you all a Merry Christmas and a splendid New Year!

SOCIAL INTRAPRENEUR



HR'S DESK

BY MAYDLINE BARASSA

What an incredible journey here at Top Image Africa! Have you ever heard of the word social intrapreneur? Did you know that instead of being a business professional who seeks more purpose in their career, rather than changing a job or company you can actually try to change the company you're in? (excerpt from www.thriveglobal.com)

Now you don't have to wait for a time when you might become C.E.O to drive change within your company. After all for most people, that time will never materialize.

How do you keep people motivated? Do incentives work? What incentives work best? Do you have to keep changing them? Doing a job well yourself is one thing; persuading and motivating others to do it is well is the real challenge.

Thank you also to our dedicated, exceptionally hardworking team at the Head Office at Fortis towers, the team at Wilson office and the Regional Offices for their tireless support. Thank you very much for walking this journey with us! Happy holidays!

COMPANY CALENDAR

EDITOR'S DESK

BY WAMBUI MUCHIRI

EVENTS

The Safaricom Maisha Ni Digital Nairobi is currently ongoing.

Total Kenya Rubia Promotion Campaign is also currently ongoing.

Showmax's DSTV Mall Campaign in Nairobi is currently at Greenspan, Sarit and T-Mall centres.

QUOTE OF THE MONTH

"Leadership is getting people to do the things you want them to do because they want to do them."

[Winston Marsh](#)

