



PRODUCT SHEET

COMPREHENSIVE SOLUTIONS FOR DIVERSE INDUSTRIES



MAIN PRODUCTS

Integrated Marketing

Combining multiple marketing channels to deliver the most effective and cohesive campaigns.

Business Consultancy

Partnering with you to provide expert guidance and deliver optimal business solutions.

OTT Solutions

Streaming platforms and video content delivery via our Iyabo TV service.

App development

Designing and building custom apps tailored to your business needs for improved efficiency and engagement.

RADIAN

Marketing Solutions for FMCGs

RADIAN as a technology and digital marketing agency that delivers measurable results for the fast-moving consumer goods (FMCG) sector.

With over 10 years of experience, we've built a strong reputation for providing technology support, digital marketing, mobile media, social media, and analytics to leading local and international brands.

Our Process

1. Identify your needs
2. Create a campaign strategy
3. Define mechanics & methodology
4. Handle statutory obligations
5. Execute flawlessly
6. Provide detailed reporting

Why RADIAN?

- 10+ years' FMCG marketing experience
- Proven track record with top brands
- Data-driven approach to growth
- End-to-end campaign management



Core FMCG Solutions

Experiential Marketing – Live, engaging brand experiences

Roadshow Activations & Database Creation – On-the-ground campaigns with lead capture

Feedback & Interactive Engagement – Real-time consumer insights

Digital Advertising – Targeted online ads across platforms

Digital Campaigns – Strategic, results-driven promotions

Digital Alert Services – Timely, automated customer communication

Traditional & Digital Media Buying – Maximized reach and visibility

Social Media Management – Content creation, scheduling, and engagement



Database Creation

A well-structured customer database is one of the most valuable assets for effective customer care and targeted marketing.

RADIAN helps you build, enhance, and optimize your customer database, enabling you to create accurate profiles and deliver products and services tailored to individual needs.

When launching a new product or announcing changes, your database becomes a powerful tool to reach customers directly through digital channels – ensuring your message is timely, relevant, and impactful.

Key Benefits:

- Stronger customer engagement
- Highly targeted marketing campaigns
- Improved product relevance
- Faster, direct communication

Mobile Interactive Service

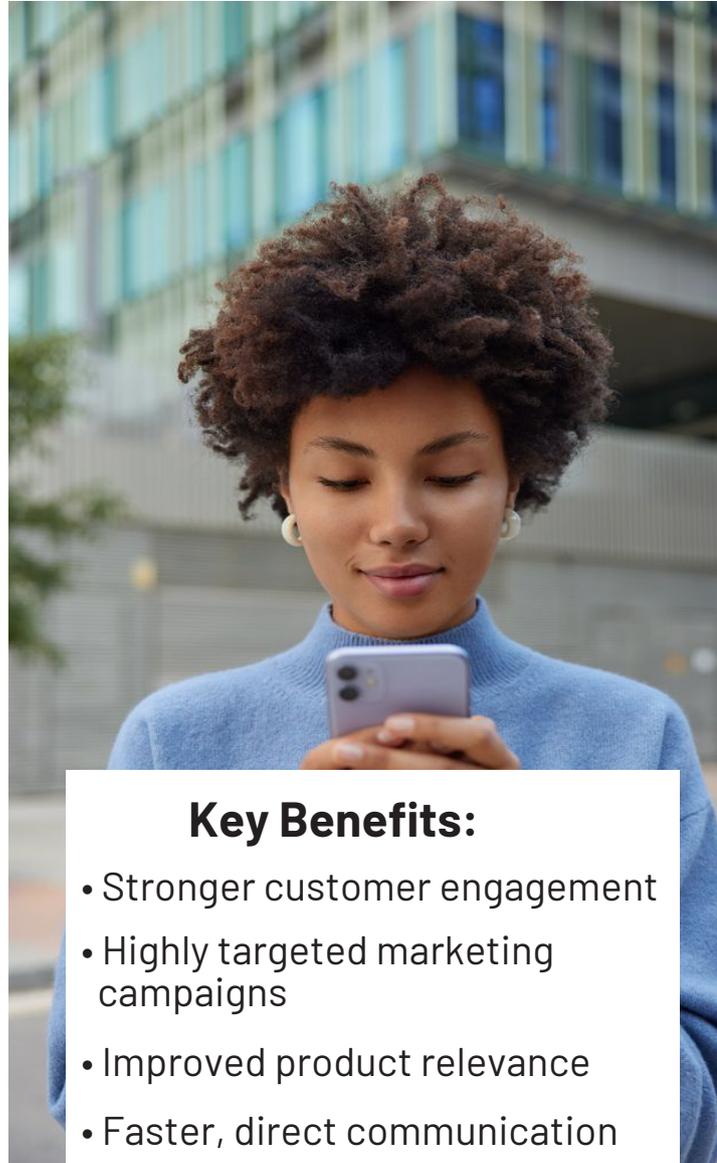
Engage directly with your customers through widely accessible mobile channels.

Leveraging our strategic partnerships with leaders in mobile interactive technologies, RADIANT delivers powerful digital solutions that ensure seamless information sharing, lead generation, and nationwide collection and distribution of customer data.

Our feedback service gives organizations valuable market insights from product performance and taste to usability and satisfaction. This real-time customer input helps you:

- Track performance accurately
- Identify what's working
- Pinpoint areas for improvement

There's no better way to stay connected with your audience and respond to their needs than hearing directly from them.



Key Benefits:

- Stronger customer engagement
- Highly targeted marketing campaigns
- Improved product relevance
- Faster, direct communication



Digital Advertising Service, Broadcast/Alert Services



Reach your customers instantly with RADIANT's broadcast and alert services – a fast, cost-effective way to deliver direct marketing, sales, and promotional messages.

Designed for customers who have opted in to receive communications, this service ensures your message reaches a highly receptive audience all at once.

Using the RADIANT Platform and our trusted partner network, we activate and upload your subscriber list to create a fully functional, easy-to-use web-based interface. This allows your team to send alerts and marketing messages anytime,

Key Benefits:

- Simultaneous messaging to large, targeted audiences
- Supports direct marketing, sales, and promotions
- Fully web-based, no technical expertise required
- Cost-effective and efficient customer communication

Digital Campaigns

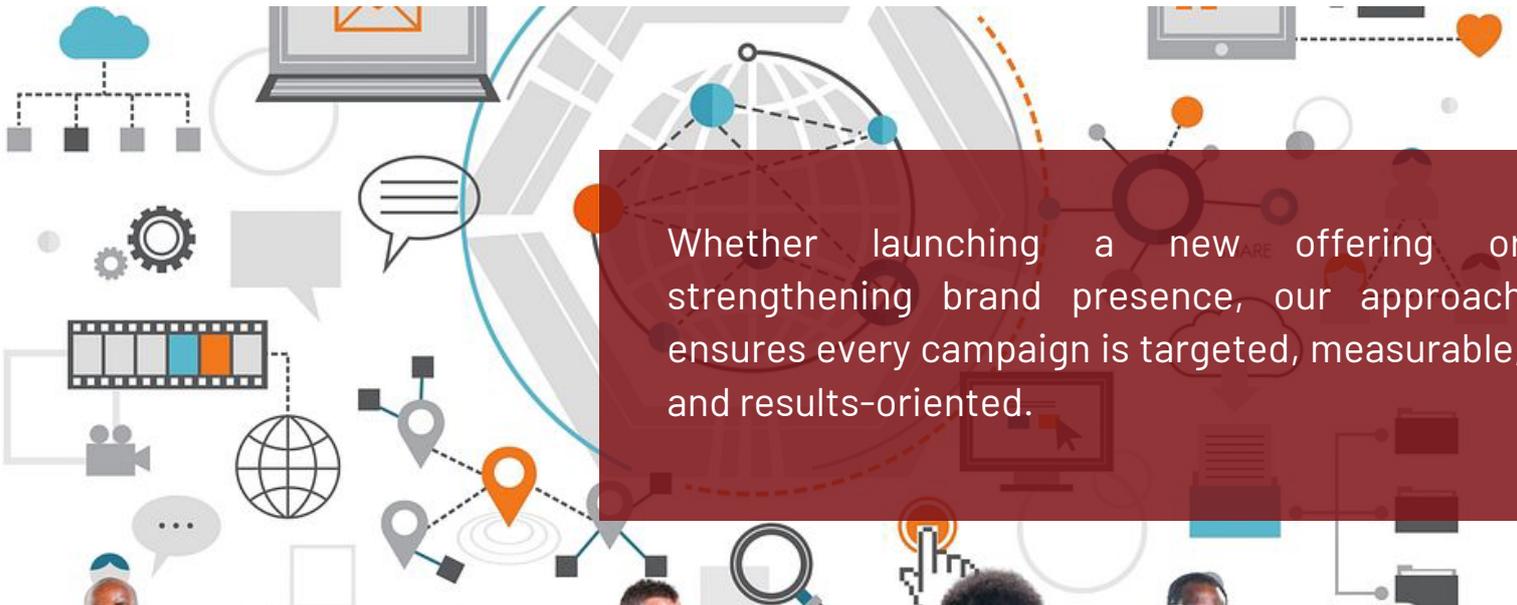
At RADIANT, we combine technology, creativity, and data-driven strategy to design and execute high-impact digital marketing campaigns.

Our campaigns are built to:

Acquire new customers

Encourage product or service trials

Boost revenue generation



Whether launching a new offering or strengthening brand presence, our approach ensures every campaign is targeted, measurable, and results-oriented.



Application Development

At RADIANT, we design and develop applications with a focus on convenience, insight, and control – ensuring they not only look great but also deliver real business value.

Our campaigns are built to:

Visually appealing and brand-aligned

User-friendly and intuitive

Optimized for multiple devices and operating systems



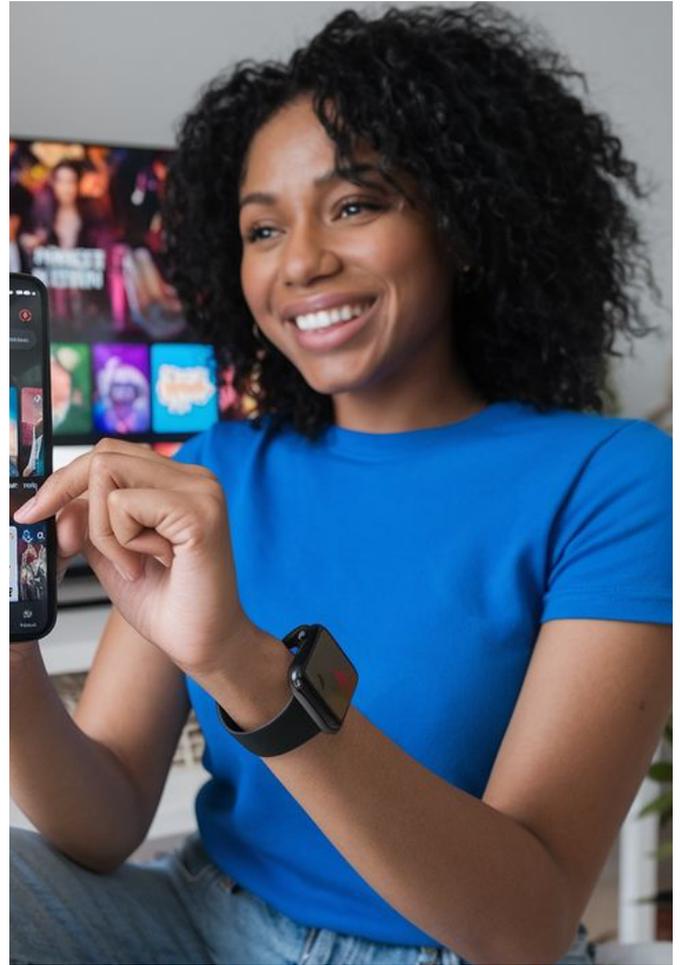
With a skilled team of software developers and product designers, we listen to your needs and create solutions that streamline your operations – from staff management and customer relationship management (CRM) to tracking systems, marketing tools, and training platforms.

We don't just build apps – we build tools that enhance efficiency and drive growth.

OTT Solutions

(Streaming Platforms – via Iyabo TV)

With RADIAN's OTT (Over-the-Top) Solutions, you can deliver video content directly to your audience through our streaming platform, Iyabo TV. We help you expand your reach, grow your user base, and monetize content with



Key Benefits:

- Live Streaming – Broadcast events and content in real time
- Video on Demand (VOD) – Offer viewers access anytime, anywhere
- Monetization Options – Flexible revenue models to suit your strategy
- Fast & Easy Setup – Get started quickly with minimal technical hurdles

RADIAN Digital Media Solutions

Social media is all about content and engagement – and at RADIAN, we excel at both.



We combine creativity, data-driven strategy, and consistent engagement to strengthen your brand's online presence and community.

Our Digital Media Solutions focus on

Brand Awareness – Expanding your visibility in target markets

Brand Loyalty – Strengthening long-term customer relationships

Product Promotion – Generating interest and driving uptake

Online Reputation Management – Protecting and enhancing brand image

Social Engagement & Interaction – Keeping conversations active and relevant

Community Building–Creating spaces for loyal fans and advocates

Database Development – Growing your audience for future campaigns

Digital Advertising

With the rapid growth of internet access and smartphone usage, digital advertising has become one of the most efficient and effective ways to reach your target audience.

At RADIANT, we leverage multiple online and digital channels including social media, email, search engines, mobile apps, and websites combined with engaging content to maximize the impact of your campaigns.

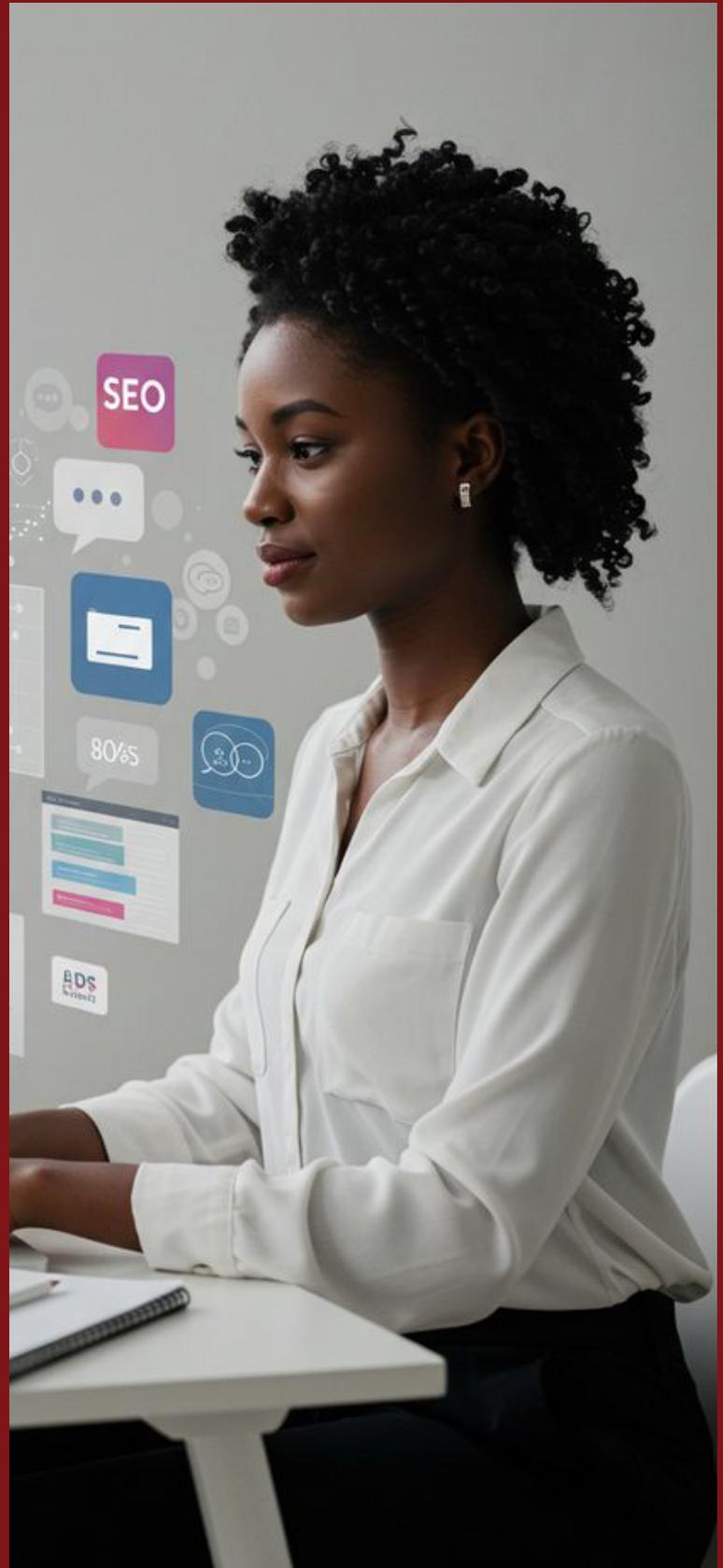
Our full range of digital advertising services includes:

Mobile Display Ads: Planning, buying, and optimizing display ads for mobile internet and in-app environments

Mobile Websites: responsive, user-friendly mobile sites to enhance brand presence

Pay-Per-Click (PPC) Advertising: Driving targeted traffic and increasing brand visibility through paid search campaigns

Custom Mobile-Based Social Networks: Developing branded online communities tailored to your brand's key messages, allowing consumers with shared interests to engage and participate – ideal for specialized campaigns





Social Media Marketing

In today's digital world, having a strong presence on social media is more important than ever. At RADIANT, we help you engage your existing customers and attract new ones – all while using data analytics to measure the success of your marketing efforts.

Your audience is already talking about your brand. The question is: Where are you in that conversation?

We create and manage your social media identities across all major platforms – including Facebook, Twitter, LinkedIn, Instagram, TikTok, Snapchat, and more – so your brand stays visible and relevant.

Our Social Media Marketing services include:

- **Engagement Management:** We transform brand lovers into brand ambassadors by fueling their passion, guiding conversations, listening to feedback, participating authentically, and rewarding advocacy. Our platform monitors, listens, and reports on engagement opportunities.
- **Scheduled Posting:** Got a message to share at a specific time? We handle all your content planning and distribution across social channels, ensuring your message reaches your audience exactly when intended.

Social Media Monitoring

Understanding your brand's presence in social spaces is essential for measuring the true impact of your campaigns.

RADIAN's Social Media Monitoring provides you with a comprehensive, real-time view of:

- What people are saying about your brand
- Key performance metrics relevant to your campaign goals
- identification of key influencers within your target audience – who they are, what they're saying, and where to find them online

These insights allow you to



Track campaign success with tangible data



Adjust strategies based on real-time feedback



Maximize engagement by leveraging influencer clout



For added support, we offer a Monitoring Coordinator service, providing dedicated oversight during your campaign's most critical phases to ensure timely responses and issue management.



Web Design & Analytics

At RADIANT, we understand that a website is your digital storefront – and measuring its performance is key to maximizing your marketing success.

Our web analytics tools track the volume and behavior of visitors to your site, providing crucial insights that help improve user experience and measure the impact of campaigns or product launches.

Our customized web services include:

Website Design: Visually stunning, highly functional sites that reflect your brand's professionalism and engage your visitors

Google Analytics: Comprehensive tracking to monitor everything happening on your website, from visitor behavior to conversion rates

Search Engine Optimization (SEO): Strategies to boost your website's ranking and ensure customers find you ahead of competitors

Pay-Per-Click Advertising (PPC): Targeted ads that increase your brand presence and drive additional traffic

Social Media Monitoring: Analytics and monitoring systems that track conversations, measure reach, identify key influencers, and help build brand ambassadors

A photograph of two business professionals in suits shaking hands over a table. On the table, there is a laptop, a white coffee cup on a saucer, and some papers. The background is a bright, blurred indoor space with green plants and wooden beams.

Why Work With Us?

We Listen: We take the time to understand your unique challenges, goals, and vision. Your needs guide everything we do.

We Improve: Continuous improvement is at the heart of our approach – optimizing strategies and solutions to deliver measurable results.

We Retain: Building long-term relationships with clients and customers alike, we focus on loyalty and sustained growth.

We Recruit: We help you attract and engage the right talent and customers to drive your business forward.



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