



## JUNIOR STRATEGIST BRIEF

<b>Client/Brand:</b>	BykeWorld		
<b>Date briefed:</b>	Sept 09, 2019	<b>Deadline:</b>	Sept 12, 2019
<b>Project Owner:</b>	Digital Brands Group		
<b>web</b>	www.digitalbrands.africa		

### **Context:**

Bykeworld is a bicycle repair service operating across Kenya. set to take kenya by storm.

### **Objectives (what do you want to achieve?):**

Position Bykeworld as kenya's preferred bicycle repair and sales service through the use of clever content marketing and digital tactics.

#### *Insights:*

Thousands of kids own bicycles in kenya. How should we tap into this market effectively?

### **Target audience (who are you talking to?):**

Anyone owning a bicycle in Kenya.

### **Deliverables:**

#### **Digital Tactics with the aim to**

- ✓ Increase their customer base
- ✓ Create an online community of brand ambassadors and fanatics

**Format:** Entries with a format different from the one specified below will be discarded

Phone recorded video (mp4): 1 min 30s max

Your entry should be a video that features your pitch, your name, age, and what you'd like to learn in the digital & media industry. You may tell us more about you too (previous place of work, previous projects, proud moments, etc...).

Any queries should be directed to [hello@digitalbrands.africa](mailto:hello@digitalbrands.africa)

