



"quality and assurance"

COMPANY PROFILE



"quality and assurance"

" A brand for a company is like a reputation for a person.
You earn reputation by trying to do hard things well."

- Jeff Bezos -

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WHO ARE WE

ABOUT US

Righteous International Company (RIC) is a full service creative & digital solutions agency, serving local and international brands ranging from SME (Small and Medium Enterprises) to multinational companies, all from various industries.

We are an all-round agency with cogent expertise in creative campaigns, marketing strategy, web design & development, search engine optimization, social media marketing, graphic design and 3D visualization.

Unique to other agencies with a project specific approach, RIC puts sustainability at the center of all its communication, both online and offline.



UNLIKE THE REST



WE STAND OUT

WHAT MAKES US DIFFERENT

We are a collection of digital strategists, creative managers, directors/producers, designers and engineers... united with a common conviction to push the boundaries of marketing and communication and leave a legacy of achievement, for our brand and the brands we serve.

We understand that building a strong relationship between a brand and it's customers is a long term effort, which is why we aim to apply the same principle to our clients and want to work with and for them whilst building long standing relationships.

We act, not only as implementers but as consultants, giving you great advice and creative ideas for your brand as if it were our own. As a result the ultimate service we offer that makes us unique is "Sustainable Interaction".



OUR SERVICES

STRATEGIC
PLANNING

SOCIAL MEDIA
MANAGEMENT

3D
VISUALIZATION

DIGITAL MEDIA
BUYING

WEB & MOBILE
SOLUTIONS

CREATIVE
DESIGN

CORPORATE
BRANDING

TV & RADIO
ADVERTISEMENT



STRATEGIC PLANNING

Yes, we are a creative agency, but to be more specific we are creative marketing experts.

The essence of any advertising is only as effective as the strategy and intuitive thinking behind the approach and content.

We work with you to evaluate the most effective means to market your brand, with style, grace and strategies relevant to your Business.

SOCIAL MEDIA

We know how important it is to stay connected to your customers whilst building valuable long term relationships with them.

For this particular reason our social media experts are at your disposal to help build brand awareness and customer loyalty within the online community whether you already have social media accounts or are starting from scratch.



3D VISUALIZATION

When it comes to sharing ideas and concepts, we take conceptualization to the next level.

Even more so when it comes to presenting our concepts, be it for an event, in-store installation or even packaging.

You name it, we build it.

We specialize in:

- 3D Modelling
- 3D Rendering
- Technical Drawings
- Product Design
- Illumination



DIGITAL MEDIA BUYING

When it comes to digital media, you need an agency that adapts to all your needs and gets your ads not only in front of the right people but at the right time and at an optimal budget.

It is our sole duty to ensure that this is achieved by finding the right mix of online media that perfectly suits your brand and its targeted audience giving you the best returns per each shilling spent.





WEB AND MOBILE SOLUTIONS

So you heard that the internet is a big deal and would like to take your business online but can not figure out the right way to do it.

That's where we come in. Working closely with you from conceptualization to prototype and then finally to a complete solution be it a website, mobile app or an automated system that will help improve your business performance.

We are good at what we do and promise to deliver platforms that create the best user experience.

CREATIVE DESIGN

When it comes to communicating your brand, visual perception is everything.

This isn't just about good graphics, it's a science! It's about using the design elements to effectively communicate your brands message and identity.

From logo design, to brand management, to 360 campaigns on above and below the line levels of marketing, we do it all.

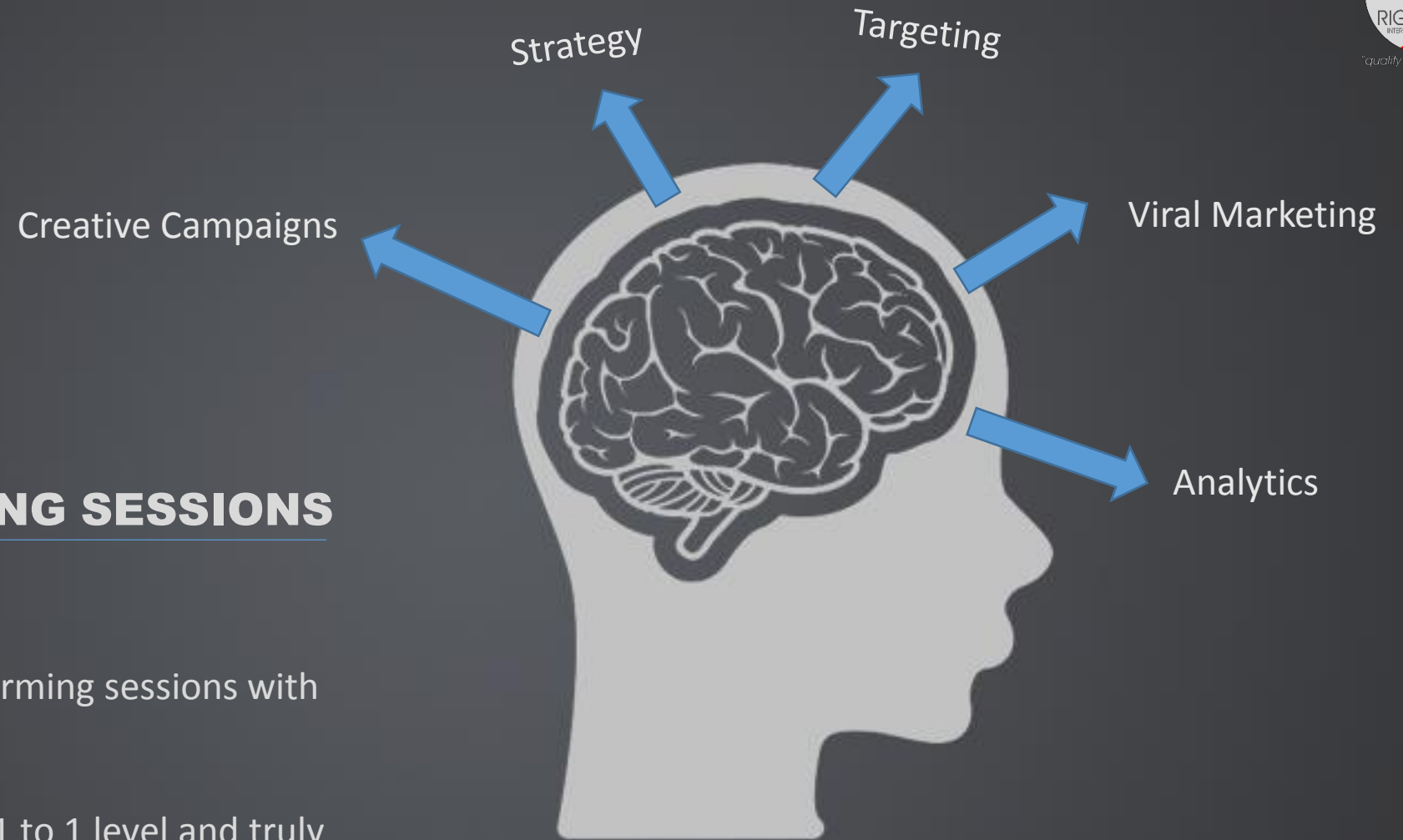
We're good at what we do and have the expertise to best advice and implement your message to your customers.



BRAIN STORMING SESSIONS

We believe in having brain storming sessions with you, the client.

This is to allow us to get on a 1 to 1 level and truly understand the brand and brand vision from your perspective, so as to serve your brand as if it were our own.



CORPORATE BRANDING

At RIC Productions we understand that the effective presentation of your brand to your audience is as important as the brand itself.

RIC will help you show off your brand with an exciting, original, and effective video campaign that will make the world take notice.

We'll work with you to create a great concept, shoot the best footage possible, and leverage it into a campaign that delivers the message powerfully.



TV & RADIO ADVERTISEMENTS

RIC is a full-service commercial production company based in Tanzania.

We manage every aspect of a commercial's physical production from creative development, casting, and scriptwriting, to shooting, editing, visual effects, graphics, voice-over, music, finishing, and broadcast delivery.



WHY YOU SHOULD JOIN US



IT'S ALL ABOUT RELATIONSHIPS

We empower brands to foster and nurture customer relationships in the social communities that consumers live in through targeted, relevant and measurable social media marketing.



Targeted



Relevant



Measurable
Reports

PLATFORMS THAT WE MANAGE



Facebook, Instagram, Twitter, LinkedIn, YouTube, Google+, Pinterest and Websites

OUR NETWORK

RIC is in contract with 25 of Tanzania's leading websites and blogs that collectively generate 50M impressions every month.

With a selection of the best from each sector, we tap into all major audiences from finance, sports to news, gossip and so much more.

These collectively provide a super platform to push and promote your ads and messaging to the right audience, at the right time and for the best price.

Our Clients



Agronomic For Community Empowerment





"quality and assurance"

Let's Engage

Msasani Beach
Block No. 1351
P O Box 77627
Dar es salaam, Tanzania
+255 715 241 377
info@ric.co.tz
www.ric.co.tz