



Unlocking Africa's Potential



One Brand at a Time

COMPANY PROFILE

WHIRLSPOT 
We Speak Africa



CONTENTS

01 Who We Are

02 What We Do

03 How We Work

04 Africa's Untapped Potentials

05 Our Clients

06 Case Studies



01 Who We Are



In the vibrant year 2020, a remarkable tale began to unfold in the heart of Africa. It all started with a great desire and a burning passion to revolutionize the African business landscape. This desire took shape in the form of WhirlSpot, a visionary project, unlike anything the continent had ever seen.

As WhirlSpot's influence grew, so did our diverse portfolio of triumphs. From HR to Technology, from Venture capital (VC) to Health, WhirlSpot left no stone unturned, leaving a trail of exceptional achievements in their wake. The essence of our journey was not just about shaping brands; it was about reshaping perceptions, breaking stereotypes, and showcasing the incredible talent that thrived within Africa's borders.

WhirlSpot is a Pan-African PR and Marketing Agency committed to creating compelling, culturally-relevant campaigns that resonate with audiences across the African continent. We are a vibrant team of creatives, strategists, and communications professionals, fluent in the nuances of Africa's diverse markets.

We build your brand

We trigger positive social reactions

We are strategic

We spot the Trend

...We speak Africa

**We simplify the market complexity and
unravel consumer diversity for you**



02 What We Do

Competition in the African market continues to grow stronger as more companies are looking to expand into the market. Hence, businesses are looking to improve their market entry strategy and processes. We provide businesses with accurate insights and creative media solutions to enhance brand performance and drive sustainable growth in the region. Here are the values we can add to your business.



Our clients are at the heart of everything we do



Our Services in a Nutshell...

WhirlSpot offers a broad range of fully integrated growth services to help you get the desired results. We propel your growth forward by doing eight things exceptionally well.

Public Relations Strategy & Execution

Our PR team will support you with creating the right awareness, improving your brand's credibility and appeal, and establishing authority in your industry.

Market Opportunity Assessment

To make the right decision in any market, you require the right information. Take your marketing to the next level with industry-leading know-how. Our team provides your decision-makers with a data-driven and locally sensitive market analysis that identifies viable opportunities across Africa's consumer markets.

Social Media & Digital Marketing Activation

Our social media and digital marketing team will develop best-in-class digital media and content marketing strategies for your brand that will drive engagement and generate valuable interest.

Search Engine Optimization (SEO) & Content Marketing

We work with you to implement effective SEO, platform optimization, and content strategy to attract your targeted customers and grow your business.

Media Planning/Buying

It is crucial that you have the media advantage; we identify and purchase Ads space on relevant media channels, so your target audience can connect with you at the right time.

Corporate Event Planning

Great events are all about creating unforgettable experiences that keep the attendees craving more. The outcome of an event is majorly dependent on planning and expertise. We have experience organizing corporate events, product launches, press conferences, trade shows, and stakeholder roundtables, among others.

KOL & Influencer Marketing

We support your campaign with our strategic networks of over 300+ A-list Pan-Africa influencers and hundreds of micro-influencers and in building bespoke campaigns with the right messaging, targeted at your audience to attain your business goals.

03 How We Work

Our Service Delivery Processes: From Problem Recognition – to – Solution

All through the course of every engagement, our focus is to deliver deeper insights, broader perspectives, and greater value in services

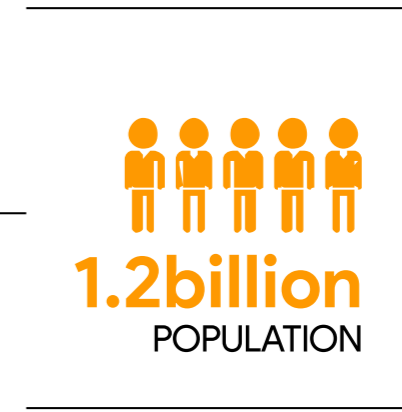




04 Africa's Untapped Potentials

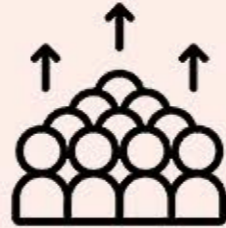
With a population of about **1.2billion people** and almost **\$3 trillion annual GDP**, Africa's consumer landscape is evolving, and it's projected to house about **800 million urban consumers by 2030**. In post-pandemic Africa, the economy is also becoming increasingly digitized with rapid growth in the adoption of digital technologies.

Unlock Business Growth With Africa's Untapped Potentials



The Prospect of the African Market?

Growing Internet Economy: With more than 615 million Internet users in 2022 and an estimated gross merchandise value of \$180 billion by 2025, the Internet economy in Africa is fast-growing. This exponential growth presents a vast market for businesses and creates a dynamic environment for innovation and entrepreneurship.



Young Population

With over 60% of the continent's population under 25, Africa boasts a vibrant and dynamic workforce. This demographic dividend fuels innovation and presents a tremendous consumer market.



Economic Growth

Africa's economic growth is projected to expand by a moderate but steady rate of 2.7% in 2022 and 2.4% in 2023. This sustained growth and a fast-growing workforce position Africa as an attractive investment destination.



Mobile Penetration

Mobile penetration in Africa is skyrocketing. With over 650 million mobile users and an expected adoption rate of 75% by 2025, mobile technology has become a driving force in Africa's digital revolution.



Fast-growing Workforce

By 2035, the continent's labor force is expected to surpass any other nation, including China or India. This abundance of human capital presents a unique advantage for businesses seeking to establish operations, access talent, and drive innovation.



Rising Middle Class

As the middle class continues to grow, Africa is experiencing a significant demographic shift. The middle class, which has already tripled to 313 million, is projected to reach a staggering 1.1 billion by 2060. This signifies increased purchasing power, creating a tremendous market for goods and services.





Doing Business in Africa

Africa's markets continue to grow tremendously in opportunities and investments, with over \$4 billion raised by startups (almost three times what was raised in 2020) across 355 funding deals in 2021. Many companies have suffered failed market entry and expansion attempts into Africa due to limited access to market insights and a poor understanding of local market dynamics.



\$4 billion
RAISED BY STARTUPS



WhirlSpot at a glance

110

INCREASE IN THE SHARE OF
VOICE (SOV)

60%

INCREASE IN QUALIFIED LEADS

10⁺

YEARS OF PROFESSIONAL
EXPERIENCE ACROSS VARIOUS
MARKETS, INCLUDING THE EMEA.

300⁺

ACCESSIBLE AFRICAN
INFLUENCERS

100⁺

AFRICAN MEDIA PARTNERS

400⁺

PIECES OF PAN-AFRICAN
COVERAGE



05 Our Clients



At WhirlSpot, we deep dive into insights, local trends, and tailored strategies designed to help you achieve your business objectives. Our team is proactive in strategic positioning that increases your market share. With local, national, and Pan African reach, WhirlSpot's PR/Marketing know-how will lead to profitable results for your business. Our full-service PR and Marketing service is dedicated to helping your brand succeed in Africa's dynamic markets. We transcend borders, languages, and cultures to bring your brand to life across the continent.

We implement these strategies with care, always keeping in mind the end goal. Once implemented, we evaluate and optimise our approach to ensure the best possible results. Throughout the process, we prioritize connections and networking to foster engagement and achieve success.

WhirlSpot works across multiple industries. This is why we provide solutions developed for each client's industry and unique position. We are used to working across the African region, so ensuring campaigns work across different regions is second nature to us.

Our diverse portfolio exemplifies our commitment to driving growth and enhancing visibility for brands across Africa. Some of our esteemed clients include Africa's most promising startups, renowned multinationals, and prominent NGOs.

Connecting Africa to the World: We're Your Brand's Best Ally

**We spark curiosity, raise awareness,
engage, and drive demand.**



Industries we've worked in...



EduTech



Transportation/Logistics



FinTech



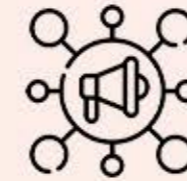
HRTech



HealthTech



NGO



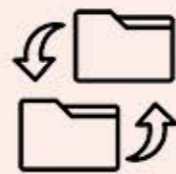
Media



Technology



Blockchain



File Sharing



Gaming



Venture Capital



WhirlSpot's Esteemed Clients and African Media Reach

We have gained extensive experience working across multiple sectors and collaborating with a diverse range of clients. Leveraging our extensive Pan-African network, we aim to deliver high-quality media coverage and assist our clients in achieving their PR objectives.

MEDIA REACH



CLIENTS



SHAREit Group Earns Top-Tier Coverage With Data-Driven PR Program



06 Case Studies



Understanding of the Brief

As a new player in the African market, SHAREit Lite enlisted WhirlSpot to support its launch, starting with Nigeria, and generate both awareness and credibility. WhirlSpot understood from the onset that SHAREit Lite wants to position itself as an industry leader in the Nigerian P2P file-sharing space, gently highlighting its stance to stakeholders and positioning it to win more users in Nigeria.



Challenges

- Lack of visibility in the Technology and SaaS space in Nigeria
- Low PR credibility
- Lack of Market Insight



INDUSTRY:
File Sharing, Internet

NO. OF EMPLOYEES:
1000+ employees

HQ LOCATION:
Singapore

SHAREit Group Earns Top-Tier Coverage With Data-Driven PR Program



06 Case Studies



Solution

Whirlspot created a 6 month phased PR plan to add value to SHAREit Lite's PR program, specifically in Media Relations, PR Consultancy and Market Insight. Successful deployment of the robust PR strategy in Africa secured coverage in high-value media outlets for File-sharing and software firms to break into the mobile file-sharing space in Africa. According to AppsFlyer's Performance Index, SHAREit Group has been ranked the number four media source globally in volume and power rankings in non-gaming global in-app purchases in Africa, marking another growth milestone.



The Results

120+
TOTAL MEDIA PLACEMENTS

10
DATA-DRIVEN PIECES OF
COVERAGE

65
TOP-TIER PLACEMENTS

1 million+
MENTIONS ACROSS NEWS
AND BEYOND SOCIAL MEDIA

50%
INCREASE IN TOP-TIER
MENTIONS OVER SIX MONTHS



INDUSTRY: File Sharing, Internet NO. OF EMPLOYEES: 1000+ employees HQ LOCATION: Singapore

06 Case Studies

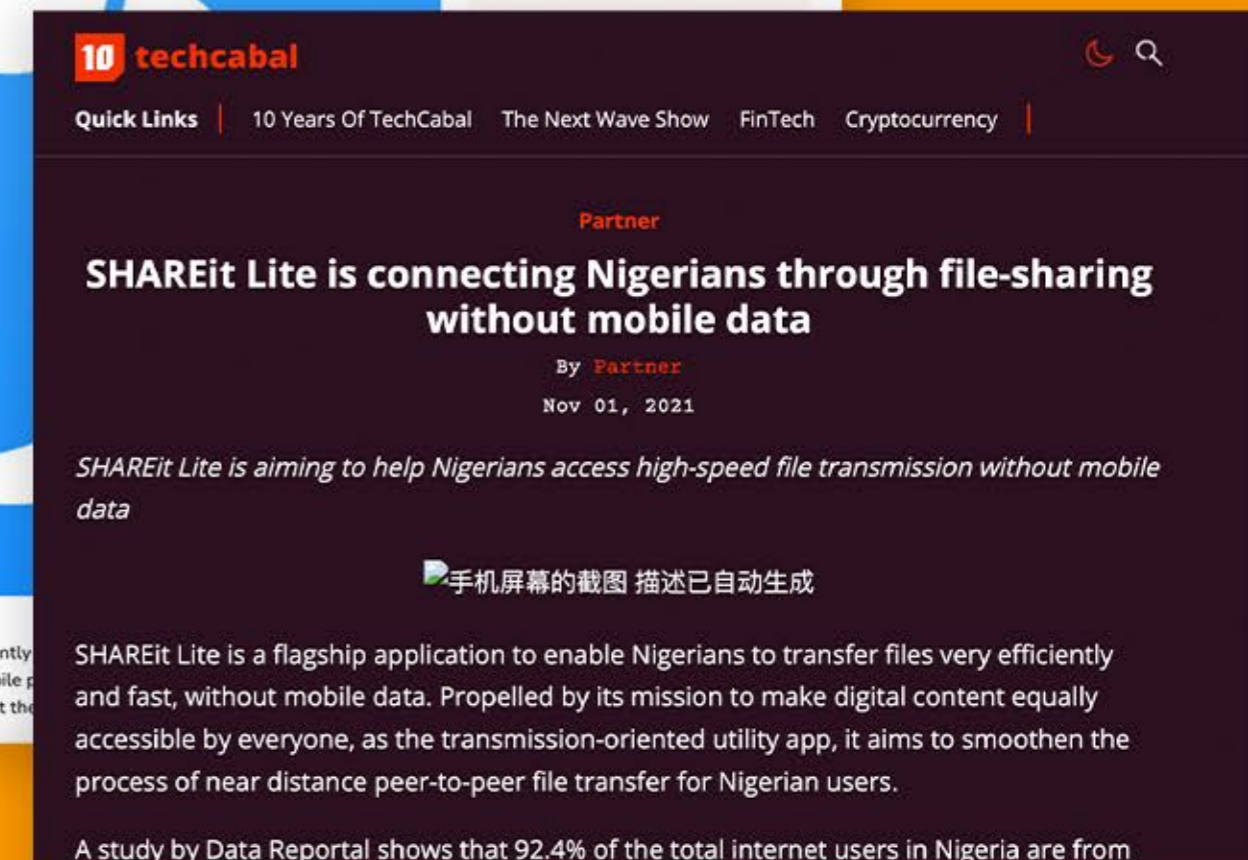
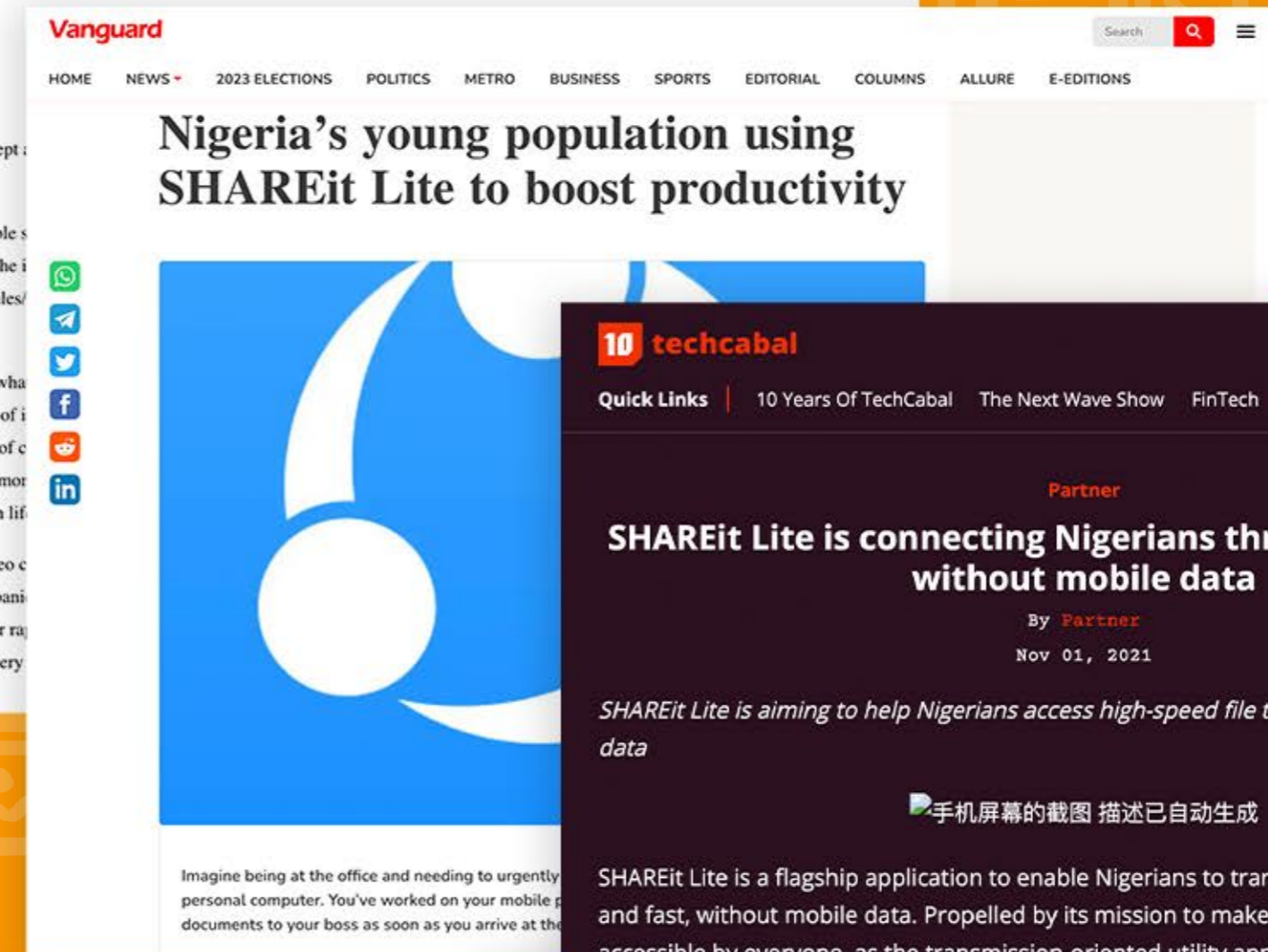
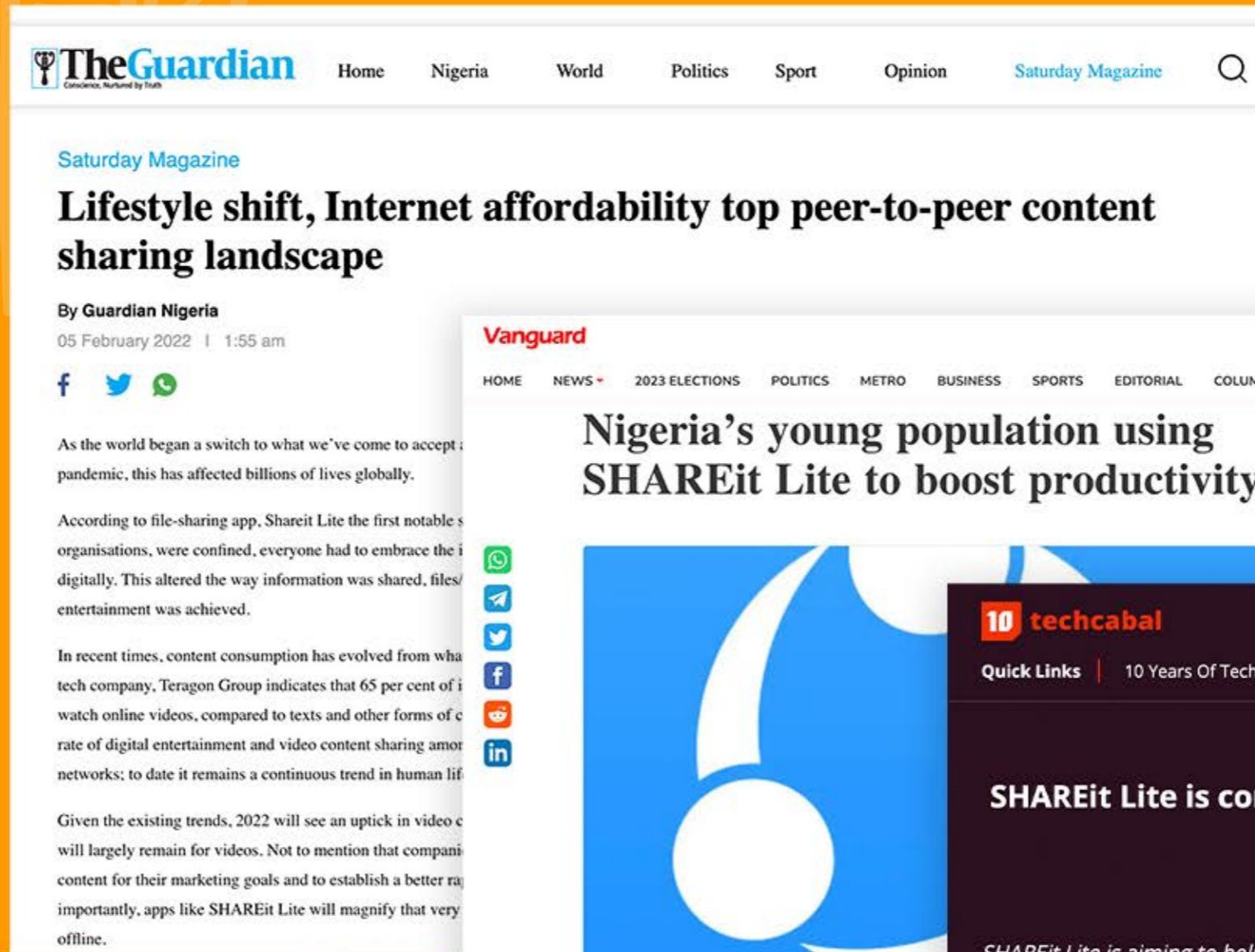


INDUSTRY:
File Sharing, Internet

NO. OF EMPLOYEES:
1000+ employees

HQ LOCATION:
Singapore

Case Studies



Guardian: Lifestyle shift, Internet affordability top peer-to-peer content sharing landscape

Tech Cabal: SHAREit Lite is connecting Nigerians through file-sharing without mobile data

Vanguard: Nigeria's young population using SHAREit Lite to boost productivity



New Market Launch Event for HR Tech in Nigeria WhirlSpot Exceeds Expectations for WorkPay's Market Launch Event



06 Case Studies



Understanding of the Brief

Launch the company's leading HR software solution in Nigeria, engage with potential clients, build brand awareness, and establish partnerships.



Challenges

The company was new to the region and had little knowledge of the local business culture and regulations. In addition, it was necessary to address the technological gaps and challenges of implementing HR Tech in the region. As a leader in human resources tech for small and medium-sized businesses, WorkPay wanted to increase its pan-African market penetration while growing its market share. To that end, it aimed to launch its brand in Nigeria through an event launch to deepen engagement with decision-makers, key stakeholders, new customers and its investors.



INDUSTRY:
Human Resource Software

NO. OF EMPLOYEES:
100+ employees

HQ LOCATION:
Nairobi, Kenya

New Market Launch Event for HR Tech in Nigeria WhirlSpot Exceeds Expectations for WorkPay's Market Launch Event



06 Case Studies



Solution

Partnering with the WhirlSpot Media team, we developed a comprehensive strategy for a one-day launch event in Lagos. We chose an easily accessible and prestigious venue that would appeal to the target demographic. For an engaging experience, we planned a mix of activities to deepen engagement with the attendees.



Execution

The event was meticulously planned and attended by up to 30+ attendees from the HR and tech industries, including business owners, HR professionals, consultants, and tech entrepreneurs. The attendees were welcomed by a vibrant scenic design with good music and refreshments, setting a friendly atmosphere. The event also included networking sessions, where attendees could personally engage with WorkPay's team, get hands-on experience with the products, and discuss potential partnerships.



INDUSTRY:	NO. OF EMPLOYEES:	HQ LOCATION:
Human Resource Software	100+ employees	Nairobi, Kenya



06 Case Studies



New Market Launch Event for HR Tech in Nigeria WhirlSpot Exceeds Expectations for WorkPay's Market Launch Event

The Results

Immersive Experience

Attendees appreciated the interactive experiences, and the chance to converse directly with WorkPay's representatives. This resulted in a deeper understanding of the product and brand.

Market Penetration:

The event played a pivotal role in BuuPass' market penetration strategy and helped the brand establish a solid foothold in the new market.

Community Building:

The networking sessions facilitated connections between HR professionals, Industry players, Business owners, Investors, and the BuuPass team. This helped in creating a close-knit community interested in advancing HR tech solutions in Nigeria.

In Conclusion: This case proves the power of a well-orchestrated launch event for market penetration. It provided the HR Tech company with the opportunity to establish a strong foothold in the Nigerian market and brought them one step closer to achieving their Africa-wide business objectives.



INDUSTRY: Human Resource Software
 NO. OF EMPLOYEES: 100+ employees
 HQ LOCATION: Nairobi, Kenya

06 Case Studies

“Our soft launch into Nigeria was spearheaded by the Whirlspot team, and we are happy to say that it was a success. The execution was exceptional. Looking forward to working with Bayo and the team again.”

Derrick Abincha,
Head of Sales, WorkPay



06 Case Studies

BuuPass Leverages Innovative PR Consultancy and Pan African Press Release Distribution to Expand its Market Presence.



Understanding of the Brief

In the rapidly advancing digital era, innovative PR strategies play a critical role in enhancing brand visibility and consumer engagement. This case study unfolds a successful partnership between BuuPass, Kenya's pre-eminent online bus booking company, and our PR consultancy firm. Our collaboration led to a significant increase in BuuPass's brand recognition and market penetration across Africa, underscoring the power of targeted PR and pan-African press release distribution.



Challenges

BuuPass stands as the predominant force in Kenya's online bus ticket booking industry, offering unmatched services in the market. Despite its prominent position within the Kenyan digital landscape, the company faced a considerable challenge: expanding its media reach beyond national borders. BuuPass had an urgent need to permeate new African markets, bolster brand awareness, and expedite user adoption of its digital platforms. To address these concerns, our PR consultancy was tasked with crafting a strategic plan to extend BuuPass's media reach and fortify its brand presence across Africa.



INDUSTRY:
Transportation, Logistics

NO. OF EMPLOYEES:
31+ employees

HQ LOCATION:
Nairobi, Kenya

06 Case Studies

BuuPass Leverages Innovative PR Consultancy and Pan African Press Release Distribution to Expand its Market Presence.



Strategy and Implementation

To overcome these challenges, our team designed and implemented a comprehensive, multi-tiered PR strategy centered on three core pillars: story-driven press releases, wide-ranging media outreach, and thought leadership content.



Press Release Distribution

We constructed a series of captivating press releases that emphasized BuuPass's unique value proposition, notably its role in boosting mobility across Africa. Leaning on our longstanding relationships with various media houses across the continent, we disseminated these press releases to pertinent news and media platforms. This strategy aimed to enhance the reach and potential influence of the BuuPass brand, casting it into the spotlight of the African digital marketplace.



INDUSTRY:
Transportation, Logistics

NO. OF EMPLOYEES:
31+ employees

HQ LOCATION:
Nairobi, Kenya



06 Case Studies

Our concerted PR campaign for BuuPass yielded measurable success across several metrics, attesting to the efficacy of our strategies:

The Results

20%

WITH BACKLINKS TO
BUUPASS.COM

30%

INCREASE IN TOP-TIER
MENTIONS OVER SIX MONTHS

3

DATA-DRIVEN PIECES OF
COVERAGE

50+

TOTAL MEDIA PLACEMENTS

30+

TOP-TIER PLACEMENTS



INDUSTRY:
Transportation, Logistics

NO. OF EMPLOYEES:
31+ employees

HQ LOCATION:
Nairobi, Kenya

Intrigued? Inspired? The time is now to embark on a journey of limitless possibilities in Africa's evolving business landscape.



06 Case Studies

Media Coverage:

The campaign generated substantial media coverage, with over 50+ features appearing in pan-African outlets. BuuPass's story reached beyond national boundaries, featured in reputable publications like TechCabal, Pulse, Capital FM, Ventures Africa, The Daily Monitor UG, Vanguard NGR, and CIO Africa.



INDUSTRY: Transportation, Logistics
 NO. OF EMPLOYEES: 31+ employees
 HQ LOCATION: Nairobi, Kenya

Thursday, July 27, 2023

THIS DAY

HOME BUSINESS POLITICS NIGERIA INTERNATIONAL HEALTH & WELLBEING EDUCATION LIFE & STYLE SPORT

BuuPass Seeks Cost-effective Solution to Address Africa's Road Transport Challenges

BUSINESS | 4 months ago

In order to address the challenges associated with road transportation across African countries, BuuPass, a major player that is rapidly innovating road transportation in Africa, is introducing smart ticketing solution that will create a balance between affordability and technology for road transportation.

CIO AFRICA

HOME NEWS CXO SERIES PRODUCT REVIEWS WOMEN IN TECH BLOG EVENTS

CIO100 Awards nominations are underway! [NOMINATE](#)

Home / Analysis /

Tell Your Story With Interviews & Docuseries In Our World Class Studio [\(BOOK A STUDIO TOUR\)](#)

ADVERTISMENT

ANALYSIS NEWS

How Startup Is Solving Africa's Road Ticketing Problem

By Staff Writer | March 31, 2023 | 5 min read

Road transportation remains the most ubiquitous means of transporting goods and people across the African continent

Nairobi City [Photo: Courtesy]

As African cities continue to grow and develop, efficient ticketing systems are becoming more important for transportation networks. These systems not only facilitate the daily commute of millions of people but also play a crucial role in ensuring safe, accessible, and affordable logistics for businesses and individuals.

- CIO Africa: How Startup Is Solving Africa's Road Ticketing Problem
- ThisDay: BuuPass Seeks Cost-effective Solution to Address Africa's Road Transport Challenges
- TechCabal: Digital Revolution in Transit: BuuPass Ushers New Era for Kenya's Transport Network



Expand to New Markets with Deep Insights and Impactful Growth Strategies

“Our dedicated PR team provides a complete practical solution tailored to your business needs. We will support your brand in every step, to help you scale up so that you can focus on other aspects that matter most to your business.”

Ojo Abayomi
Strategic Growth Lead



Our Vision

To be the leading Pan-African PR firm and to shape Africa's narrative globally by delivering strategic and impactful communication solutions.

Why Are We Exceptional in the Industry?

- Local market intelligence expertise
- Business launch and growth experience
- PR and digital solutions tailored to Africa
- Data-driven and unique strategies
- Wide-ranging sector experience across the continent
- Track record of successful strategy execution
- 100% focus on strategic counsel for Africa
- Access to reliable market insights
- An extensive network of influencers and creators



Our Mission

Amplifying African voices and empowering brands through innovative and strategic public relations.

Get in Touch

We are eager to dive deeper into your specific Marketing and PR needs. Our friendly team is always ready for a conversation, so don't hesitate to connect with us today to learn more about the value we can add to your brand.

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