

Your Growth Partner in East Africa

From market insight to brand growth.
From creative ideas to sales results.

INTEGRATED MARKETING, BRANDING & SALES SOLUTIONS



BRIDGING AFRICA · ASIA · AMERICA · EUROPE

One partner. One integrated system.



East Africa's first MCN built in Nairobi, connected globally.

DB STUDIO is East Africa's first MCN (Multi-Channel Network), headquartered in Nairobi with branches in Asia (Chengdu) and Europe (Geneva). As a pioneer in the region, we unite a multicultural team from Africa, Asia, and Europe, blending global vision with deep local insight to deliver solutions that truly combine international standards with local relevance.

We specialize in creating high-impact global brand content, driving viral social media management, and pioneering the fusion of live commerce with offline activations in Africa. By bridging online and offline, across different age groups and consumer power segments.

As the trailblazer of the MCN model in East Africa, DB STUDIO is more than a content creator; we are a growth accelerator for brands. We set new industry trends, deliver viral influence and commercial value, and ensure that the voice of every brand is seen and recognized in Africa.

“Not a vendor. A partner embedded in your growth.”



NAIROBI HQ



HANGZHOU



GENEVA

GLOBAL CREATIVE STANDARDS × LOCAL MARKET RELEVANCE



Local rootedness

A Kenyan born core team that knows the culture, the audience and the streets.



Global vision

Cross regional teams in Asia and Europe, working to international standards.



Shared growth

We measure our success by your growth not by hours billed.

What global brands face in East Africa and how we solve it together

WHAT BRANDS TELL US

- Local African culture is hard to read from outside
- Fragmented languages and audience segments
- Influencer resources feel scattered and unreliable
- Live commerce doesn't convert
- Online and offline efforts stay disconnected
- Compliance and regulatory risk



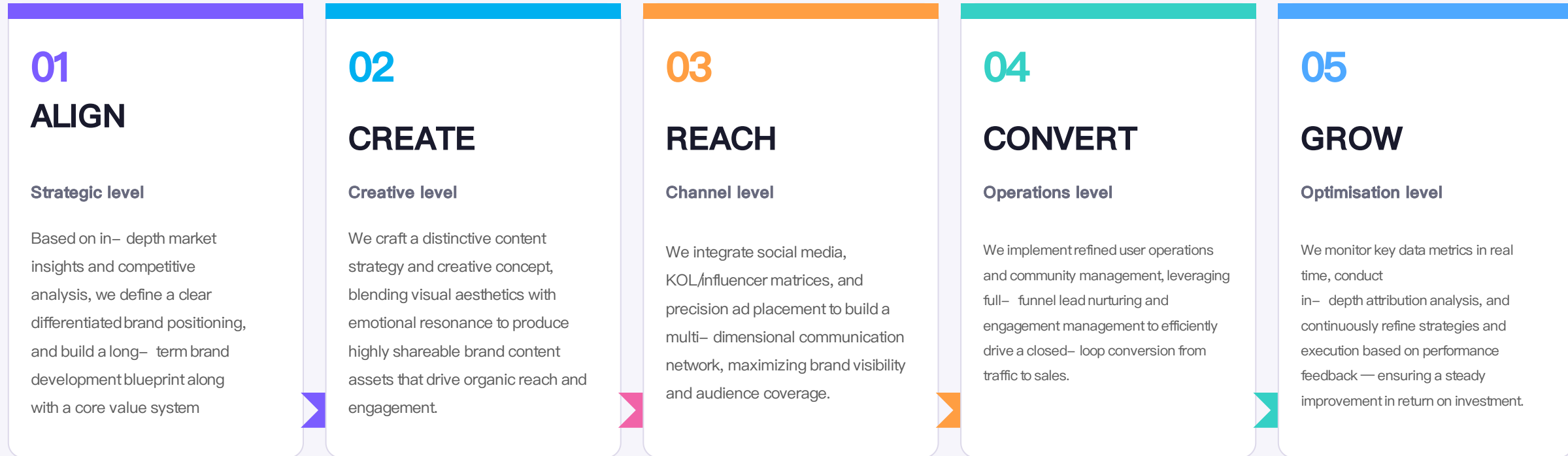
HOW WE PARTNER TO SOLVE IT

- Kenyan-born, bilingual teams that have lived it
- Cross-cultural segmentation and local insight
- A full-category, contracted talent matrix
- Proven local scripts, hosts and sales playbooks
- One seamless online-to-offline traffic loop
- In-house local review built in from day one



From shared strategy to shared growth

We follow a rigorous five step service system that closely integrates strategic planning with execution details. Driven by data and anchored in creativity, we ensure that every step of the process delivers tangible value and measurable business growth for the brand.



ALIGN → CREATE → REACH → CONVERT → GROW

WHY DB STUDIO

Our Competitive Edge

LOCAL INSTINCT. GLOBAL STANDARDS. IN-HOUSE EXECUTION.

DB STUDIO



Because your story should never get lost in translation

Our Kenyan-born core team strategists, directors, hosts and talent ops knows local youth culture, social dynamics and consumer behaviour inside out. Paired with cross-regional creative teams in Asia and Europe, we combine international production standards with authentic African storytelling.

We operate our own professional studio in Nairobi as the Main Africa Headquater, with a full set of production equipment, and maintain a long-term contracted tiered local influencer matrix covering local locations, retail stores, and outdoor shooting resources.

LIVE

Pioneer in influencer live commerce

A first mover in East Africa with local scripts, hosts and conversion playbooks.

PROD

Our own studio, our own gear

Full production capacity in Nairobi — less dependence, faster turnaround.

TAL

A contracted influencer matrix

Tiered local talent, retail locations and outdoor resources ready to activate.

360

Everything delivered in-house

Strategy, creative, media and operations under one accountable team.

LOCAL CULTURE • GLOBAL QUALITY • FASTER EXECUTION • LOWER DELIVERY RISK

One partner. Every channel your growth needs.

None capabilities organised around one integrated growth system.

Market Research → Brand Strategy → Market Entry → Creative Content → Media Promotion → Online & Offline Marketing → Customer Acquisition → Sales Conversion → Business Growth

DISCOVER

Insight & entry

- 1** Market Research & Insights
Understand markets, consumers, competitors and opportunities.
- 2** Market Entry & Localization
Launch and localize brands across African markets
- 3** Brand Strategy & Development
Build differentiated, competitive, locally relevant brands.
- 4** Integrated Marketing Strategy
Unify every channel into one 360° growth strategy.

CREATE

Content & reputation

- 1** Creative, Content & Media Production
Turn strategy into engaging, high-performing creative work.
- 2** Social Media Management
Build, manage and grow brands across digital platforms.
- 3** Public Relations & Communications
Build credibility, reputation and public influence.
- 4** Online Campaigns & Digital Events
Create interactive experiences that drive participation.

AMPLIFY

Reach & participation

- 1** Digital Marketing & Media Buying
Turn strategy into engaging, high-performing creative work.
- 2** Influencer, Creator & Celebrity Marketing
Connect brands with relevant voices and communities.
- 3** Offline Events & Experiential Marketing
Create memorable physical brand experiences
- 4** Live Commerce & Livestream Sales
Combine entertainment, engagement and real-time.

CONVERT

Sales & optimisation

- 1** Sales Promotion & Conversion
Turn attention into leads, purchases and revenue.
- 2** Retail, Trade & Channel Marketing
Increase product visibility, retail traffic and sales.
- 3** Partnerships & Business Development
Build strategic relationships and new opportunities.
- 4** Data & Performance Optimization
Measure, improve and optimize marketing ROI



PROOF IN PRACTICE

CASE STUDIES

From consumer tech and baby care to live commerce and gaming activations.



OUR PARTNERS

Brands we've grown with

Long-term collaborations across consumer technology, FMCG, home appliances, real estate, gaming and e-commerce.



FMCG BRANDS

BRANDS WE HAVE GROWN WITH

Infinix
The Future is Now!

oraimo
smart accessories

TECNO
mobile

itel

mi

Haier

Midea

PUBG
MOBILE

Softcare

DIAMOND RAY
Luxury Lifestyle Elegance

LESONIA
LIGHTING SOLUTIONS

ARIA
GABRIEL RESIDENCY

THE OAK
LIVE THE OAK

URBAN PARK
Gateway To A Better Living

United Nations

WWF

贝壳
KE Holdings Inc.

中国电建
POWERCHINA

FASHION BARGAIN

CKGSB
崔仕刚教授
CHEUNG KONG GRADUATE
SCHOOL OF BUSINESS

Shantou Pacific Shantou Beer

TRANSSION
HOLDINGS

东方卫视

阿拉善SEE
SEE 企业社会责任基金会

Tencent 腾讯

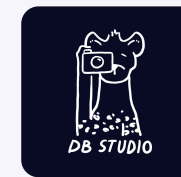
CNHTE

KISSKIDS

My girl

Alibaba

TikTok



KISSKIDS × DB STUDIO Digital Growth Project

As KISSKIDS expands into overseas markets, Kenya serves as a key entry point into East Africa. The brand needs to build local consumer awareness and establish stable user engagement channels through social media.

Family-
centered

creator-led

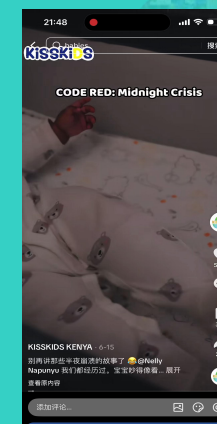
trust and
care

challenge

- **Brand awareness challenge:** Low brand recognition in Kenya – need to build trust from scratch.
- **Content localization challenge:** Chinese-origin content logic doesn't directly resonate; must adapt to Kenyan user culture, parenting scenarios, and consumption habits.
- **Growth & conversion challenge:** Pure account operation cannot drive effective growth; a full funnel is required – content → user interaction → paid

our strategy

- **Strategy 1: Build a localized content ecosystem**
Develop a content matrix around Kenyan mothers, using locally relevant parenting videos, product usage scenarios, and baby growth stories to reduce distance. Content structure: brand education + product seeding + user interaction.
- **Strategy 2: Short-video growth model**
For TikTok and Instagram Reels, adopt a cycle of content testing → data analysis → replicating viral hits → continuous optimisation.
- **Strategy 3: Content + paid media synergy**
Amplify high-engagement content via paid ads to precisely reach target audiences; optimise based on CTR, engagement rate, and CPM. This builds an organic + paid growth model.



IEWS TOP 1



IEWS TOP 2



COMMENTS
TOP 1



KISSKIDS × DB STUDIO Digital Growth Project

Results & Impact

SOCIAL GROWTH



+14,000 engagements on the top post alone

CONTENT PERFORMANCE



6.7M total views across the campaign, peaking at 1M on a single video

MARKETING IMPACT

- Established a digital brand presence in Kenya
- Created a sustainable content growth model
- Accumulated user assets for future e-commerce conversion and market expansion

Summary: KISSKIDS' debut digital growth campaign in Kenya delivered 16.5K+ TikTok followers, 6.7M total views, and a top video with 1M views & 14K+ engagements. More importantly, it established a scalable content engine and an expanding user base, positioning DB Studio to drive e-commerce conversions as KISSKIDS grows across East Africa.



My girl × DB STUDIO

Content Breakthrough Project

My girl is expanding into Kenya and aims to build stronger consumer touchpoints via TikTok and Instagram – increasing brand awareness, driving engagement, and accumulating user assets for future conversion.

Lifestyle-
driven

emotionally

Viral-ready
content

challenge

- 1. Low initial brand awareness:** needs sustained localised content that resonates with Kenyan users.
- 2. Need for viral content :** must continuously test formats in TikTok's fast - paced environment to find models that drive interaction, sharing, and follows.
- 3. Organic reach is limited:** requires paid ads to amplify quality content to precise target audiences.

our strategy

• Strategy 1 Localised content via user insights

Build a local content strategy around Kenyan social habits:

- Analyse local interests and trending formats
- Integrate brand messaging into real - life scenarios, Use natural content to reach users organically

• Strategy 2 Viral content incubation mechanism

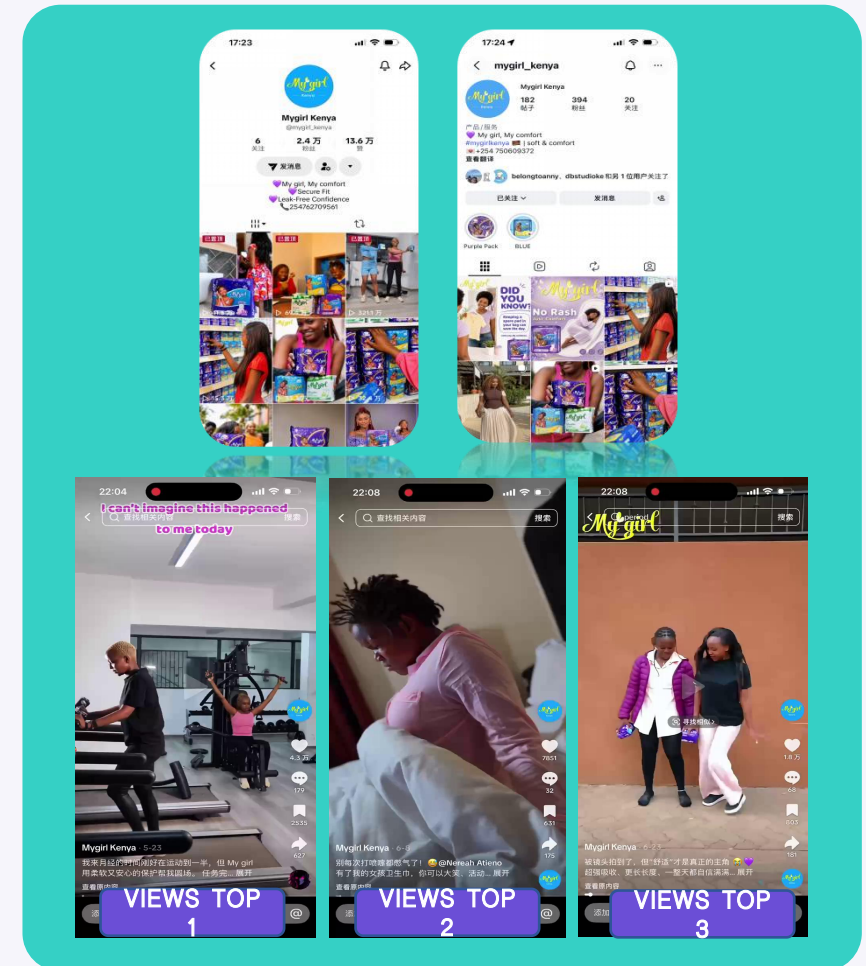
Align with TikTok & Instagram Reels logic:

- Continuously test different directions to identify high - potential assets and unlock traffic breakthroughs

• Strategy 3 Synergistic content + paid growth

Data - driven ad strategy:

- Filter high - exposure videos
- Amplify quality content via paid ads
- Optimise audience targeting, demographics, and budget





My girl × DB STUDIO

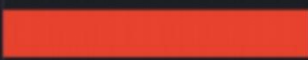
Content Breakthrough Project

Results & Impact

SOCIAL GROWTH

21,694

TikTok Followers

Total Video Views  1000
0000

Highest Single Play  3000
000

CONTENT BREAKTHROUGH

- Created a video with 3M+ views
- Broke past content performance records with a single-video traffic surge

MARKETING IMPACT

- Boosted exposure for TikTok & Instagram accounts
- Strengthened brand awareness among Kenyan consumers
- Established a sustainable content growth mechanism

Summary: My Girl' s Kenya campaign delivered 21.6K+ TikTok followers, 10M total views, and a viral hit with 3M plays – setting a new brand performance record. Beyond increased reach and awareness across TikTok and Instagram, the campaign also established a scalable content engine for DB Studio to drive future growth.

ALLROUND x DB STUDIO Influencer Marketing Growth

As the brand expands into Kenya, it needs to build consumer touchpoints through TikTok and Instagram, increase local brand awareness and interest, drive engagement via social content, and accumulate user assets for future conversion.

Parenting Narrative

Pain-Point Resonance

Product Integration

challenge

- 1. Breaking brand awareness barriers :** organic reach from owned accounts is limited; need local influencer resources to rapidly reach more target mothers.
- 2. Building consumer trust :** baby product decisions rely heavily on real experience and word of mouth; need authentic user perspectives and lifestyle scenarios to reduce decision risk.
- 3. Maximising KOL value :** one-off exposure creates limited long-term impact; need to select high-fit influencers and build deep collaborations for sustained quality content.

our strategy

•Strategy 1:Build a local mom & baby KOL matrix

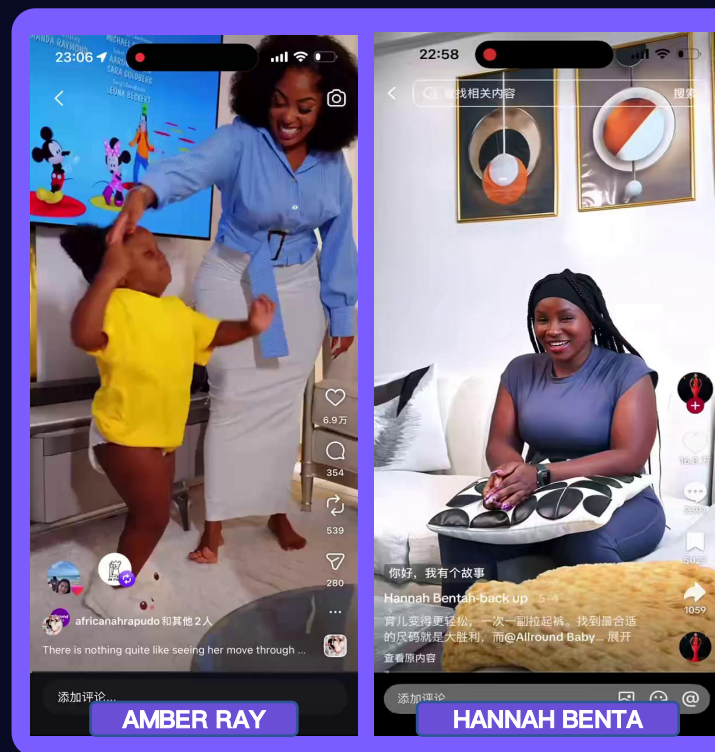
Build a multi-tier influencer portfolio around Kenyan mom & baby consumers:
 TOP TIER —maximise brand exposure, build authority and market presence
 MID TIER —strengthen precision targeting, drive higher engagement to build trust
 MICRO KOLs —generate authentic word-of-mouth

• Strategy 2:From one-off seeding to deep content co-creation

Establish long-term partnerships with top-performing KOLs: customised content, in-depth production, format exploration. Turn KOLs from distribution channels into brand content co-creation partners.

•Strategy 3:Data-driven KOL optimisation

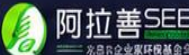
Continuously optimise partnership strategies through data:
 Evaluate follower quality and engagement performance
 Analyse data feedback across content formats
 Screen high-value collaboration candidates
 Increase deep collaboration with quality KOLs
 Build a sustainable growth model: KOL screening → content testing → data evaluation → deep collaboration.



Brands we've grown with



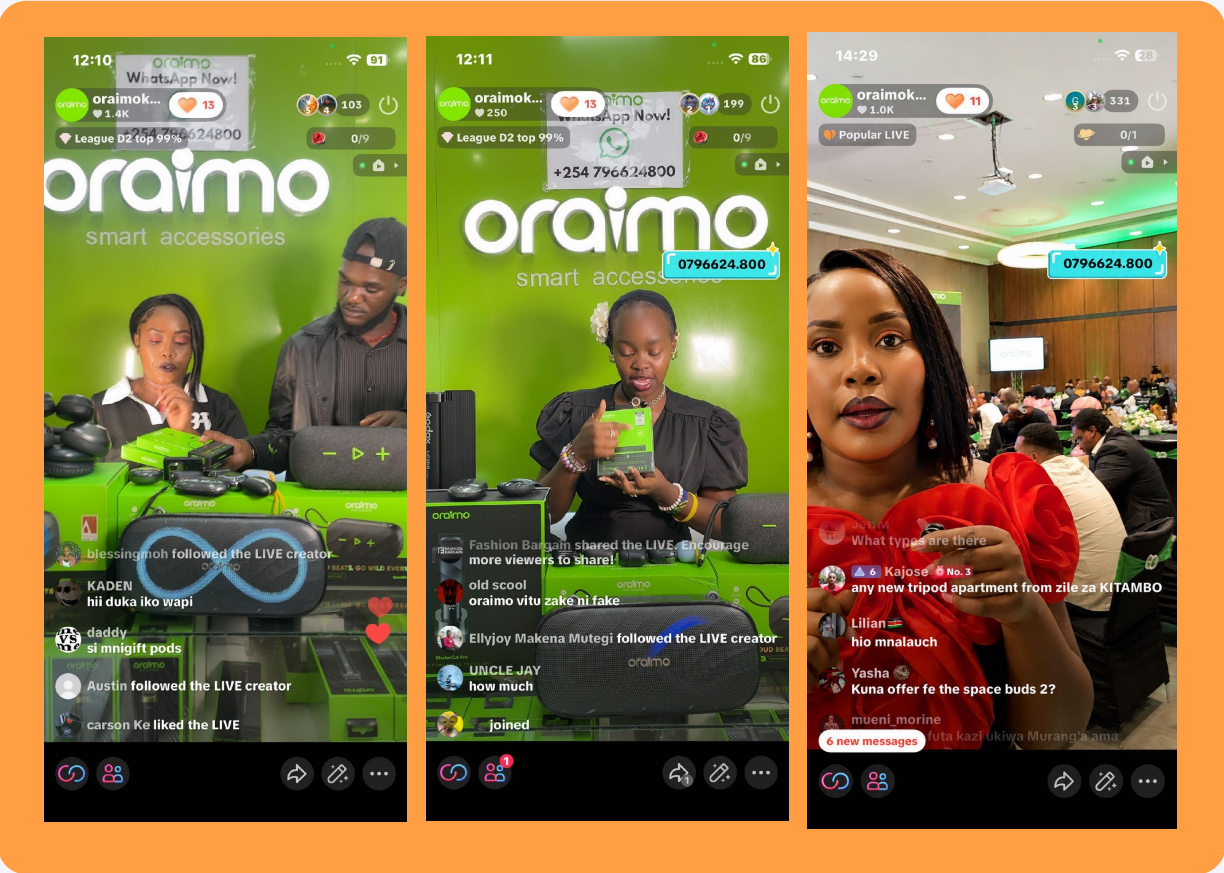
TECH BRANDS



ORAIMO: MAKING PRODUCT VALUE EASY TO SEE — AND EASY TO BUY

DB Studio Africa manages Oramo Kenya's social channels, turning a wide accessories range into demonstrations, lifestyle use cases and TikTok-native content that make products easy to understand and buy.



PRODUCT DEMOS

LIFESTYLE USE CASES

TIKTOK-NATIVE

THE BUSINESS CHALLENGE

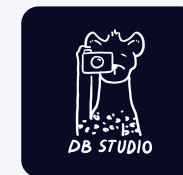
Oraimo had a wide range of accessories — earbuds, watches, speakers, power banks, chargers — that needed to be explained quickly and made relevant to everyday Kenyan consumers, not just announced as new products.

THE DB STUDIO RESPONSE

Shifted from product announcements to practical demonstrations and lifestyle use cases. Built TikTok-native content and live-selling formats. Connected livestream activity with WhatsApp and order fulfilment. Used product-level performance data to refine content and sales priorities.

THE PROOF: Audiences responded most strongly when product benefits were visible, practical and easy to grasp.

KEY LEARNING Audiences responded most strongly when product benefits were visible, practical and easy to grasp.



ORAIMO × DB STUDIO

Key Revenue Driver: Live Selling
2025 — Jul 2026 · 130 sales days · Live & WhatsApp channels

KES 4.33M
Total Revenue

KES 3,097
Avg Order Value

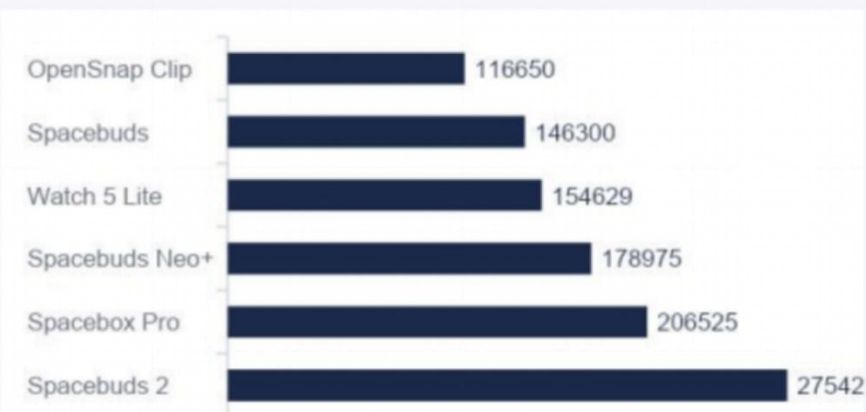
96.8%
Delivery Rate

Monthly Revenue Trend (KES)



*July partial (through 17th) — already the strongest month recorded

Top Products by Revenue (KES)



Key Highlights: Livestream e-commerce has emerged as the primary revenue channel, complemented by WhatsApp for customer conversion and post-purchase follow-up. Wearable devices and audio accessories consistently rank at the top of the sales charts. The delivery success rate has been maintained at a stable 96.8%. Since the program's launch in August 2025, revenue has increased by approximately three times as of July 2026.

XIAOMI KENYA × DB STUDIO

As mobile consumption habits continue to evolve, Xiaomi aims to explore new sales models better suited to the Kenyan market by establishing a direct-to-consumer online sales channel through TikTok Live. DB Studio Africa combines product showcase, interactive entertainment, and instant sales through consistent livestream operations, creating a livestream marketing model that delivers both a shopping experience and community engagement.

Parenting Narrative

Pain-Point Resonance

Product Integration

challenge

- 1. Overcoming offline purchase habits:** Kenyan consumers typically depend on in-store experience when purchasing high-value electronics like mobile phones. Need to build product trust online through livestreaming.
- 2. Driving real-time conversion:** Product introductions alone are not enough to drive purchase decisions. Need to create stronger interactivity and purchase motivation.
- 3. Building a lasting livestream channel:** One-time livestreams cannot generate lasting impact. Need to establish a fixed livestream cadence to cultivate viewing.

our strategy

- **Strategy 1 Entertainment-driven Commerce**
Upgrade traditional product livestreams into: Entertainment + Product Experience + Commerce
Guide users from:
Watch Livestream → Understand Product → Build Trust → Purchase Immediately
- **Strategy 2 Trust-building Product Demonstration**
Targeting consumer decision-making needs, create a highly transparent livestream experience:
*Real-time product function demonstrations
*On-site testing of key selling points
*User Q&A sessions
Help consumers complete a process similar to in-store experience online.
- **Strategy 3 Live-Only Promotion for Instant Conversion**
Drive purchases through livestream-exclusive mechanisms. Create a sense of urgency.
Audience Engagement → Purchase Motivation → Immediate Conversion





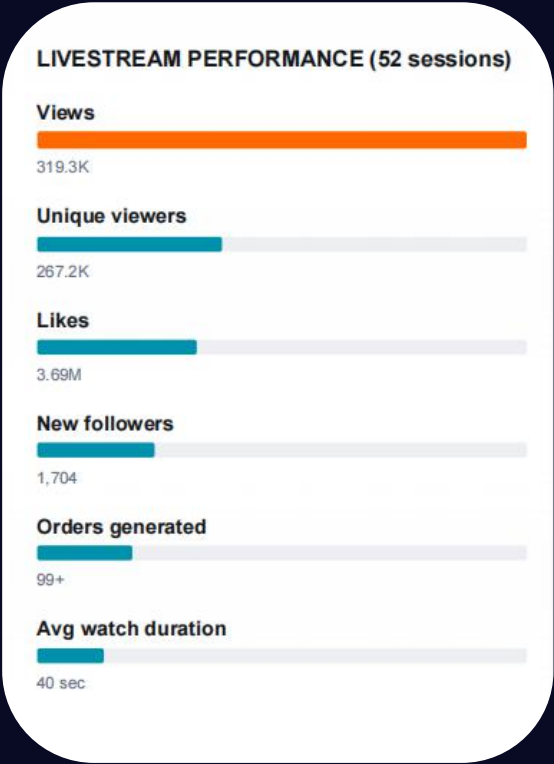
XIAOMI KENYA x DB STUDIO

iaomi Brand Sales & Livestream Performance — Overall Summary

KES 2.78M
Total Revenue

KES 18381
Avg Order Value

96%
Delivery Rate



Black Friday, new product drops, and other key marketing moments have driven significant growth in viewership and conversions. The current 40 - second average view duration suggests we can boost retention by sharpening our opening hooks.

Haier KENYA × DB STUDIO Live-commerce Growth

As TikTok Live increasingly becomes a key consumer reach and sales channel in the Kenyan market, Haier aims to leverage livestream marketing to boost online sales of home appliances and gain a deeper understanding of how different products perform in livestream conversion scenarios. DB Studio Africa supports Haier Kenya in executing TikTok Live promotions and tracking sales data, helping the brand optimize future livestream strategies through systematic performance analysis.



challenge

- 1.convert traffic to sales:** must drive real purchases, not just views and engagement, The brand needs to understand which content and products effectively drive conversions.
- 2.Identify winning products:** Different home appliance categories perform differently.Data analysis is required to find high-conversion SKUs and key promotion directions.
- 3.build a sustainable, optimizable livestream growth system:** A single livestream cannot generate long-term growth.Continuous data review is needed to optimize product selection, content, and livestream processes.

our strategy

- **Strategy 1 Live Commerce Analytics**
Shift the focus from just tracking livestream exposure,Establish a livestream data tracking model to help the brand truly understand the commercial value of livestreaming.
- **Strategy 2 Product Performance Optimization**
Through livestream sales data analysis:
 - Evaluate performance across different home appliance categories;
 - Identify high - potential products;
 - Analyze consumer purchasing preferences.
- **Strategy 3 Scalable Live Growth System**
Based on livestream review results, continuously optimize:
Establish a closed - loop growth model:
Live Content → Customer Engagement → Product Conversion

live streaming



TRACKING



STUDY



optimization

Results: Clearer product priorities, and a replicable framework for livestream sales performance —built to scale.

Haier kenya live stream x DB STUDIO

Apr 2025 — Mar 2026 · 28 active sales days · Live-only channel

KES 2.67M

Total Revenue

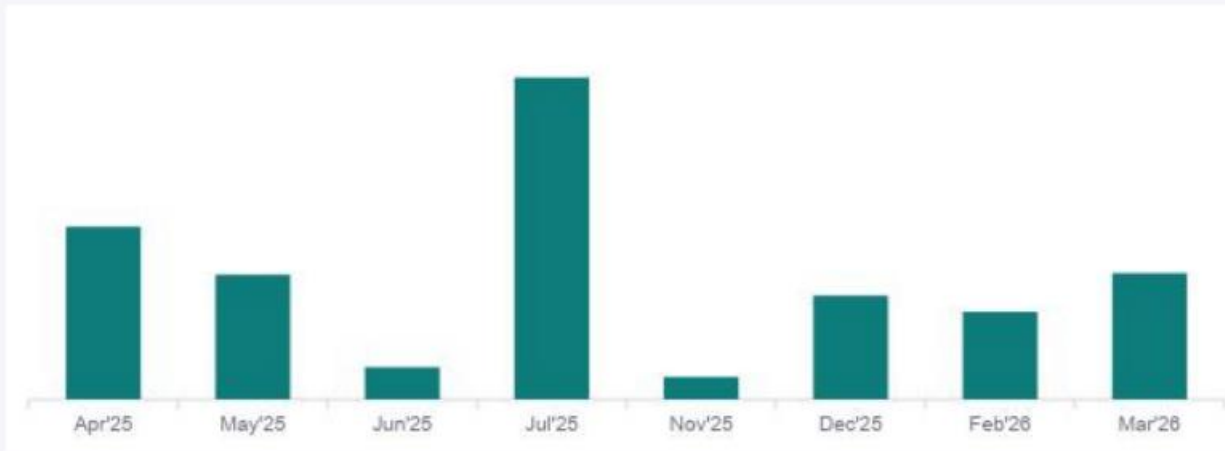
KES 45266

Avg Order Value

76.3%

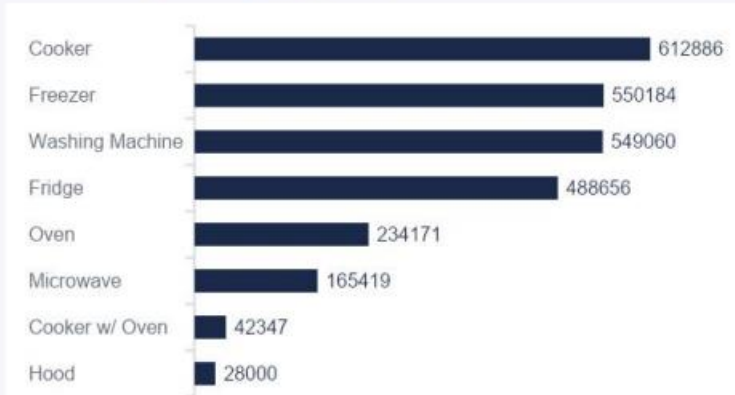
Delivery Rate

Monthly Revenue Trend (KES)



No livestreams logged Aug–Oct 2025 or Jan 2026 — a gap worth investigating for cadence.

Revenue by Category (KES)



Order Status



Key Takeaways: Rice cookers, washing machines, and refrigerators drove >50% of sales. July 2025 peaked at 20 orders (KES 866,820). AOV: KES 45,266 (premium positioning). 100% sales from livestream; zero WhatsApp orders. Delivery rate: 76.3% – below accessories benchmark, room for improvement. 6 partial-payment + 4 pending orders to follow up.

OUR PARTNERS

Brands we've grown with

Long-term collaborations across consumer technology, FMCG, home appliances, real estate, gaming and e-commerce.



REAL ESTATE

BRANDS WE HAVE GROWN WITH

Infinix
The Future is Now!

oraimo
smart accessories

TECNO
mobile

itel

mi

Haier

Midea

PUBG
MOBILE

Softcare

DIAMOND RAY
Luxury Lifestyle Elegance

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Tencent 腾讯

CNHTC

KISSKIDS

My girl

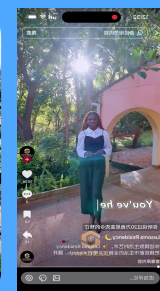
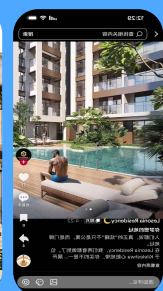
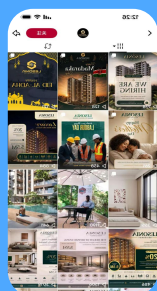
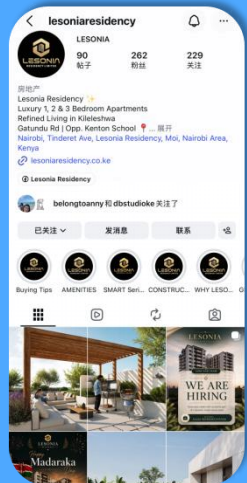
Alibaba

TikTok

LESONIA × DB STUDIO

Digital Lead Generation Campaign

Real estate purchases involve long decision-making cycles, making it costly to identify and filter genuine buyers. LESONIA needed to build a performance-driven marketing system that would complete the entire funnel – from ad exposure, to inquiry, to sales conversion.



Traffic Conversion

performance-driven

content-led

challenge

1. precisely reach potential homebuyers: Real estate purchase cycles are long, and targeting costs are high. Precise ad placement is required to reach users with genuine purchase intent.

2. improve ad traffic conversion efficiency: Exposure alone generates no commercial value. Content must be designed to align with the user's decision-making path and guide them toward further inquiry.

3. build a closed loop from ads to sales handover: After a user clicks, they must enter an effective inquiry channel. The process must integrate ads, WhatsApp inquiries, and sales follow-up.

our strategy

• Strategy 1 Performance-Driven Advertising

Target lead generation, not just brand exposure. Funnel: precise targeting → interest generation → inquiry conversion.

• Strategy 2 Conversion-Oriented Content

Design content for real estate buying decisions: highlight project selling points, lifestyle, payment options, and WhatsApp CTA. Move users from "seeing" to "interested" to "asking."

• Strategy 3 Complete Lead Conversion Funnel

Build a closed loop: Ad exposure → landing/social → WhatsApp inquiry → sales follow-up.

Ensure every click enters a trackable sales path.

LESONIA × DB STUDIO

Digital Lead Generation Campaign

3 Month Social Media Report

45,023

TTL views

20,436

impression

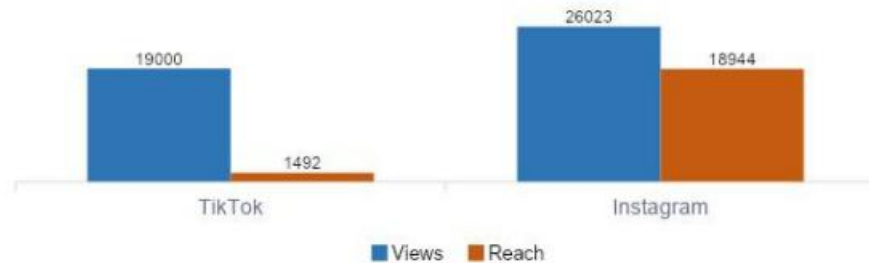
190

leads

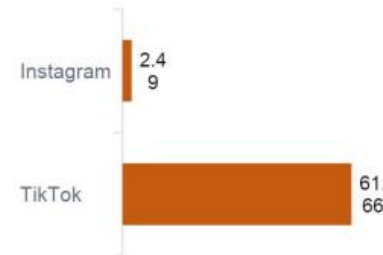
61.66%

TK engagement rate

VIEWS & REACH BY PLATFORM



ENGAGEMENT RATE



NEXT 30-DAY ACTION PLAN

Lifestyle

Show Kileleshwa living, calm interiors, access and daily comfort.

Amenities

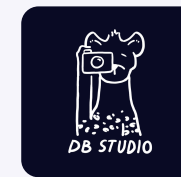
Turn every amenity into a buyer benefit.

Investment

Simplify payment plan, off-plan value and rental management.

Execution KPIs: 4-5 posts weekly · 15 usable creative assets · Weekly performance report

- LESONIA's focus is not on surface - level exposure, **but on turning ad traffic into actionable client leads.**
- DB STUDIO designs content that is optimized for ad - driven conversion, centering around project selling points, payment methods, and WhatsApp inquiry entry points.
- Every click is guided into the inquiry funnel, **moving clients from "seeing the project" to "actively engaging with it."**
- Ultimately, **LESONIA achieved a complete conversion path – from exposure, to clicks, to lead capture, and finally to sales handover.**



URBAN PARK × DB STUDIO Awareness Growth

As the URBAN PARK project enters the market promotion phase, the brand needs to break through traditional real estate advertising models by building project awareness through digital channels and communicating the project's unique lifestyle and living value to target consumers. The project needs to redefine consumer perception of both the location and the project itself through content marketing.

brand building

Lifestyle application

marketing awareness

challenge

1. Build awareness for emerging - area projects -

Consumers lack knowledge of location, surroundings, and future value; long-term education is needed.

2. Turn product features into aspirational lifestyle content -

Floor plans alone don't connect emotionally; content should highlight community, lifestyle, and living value.

3. Sustained audience engagement -

Real estate decisions take time; consistent content exposure gradually builds interest and trust.

our strategy

• Strategy 1 Location & Lifestyle Positioning

Centered around URBAN PARK's core strengths, we reframe the project's communication logic:

shifting from simply "selling a property" to "showcasing a future lifestyle" — thereby elevating consumer awareness of the area's value.

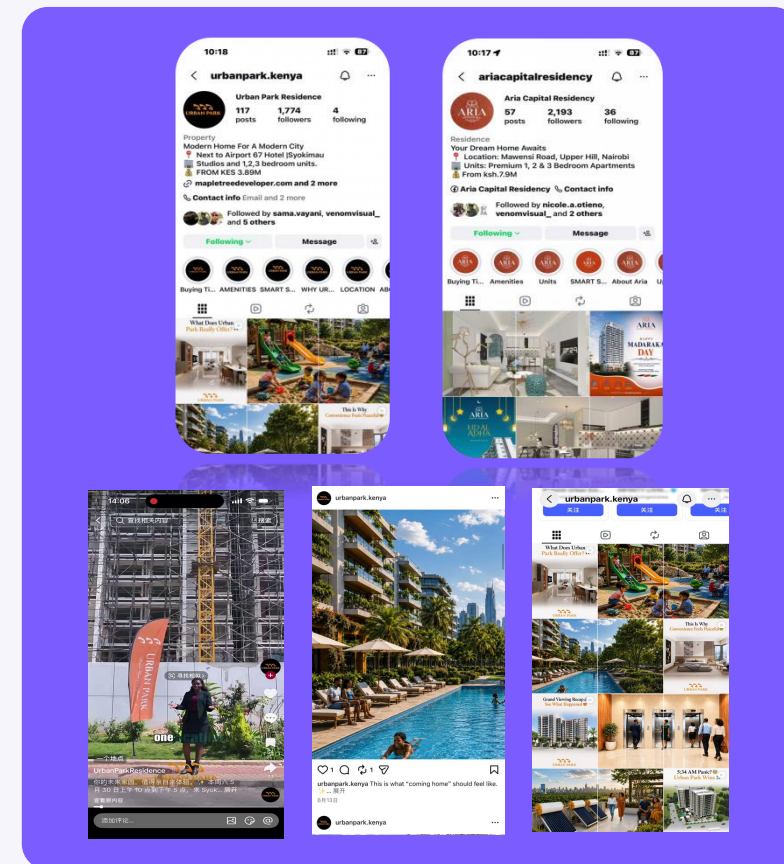
• Strategy 2 Content-driven Brand Building

Strengthen project image through ongoing content operations:

- Space showcase & community environment
 - Future living scenes & surrounding value
 - Brand storytelling & Content path:
- Visual appeal → emotional connection → project interest

• Strategy 3 Always-on Awareness

Given the long decision-making cycle in real estate, we adopt a sustained exposure strategy to build a long-term growth model: Awareness → Engagement → Consideration.



CASE STUDY

URBAN PARK × DB STUDIO

Awareness Growth



1M+

million views

7000+

traffic conversion

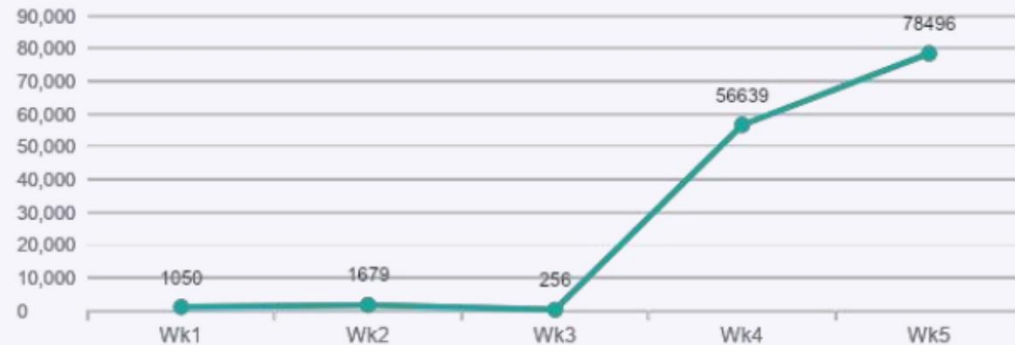
3000+

followers increase

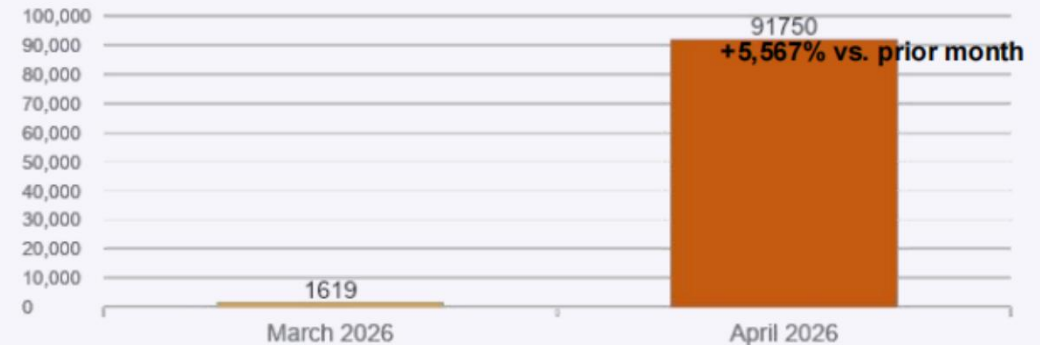
Social Media Performance — April 2026 (Reporting: 1 Apr —5 May 2026)



Weekly TikTok Views Trend



Month-on-Month Growth: Total Views



URBAN PARK' s approach uses sustained exposure to build market awareness for a suburban project.

DB STUDIO transforms spatial quality, community environment, and future lifestyle into content that clients are willing to engage with and explore.

We did not avoid the "distance" factor — instead, we reframed it as a more open, more comfortable, and higher-potential living choice.

Ultimately, URBAN PARK evolved from a regional development into a more visible project that attracts proactive attention.

3 Results & Impact

video views

138,120+

confirmed inquiries

51+

engagement

6,193+

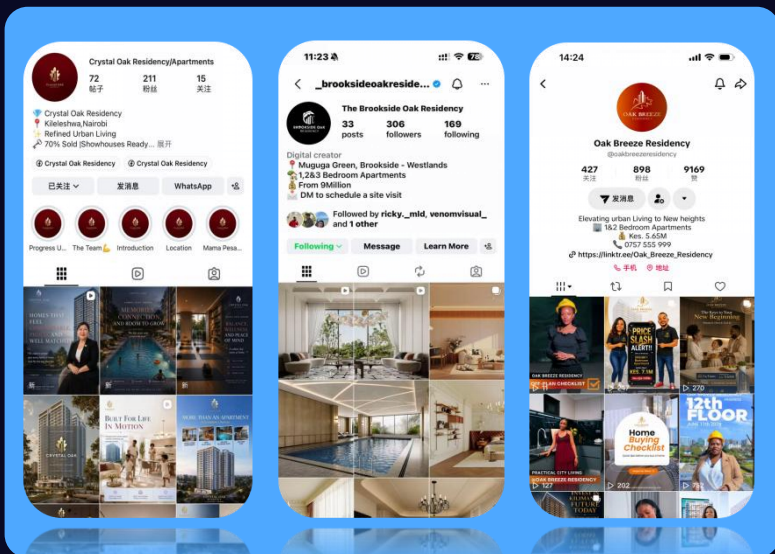
OAK GROUP × DB STUDIO Brand Ecosystem Building

As OAK Group advances multiple real estate projects, the brand needs to move beyond single - property marketing and build a scalable online presence. A social media account matrix will consolidate group strength, project value, and community assets — driving long - term brand trust.

流量转化

效果驱动

内容涉及



509268
matrix exposure

6000+
engagement

4+
matrix account setup

challenge

- 1. avoid brand asset dispersion caused by single-** project independent operations? Separate management of multiple properties leads to fragmented user perception, and a lack of brand linkage between projects makes it difficult to build group - level influence.
- 2. build long - term trust endorsement for a real estate group:** Real estate purchase decisions take time; users care not only about individual projects, but also about the developer' s strength and long - term reliability.
- 3. achieve resource synergy across multiple projects:** Different projects are at different stages, requiring unified management of communication cadence and a replicable content system to improve operational efficiency.

our strategy

• Strategy 1 Account Cluster Ecosystem

Upgrade from single - account operations to a group brand account + project account matrix.

Build a multi - tier communication system that drives the path: Group Endorsement → Project Awareness → User Trust.

• Strategy 2 Brand Trust Building

Unify visual identity, content, and project messaging. Transform individual property campaigns into group brand asset building — making the developer brand the entry point, and projects the follow - up.

• Strategy 3 Content Scaling

Establish a replicable content framework for real estate. By amplifying it across a multi - account matrix, we can boost overall exposure efficiency and extend audience reach.

Brands we've grown with



OFFLINE EVENTS

Experiential Events

PUBGM × DB STUDIO

As one of East Africa's largest offline activations, the PUBGM × Transformers event goes beyond online buzz to connect players through immersive experiences that blend game content, IP culture, and social interaction — creating a bigger brand impact.

1. **Transforming virtual game content into real experiences:** Turn digital game content into tangible offline experiences.
2. **Aligning the brand tones of two major IPs simultaneously:** Balance PUBGM's competitive energy with Transformers' iconic visual appeal.
3. **Maximizing participation and shareability:** Drive on-site participation and online shareability to extend event impact.

scale

immersion

community

our strategy

• Strategy 1 Immersive Brand Experience

Centered around PUBGM Gaming World × Transformers Universe, create an immersive event environment.

Through: P-themed space design, Large-scale visual installations, In-game element integration

• Strategy 2 Community Engagement

Player-centric activities: pro mobile esports, interactive challenges, and community experiences. Through competition, interaction, and social engagement, we connect PUBGM with the local player community.

• Strategy 3 Shareable Event Moment

- Create impactful content: Transformers installations, game sets, player highlights, event footage.
- Turn offline experiences into online exposure.

Results&Impact

• BRAND EXPERIENCE IMPACT

- * Successfully launched East Africa's largest gaming activation.
- * Brought PUBGM's online content to life through an immersive offline brand experience.
- * Delivered highly shareable IP experiences with strong communication value.

Haier x DB STUDIO

As Haier continues to drive brand upgrading, it needs to demonstrate its innovation capabilities and product value in the smart home space to premium channel partners and distributors. Haier aims to use a more immersive offline experience that allows channel partners to not only understand individual product features, but also experience the lifestyle upgrade enabled by the complete smart home ecosystem.

- 1. move beyond traditional product showcase models:** The value of home appliances often relies on real-life experience; product specs alone can't convey the advantages of a smart home ecosystem.
- 2. build confidence among premium channel partners:** Need to prove to distributors that Haier has the brand strength to enter the high - end smart home market, building trust in the brand's future direction.
- 3. translate product features into lifestyle experiences:** Different products need to work together as an ecosystem; real - world scenarios are needed to help users understand the convenience and value of smart living.

our strategy

• Strategy 1 Luxury Smart Home Experience

Select a high - end residential space as the event venue, integrating Haier products into a real living environment, From: Product Showcase Upgrade to: Lifestyle Experience

• Strategy 2 Premium Brand Positioning

Through spatial design, product display, and experience flow, communicate Haier's:, Help the brand evolve from: "Home Appliance Supplier" → "Smart Home Solution Provider"

• Strategy 3 Dealer Engagement

Key Audience: Premium distributors and channel partners, Through immersive experiences:

•Strengthen channel recognition+Boost sales promotion confidence+Deepen brand partnerships

Results&Impact

•BRAND POSITIONING IMPACT

- * Successfully created a premium smart home brand experience environment;
- * strengthened Haier's innovative image in the smart home sector.

•BUSINESS IMPACT

- *Transform product advantages into tangible lifestyle value
- *Boost channel partners' confidence in promotion;
- *Lay the foundation for further expansion into the premium smart home market.

CORE TEAM

The Experts Driving Brand Growth Across East Africa



Our leadership team brings together strategy, creative excellence, performance marketing, sales, and operations to help international brands successfully enter and grow across East Africa.

NAIROBI-BORN

GLOBAL CREATIVE
STANDARD

ONE ACCOUNTABLE PARTNER



Xin Zhoung Huan

Chief Executive Officer
Founder



Madge Wanjungu

Social Media Management
Lead



Rachel Klama

Regional Brand and
Business Growth Manager



Zhuang Yue Yang

Regional Operation
Director



Lao Fei

General Manager



Bobley Mutua

Sales Manager

GLOBAL NETWORK



LET'S CREATE TOGETHER

Ready to turn more attention into growth?

START A PROJECT →

MARKET ENTRY

CONTENT &
SOCIAL

LIVE
COMMERCE

CONVERSION

Talk to the team

Let's build the content, creator and commerce system your brand needs.

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110 Quai des
Entrepreneurs

FROM BRAND ATTENTION TO MEASURABLE ACTION.

THANK YOU

Let's create together

