



**NOBLE POINT**  
Passion & Perfection

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## Company Profile

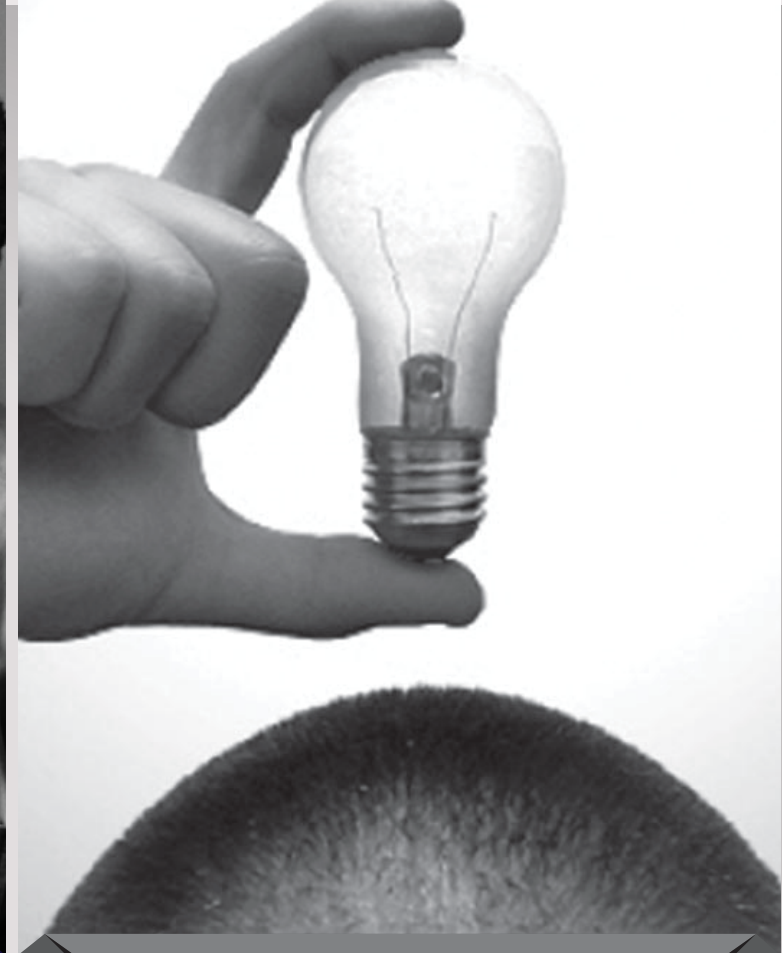


## About Noble

Established in 2012, Noble Point is a Ugandan printing, multimedia and branding company that strives for quality and timely delivery of all her products and services. We care deeply about building functional, beautiful products for the web and print media to help our clients' businesses grow.

The company is made of group of story tellers, strategists, designers and programmers who share a passion for creating great ideas and translating them into engaging, intelligent and innovative user experiences.

- Exquisite product and service design
- Amazing visualisations
- Marketing collateral that works
- Brand identity and graphics that differentiate
- Printing with a touch of perfection that stands out of the crowd



## **Vision**

To be the lead printing, multimedia and branding provider in East Africa.

## **Mission**

Our mission is to provide quality products in a timely manner to help our clients grow their businesses and realize their corporate goals.

## **Core Values**

- We're here to serve our clients.
- We do not compromise on quality.
- We're passionate about what we do.
- We do the right thing always.
- We are results-oriented

## **Philosophy**

We believe "growth" is a natural extension of our work. Our services transfer real value to clients and help them grow. It's a win-win strategy – when our clients grow, we grow with them.



# Our Process

## MEET



This is an, us-meet-you session, where we sit with you and break some ice! Gradually, the aim is to get to understand your DNA, your business strategy, your X-Y-Z plans, so that going forward, we can be on the same page with you!

## IDENTIFY



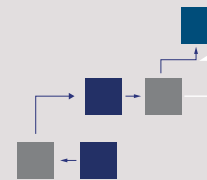
This takes the relationship a bit deeper, where we identify your needs, spell out your project plans, create milestones, set deadlines; agree on deliverables, and so on. It's the 'dream stage.'

## IDEATE



Things begin to move very fast at this stage. There is an adrenaline rush and ideas begin to fly thick and fast from all quarters. We identify it as the 'Conception' stage.

## STRATEGIZE



This is the most crucial stage, where we put in place the rudiments of a plan that can transform your star product into an unforgettable brand. We call it the 'Mission Possible' stage.

## DETAIL



This is the cherry-picking stage, where the best ideas are selected and fine-tuned to match your precise requirements. We call it the 'Gestation' Stage.

## EXECUTE



After all the sweat and toil, this is the 'Birth' stage, that comes with all the delivery pangs, after which we finally hand you your dream – fresh from the stock, and just as you had thought of! Congratulations!

# Our Clients

We are privileged to work with established large corporations on one end of the spectrum and dynamic start-ups at the other. When you choose Noble Point, we become your partners throughout your brand cycle. We offer guidance, support and direction at every inch and mile of our journey.

We are available for consultation on PHONE, EMAIL, INSTANT MESSENGER, and IN PERSON.

We understand that with marketing becoming increasingly customer-centric, designing personalized brand stories for customers has become vitally important for product differentiation.

Our ability to imagine, create and deliver meaningful customer experiences is the skill that we bring to the table on every product that we undertake!









# Printing

We desire to provide an affordable design and printing service that meets the highest standard of quality and service excellence in creativity and design, printing and customer care.

For small businesses and graphic designers who demand perfection, Noble Print is the preferred printer of business cards, postcards, brochures, and other printed materials.

- Digital & Offset Prints
- Brochures & Catalogs
- Business Cards
- Annual Reports
- Calendars
- Banners and more...





# Branding

Too often small businesses neglect diligent branding and positioning... not our clients. At Noble, every project, no matter how large or small, starts with careful development or understanding of our client's brand.

From developing a brand identity from scratch to implementing an existing brand, to helping our clients strategically position themselves, we help our clients clearly define, protect and consistently implement their brand into everything they do.

- Identity & Visual Language
- Creative Brand Write Up
- Designing for the Print Media
- Creative Visual Media



# Social Media Management

## Case Study

A company established in the early 2000's, has become one of the market leaders in their industry in East Africa.

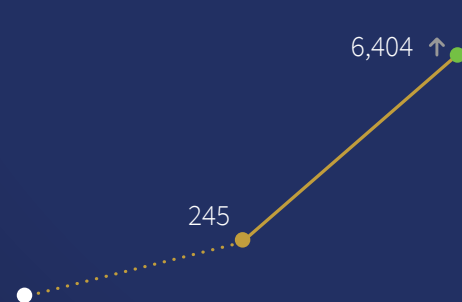
Our assignment was to manage their Social Media Accounts. The objective of this campaign was to Increase traffic to the their website through Social Media, Provide interesting content and a consistent posting schedule, Monitor the client's Social Media accounts and maintain a positive social image for the company online.

The results below are based on our output at the end of six months



### 2514%

Increase in Page Likes

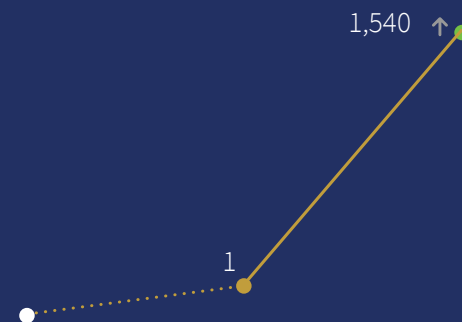


Facebook / Results have returned over post reach per week over the last month with an average of 500 likes and 100-200 new page likes per week.



### 1539%

Increase in Followers



Twitter / Results have shown a massive increase in the amount of engagement. Tweets posts have increased by 308% with average mentions going up by 1000%



### 110.2%

Increase in views



Google+ As the numbers in their circles have increased, the number of views of our client's page have also increased. Content quantity and has also improved on this platform



# Illustration

We provide stunning and creative Illustrations for our clients that intrigue their target audiences. We create memorable characters, colourful icons, and visually stunning 2D and 3D environments. We use the latest 2D & 3D software to create eye catching illustrations for a various purposes. Weather you need illustrations for marketing purposes or illustrations which are the focal point of your project, we'll create it.

- 2D Illustrations
- 3D Graphics and Illustrations
- Cartoon Satire
- Infographics





# Photography

A picture is worth a thousand words, and when it comes to capturing your audience's attention, you want to take full advantage of every chance to communicate your message. Society responds more to visual stimuli and storytelling than any story we read in a magazine or on a website.

And the same goes for status updates and content curation. It's not enough anymore to live tweet from a conference or corporate event. Customers are now saying: 'Don't just tell me. Show me.' Using photography to bring out the best in our client's product is one of our specialties.

- Events Photography
- Marketing & Promotion Photography
- Product Photography
- Professional Group Portraits



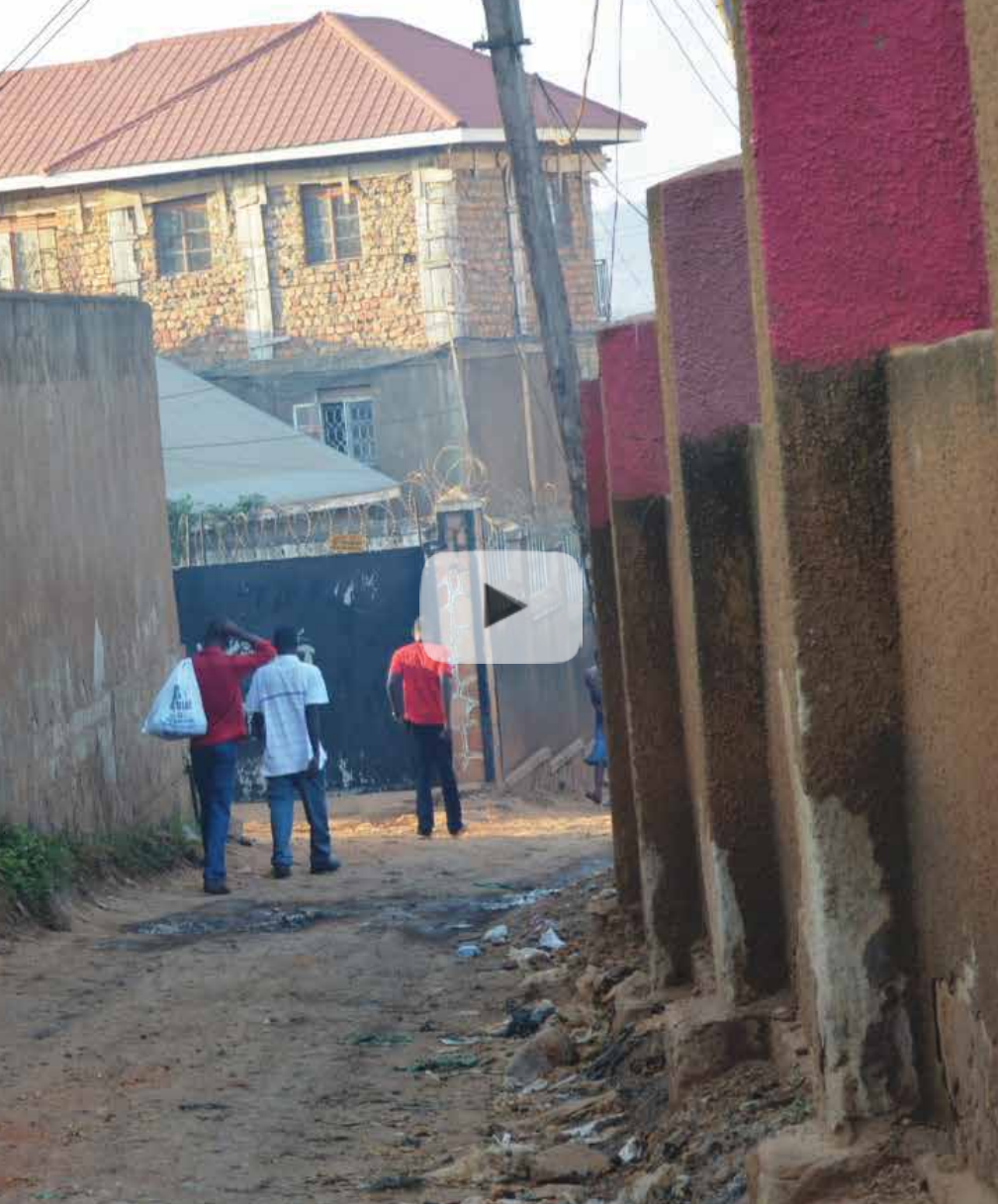


# Web Development

These days, anyone can build a website, microsite or other web technology. The difference with Noble Point is in the quality of our work, the foresight, flexibility and, of course, OUR PROCESS.

The websites we make elicit the reactions we set out to achieve as well as becoming the cornerstone of your new digital marketing engine. Your business needs to stand out and steal attention! We rarely get a second chance to make a first impression, and in a world saturated by media, you've only a tiny window of opportunity to connect with your viewers and convert them to customers. 'Good design is good business'

- Responsive Web Design
- Web Portal Design
- Web / Desktop App Design
- Mobile App Design
- Design for Digital Media



# Film

Film Making is an art that needs diligent approach and creative excellence. We strive to make films that add value; challenge pre-conceived notions and involve people intellectually, irrespective of genre, languages, and regional barriers.

We offer extensive media production including corporate and commercial video shoots, event films, training films, campaign films, documentaries, educational and community films. We also offer standalone services, subject to availability including freelance lighting -camera work, editing and creative multimedia production.

- Corporate & Commercial Video shoots
- Documentaries
- Event Films
- Educational & Community Films



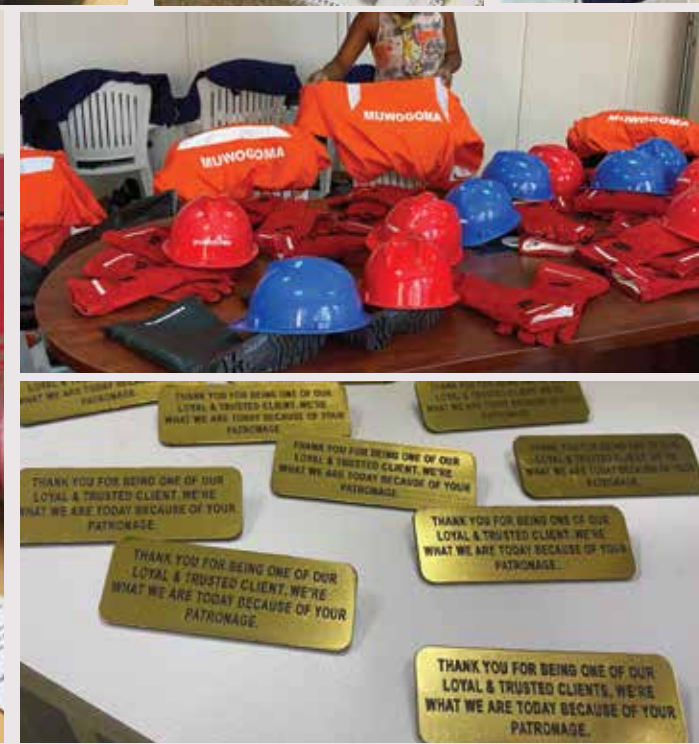
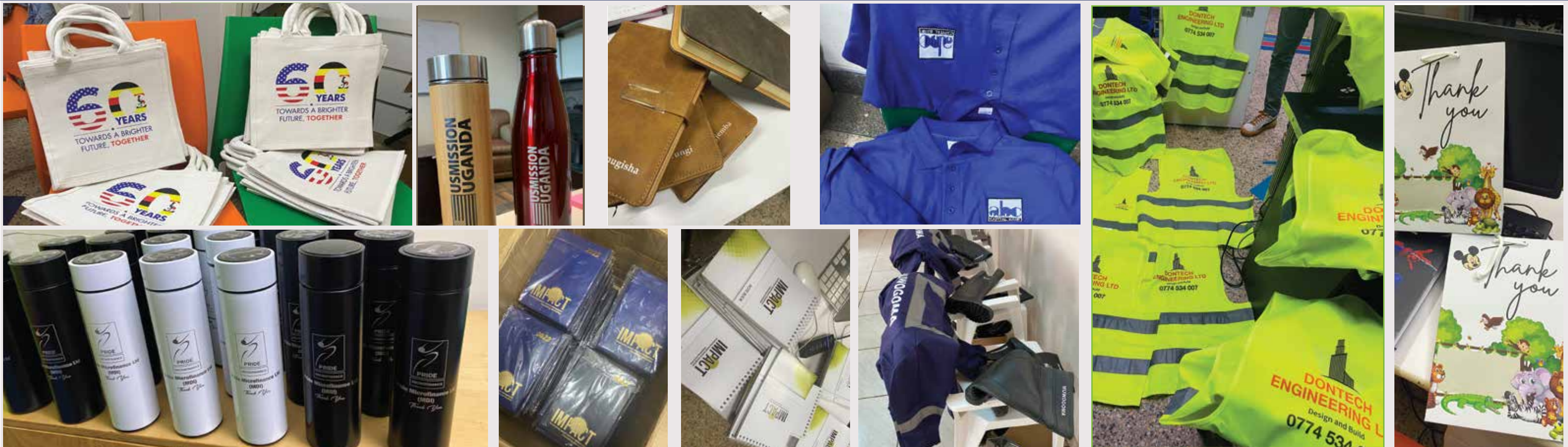
# Our Recent Film Projects

**Please find some of our recent film projects below for your review:**

- Kampala Audiology & Speech Centre: Testimonials from Cochlear Implant patients  
[https://youtu.be/\\_j4r15gZb8M](https://youtu.be/_j4r15gZb8M)
- Kitega Community Centre: Hope  
[https://youtu.be/ndSSB\\_\\_nwNc](https://youtu.be/ndSSB__nwNc)
- Makerere University: Faculty of Technology- A Bright History, Brighter Future  
<https://www.youtu.be/-qtuxc7oHLw>
- Seatini Uganda: Seeds that Nurture Us  
<https://youtu.be/bDj0ixpC9I4>
- Oxfam Uganda: Empower@Scale Project- Scaling up household methodologies from Thousands to Millions  
<https://youtu.be/YMXLAcJNScl>
- Internal Risk Management Group: The Road So Far  
<https://youtu.be/q3vr0l9we7g>
- African Institute for Culture & Ecology: Who We Are  
[https://www.youtu.be/p\\_hWbLY8jyU](https://www.youtu.be/p_hWbLY8jyU)



# Some of our Branded Items







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