



OUTFARM
MEDIA WORKS

Company Profile



Who We Are

At Outfarm Media Works, we are more than a multimedia and content creation company. We are architects of captivating stories, engineers of visual innovation, and ambassadors of brand excellence. Established on January 8th, 2016, our journey began with a profound passion for creating memorable video content and a commitment to unwavering excellence.

Our Mission

At Outfarm Media Works, our mission is to be the catalyst for brand excellence, seamlessly fusing timeless creativity with cutting-edge multimedia solutions. We dedicate ourselves to delivering comprehensive and innovative services, elevating our clients to unparalleled heights in the dynamic landscape of media, branding, and digital marketing

Our Vision

Empowering brands through boundless creativity, Outfarm Media Works envisions a world where impactful multimedia transcends limits, creating lasting connections and brand legacies.

Our Values

Our journey is guided by a set of core values - Integrity, Excellence, Innovation, and Fun. These principles form the bedrock of our creative endeavors, shaping our interactions with clients, partners, and the communities we touch.



Integrity

At Outfarm Media Works, integrity is the bedrock of our operations. We uphold the highest ethical standards in every project and collaboration. Our commitment to transparency, honesty, and accountability ensures that our clients trust us implicitly. We believe that integrity is the cornerstone of enduring relationships and the key to building a reputation that withstands the test of time.

Excellence

Excellence is not just a goal; it's our driving force. We strive for perfection in every aspect of our work, pushing boundaries to exceed expectations. From crafting compelling multimedia content to delivering top-notch services, we approach every task with a relentless pursuit of excellence. It's this commitment to quality that sets us apart and defines the Outfarm Media Works standard.



Innovation

Innovation is at the heart of our creative endeavors. We embrace change and continually seek new and imaginative ways to tell stories, connect with audiences, and elevate brands. Our multidisciplinary approach, blending creativity with cutting-edge technology, ensures that we stay at the forefront of the ever-evolving media landscape. Innovation is not just a buzzword for us; it's a guiding principle that propels us forward.



Fun

While we take our work seriously, we believe in infusing every project with a spirit of fun. The creative process should be enjoyable, collaborative, and energizing. Our team is not just a group of professionals; we're a close-knit family that values friendship and shared laughter. Fun is the secret ingredient that adds vibrancy to our workplace, fostering a culture of creativity and passion.

Our Services

At Outfarm Media Works, our suite of services is meticulously crafted to elevate brands, captivate audiences, and drive success across diverse media landscapes. We offer a comprehensive range of multimedia production, branding, and digital marketing solutions, each tailored to meet the unique needs of our clients.



A professional Sony video camera with a large lens and microphone, set against a blurred background of trees. The camera is positioned horizontally, with the lens pointing towards the right. The Sony logo is visible on the side of the camera body. The background is a soft-focus outdoor scene with trees and foliage.

Media Production

Motion and Graphic Design

Our team of creative visionaries brings ideas to life through dynamic motion and graphic design, ensuring your brand stands out in a visually saturated world.

Photography & Videography

Capture the essence of your brand with our expert photography and videography services, telling compelling stories through the lens.

TVC (Television Commercials)

From concept to execution, we specialize in crafting television commercials that resonate with audiences, leaving a lasting impact.

Event Coverage

Immerse your audience in the vibrancy of your events with our comprehensive event coverage services, blending creativity and professionalism.



Product Shoots

Highlight your products in their best light with our specialized product shoot services, showcasing their features and benefits.



Product Detailer Videos

Bring your products to life with detailed and engaging videos, providing customers with an immersive experience.



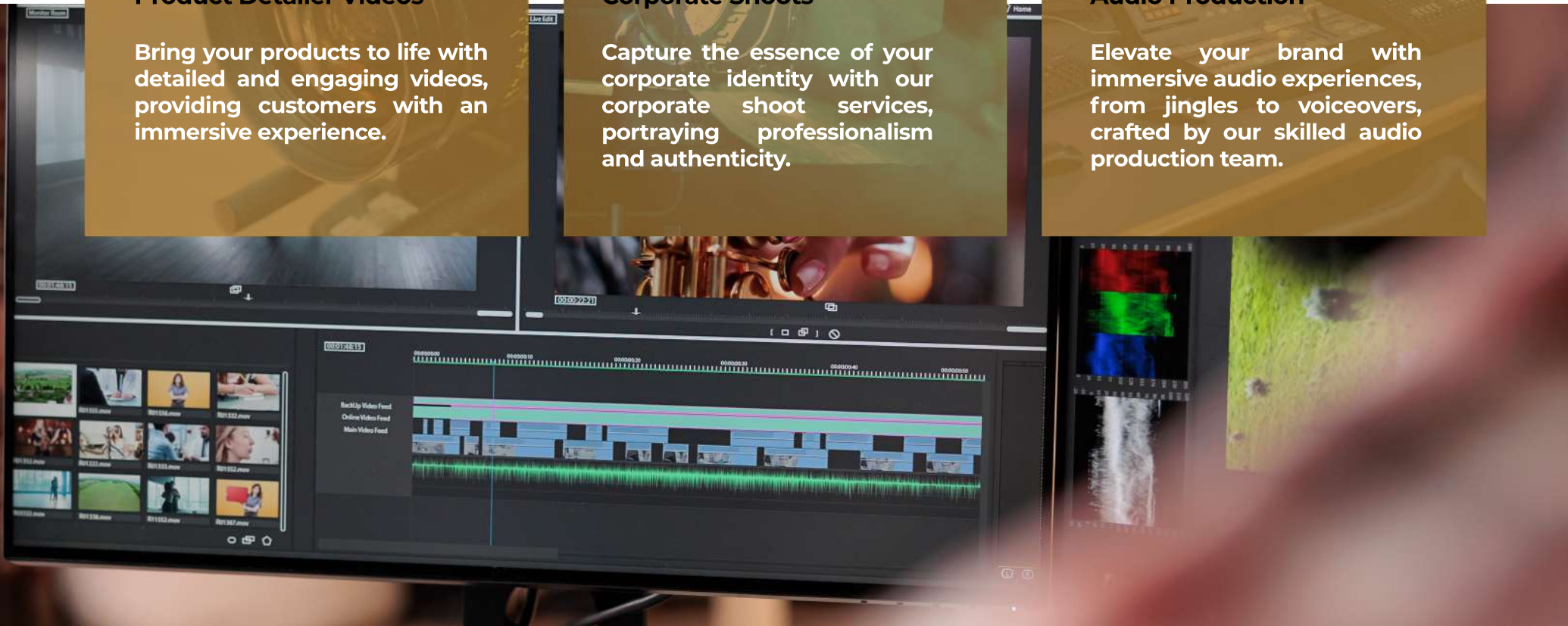
Corporate Shoots

Capture the essence of your corporate identity with our corporate shoot services, portraying professionalism and authenticity.



Audio Production

Elevate your brand with immersive audio experiences, from jingles to voiceovers, crafted by our skilled audio production team.





Digital Marketing



SEM (Search Engine Marketing)

Boost your online visibility and drive targeted traffic through strategic Search Engine Marketing (SEM) campaigns.



SEO (Search Engine Optimization)

Optimize your online presence with our SEO services, ensuring your brand is easily discoverable by your target audience

Copywriting

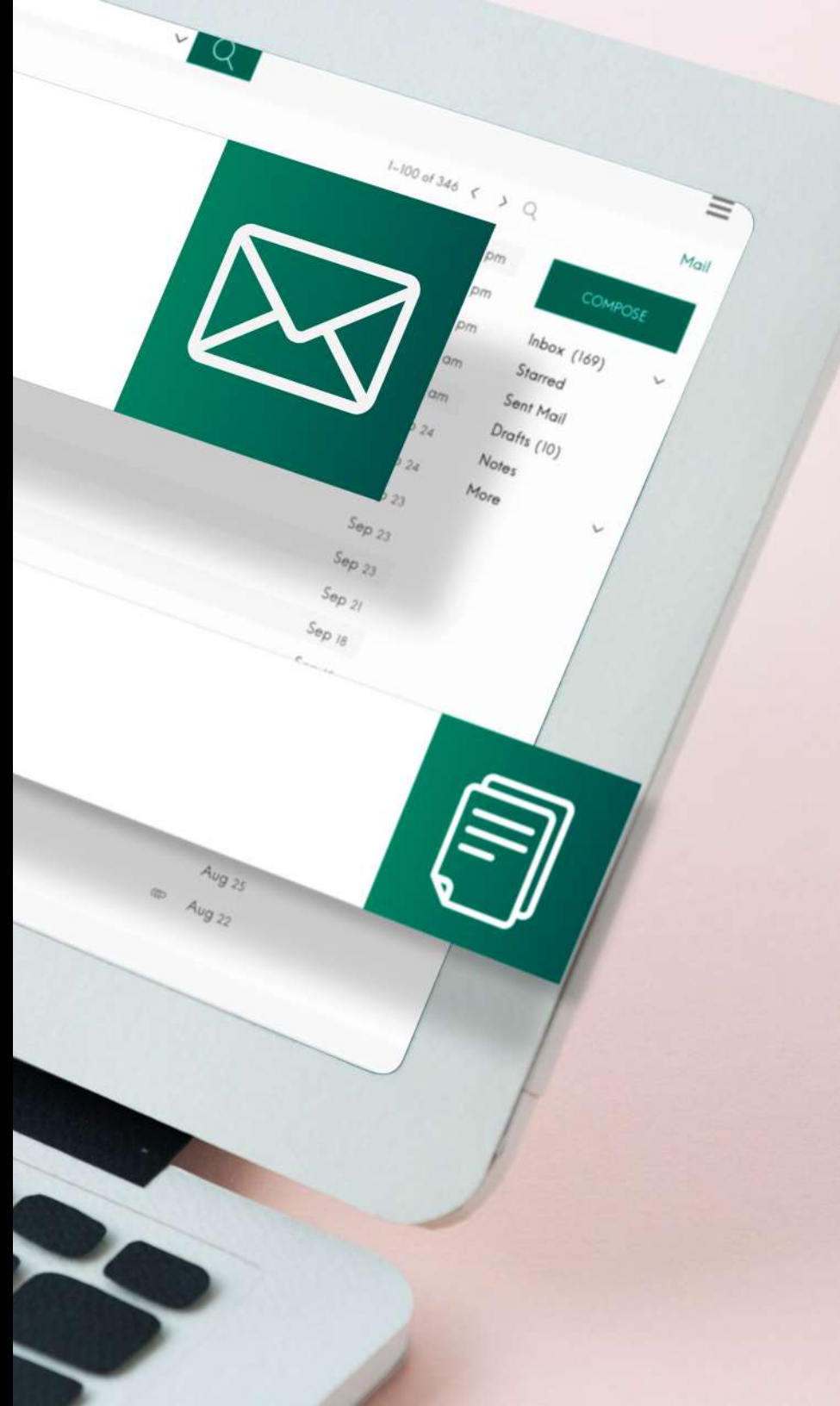
Craft compelling narratives that resonate with your audience through our expert copywriting services.

Email Marketing

Engage and nurture your audience with personalized and effective email marketing campaigns.

SMS Marketing

Reach your audience instantly with impactful SMS marketing strategies that cut through the digital noise.





Social Media Marketing

Harness the power of social media platforms to connect with your audience and build a strong online presence.

Digital Strategy

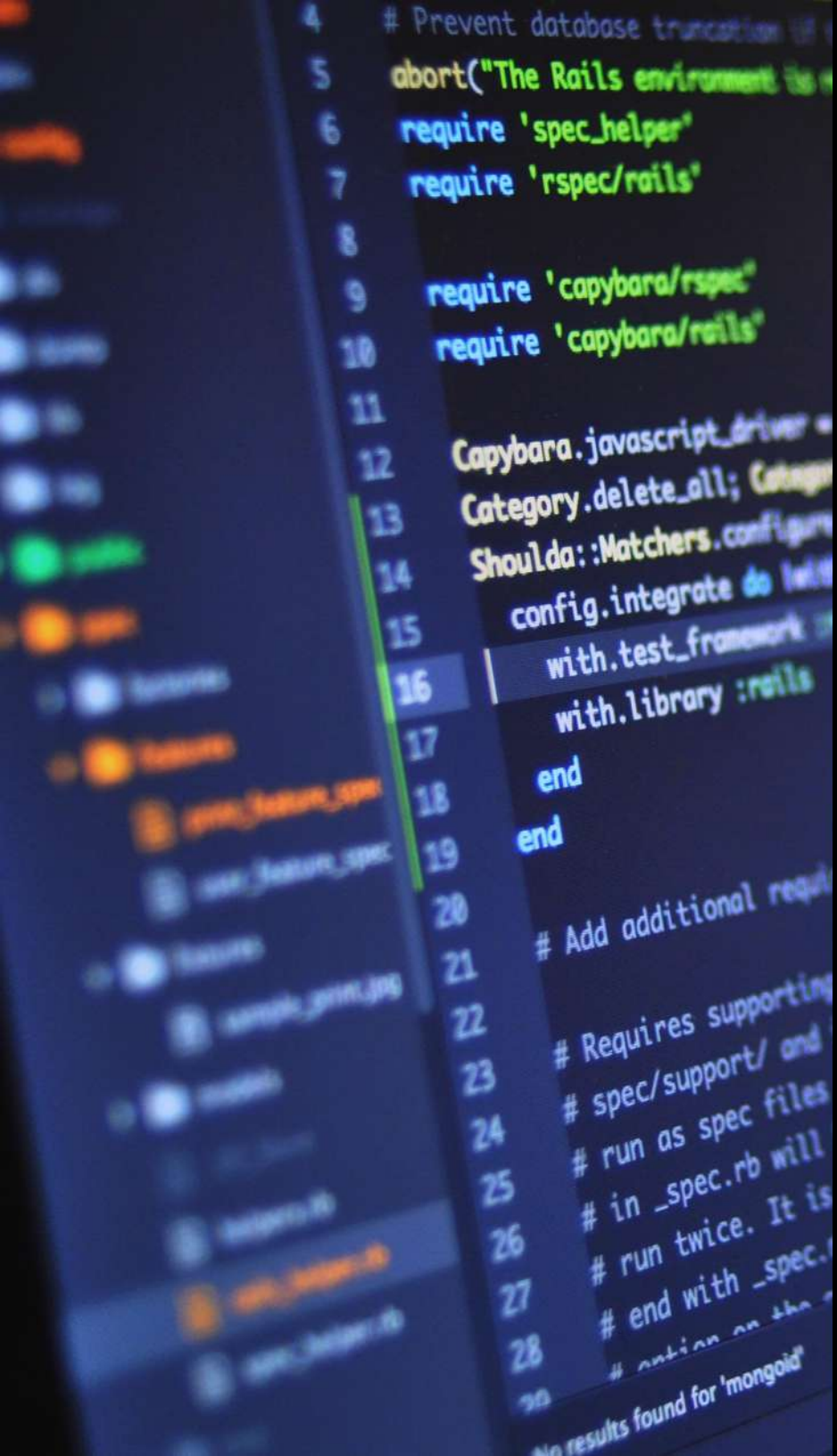
Develop a customized digital strategy that aligns with your business goals and ensures maximum impact.

Digital Campaigns

Launch impactful digital campaigns that drive results, from awareness to conversion.

Influencer Marketing

Amplify your brand's reach and credibility by partnering with influential voices in your industry.



Website Development

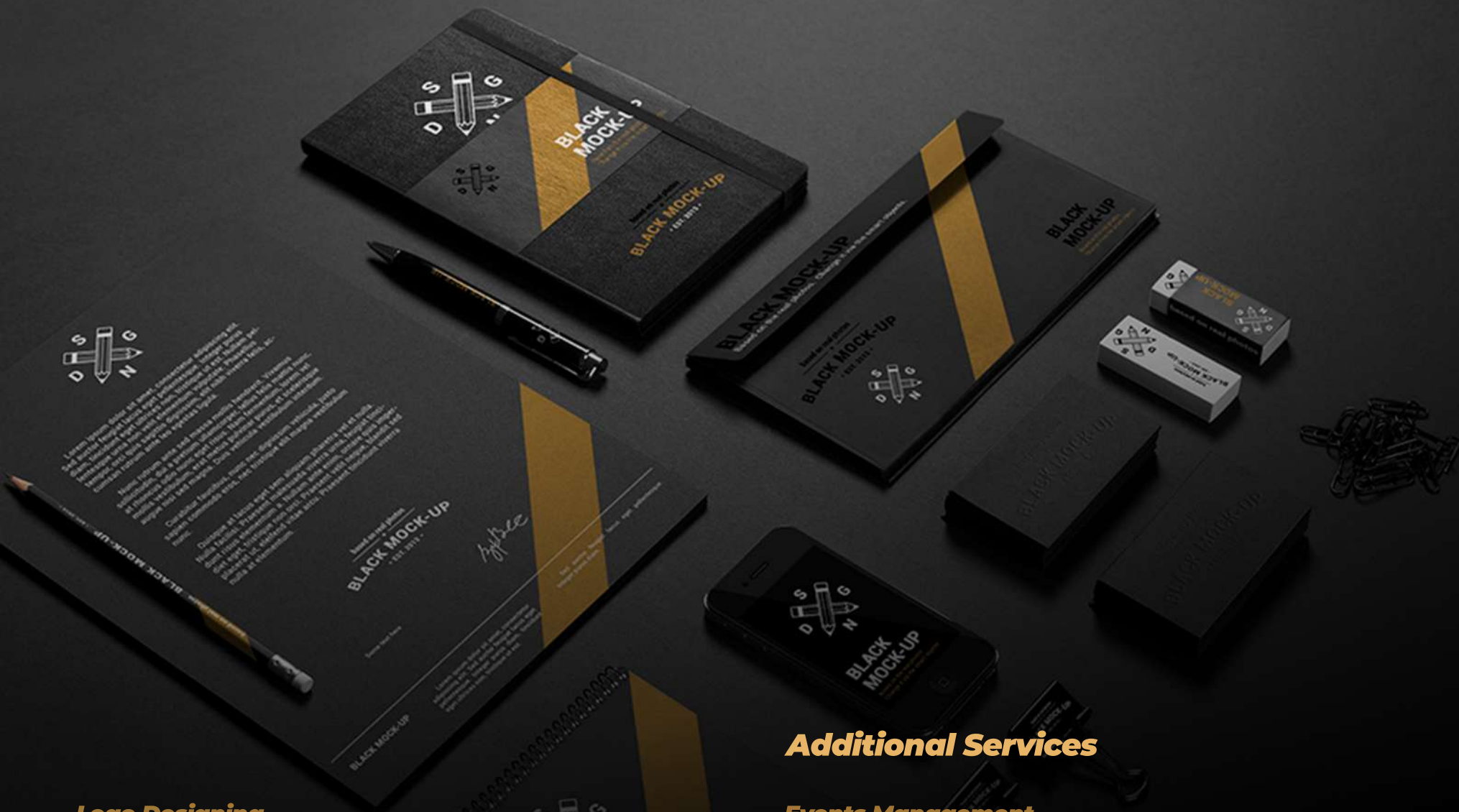
- **Website Audits:** Evaluate and optimize your existing website for enhanced performance.
- **UI/UX Designing:** Create an intuitive and visually appealing user experience to captivate your online audience.
- **App Development:** Extend your brand's presence with custom mobile applications.

Reporting & Analytics

Gain valuable insights into your digital efforts with comprehensive reporting and analytics, empowering informed decision-making.



Branding



Logo Designing

Make a memorable first impression with a distinctive and impactful logo designed to reflect your brand's identity.

Brand Development and Management

Build a strong brand foundation and ensure its consistent growth with our comprehensive brand development and management services.

Additional Services

Events Management

Ensure seamless and memorable events with our expert events management services.

Communication and Marketing Strategy

Craft and implement effective communication and marketing strategies that align with your business objectives.

LARGE FORMAT PRINTING AND BRANDING



**Books,
diaries**



The background is a dark, high-contrast photograph of a mechanical assembly, possibly a car engine or a large machine. It features various components like a timing belt, a pulley, and a metal housing. Overlaid on this image are four thin yellow circles of different sizes, positioned in the top-left, top-right, middle-left, and bottom-right areas.

Outfarm Project Blueprint

At Outfarm Media Works, we follow a strategic and collaborative blueprint designed to guide the successful execution of projects across all our services. This blueprint ensures a consistent and effective approach, regardless of the multimedia, branding, or digital marketing endeavor.

Project Initiation

1. Client Consultation:

- Engage in early and ongoing consultations to understand client objectives, expectations, and unique requirements.
- Facilitate discussions through emails, phone calls, or face-to-face meetings to build a solid foundation for collaboration.

2. Scope Definition:

- Work closely with clients to define the scope of the project, identifying key deliverables, timelines, and potential challenges.
- Produce a detailed estimate that serves as a roadmap for the project.

Project Planning

3. Creative Exploration:

- Conduct collaborative brainstorming sessions to explore creative concepts, aligning them with the client's vision and project objectives.

- Leverage research, background information, and any required assets to inform the creative process.

4. Concept Presentation:

- Present conceptual ideas in person, fostering open discussions about strengths, relevance, and alignment with project objectives.
- Engage clients with the support of account managers and creative directors to answer queries and address concerns.





Project Execution

5. Refinement Phase:

- Embrace a back-and-forth refinement process, incorporating client feedback to fine-tune concepts until final artwork is achieved.
- Ensure iterative collaboration to guarantee client satisfaction and alignment with the project's goals.

6. Media Plan Deployment:

- Execute the media plan, encompassing various tactics such as printing executions, advertising buys, online adaptations, and other campaign elements.
- Present each tactic as a standalone project, contributing to a cohesive campaign that resonates across all media.

Project Closure

7. Quality Assurance:

- Maintain transparent communication channels to keep clients informed at every step of the project.
- Conduct rigorous quality checks to ensure the final deliverables meet the highest standards.

8. Client Review and Follow-Up:

- Schedule a post-project review with clients to discuss successes, challenges, and overall campaign results.
- Gather insights and feedback to enhance future projects, fostering continuous improvement.



Key Achievements

At Outfarm Media Works, our journey is marked by significant milestones and impactful contributions to the media landscape. Here are some key achievements that showcase our commitment to excellence:

Largest Supplier of TV Content

We take pride in being the largest supplier of TV content for M-nets Zambezi Magic channel. Our reach extends far beyond Zambia, captivating audiences in multiple countries. This achievement underscores our ability to produce content that transcends borders and resonates globally.

Social Sector Collaborations

Our extensive collaboration with NGOs is a testament to our commitment to meaningful storytelling. From impactful TV commercials to engaging online spots and documentaries, we've partnered with organizations like WaterAid, World Vision, and various UN-sponsored programs. These collaborations allow us to contribute to initiatives that make a positive impact on society





Diverse Media Project Portfolio

Over the years, we've curated a diverse portfolio of media projects, including TV commercials, online spots, documentaries, and digestible content for social media platforms such as Facebook, Twitter, Instagram, and LinkedIn. This breadth of work reflects our versatility and adaptability in meeting the unique needs of our clients across various platforms.

Client Trust and Partnerships

Our success is not just measured in projects completed but, in the trust, and partnerships we've cultivated with our clients. From global organizations to local businesses, we have earned a reputation for delivering results that exceed expectations. The enduring relationships we build speak volumes about the quality and impact of our work.



Why partner with Outfarm Media Works?

At Outfarm Media Works, we understand that choosing a creative partner is a pivotal decision for the success of your brand. Here's why our collaboration goes beyond the ordinary:

A creative force for impact: We stand as a creative force dedicated to delivering impact beyond expectations. Our multidisciplinary expertise spans multimedia, branding, and digital marketing, ensuring that every project is a masterpiece of creativity and strategy.

Unparalleled expertise: What sets us apart is not just our passion for storytelling but our extensive knowledge in brand management, alignment, adaptations, innovations, market research, and all facets of multimedia productions. This depth of expertise empowers us to offer a 360-service package, that addressing every nuance of your brand's journey.

Targeted marketing mastery: Our success formula lies in our deep understanding of both our clients and their audiences. We master the art of targeted marketing, tailoring each campaign or production for maximum impact. Time is not just a factor in execution but a strategic element in our approach, ensuring timely and impactful delivery.

Dedicated talent, and professional excellence: Our team is not just a collection of individuals; it's a fusion of dedicated, talented personalities with a professional understanding of their craft. The commitment to excellence is woven into the fabric of our culture, driving us to create exceptional experiences for our clients.



OUR CLIENTS



World Vision



World Food Programme



USAID
FROM THE AMERICAN PEOPLE



YANGO



FINCA®
Microfinance Bank



Stanbic Bank
A member of Standard Bank Group

Ogilvy & Mather



Law Association of Zambia
Justice, Honour & Integrity





O U T F A R M
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