



ODEM™
CREATIVE MEDIA

Brand . Digitize . Innovate

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VALUE PROPOSITION

We go beyond advertising. We brand, digitize and create innovative solutions for social good.

**ADVERTISING
FOR SOCIAL GOOD.**

WHO WE ARE

ODEM Creative Media Limited is a fully integrated creative agency that partners with clients' goals for doing good. ODEM means precious stone, and for our clients, we represent a firm foundation to build their brand, market their products or services and tell their stories. We view every client as a partner and have a passion for the industries in which they operate. We're a hybrid agency, serving clients offline or fully virtual based on their preferences.

We offer a range of services designed to help clients achieve greater visibility for their brands and operational efficiency through the creative and innovative use of Traditional and Digital Media. Our senior managers have over sixteen years of experience in advertising, marketing and development and over ten years of experience in web development, digital tools, and e-commerce strategy.



OUR SERVICES

Our broad service offerings are listed below, and we also offer a host of tailored solutions, including PR, branding, copywriting, photography and animation services.



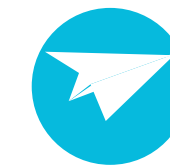
Creative Services



Media Buying



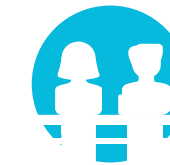
Campaigns



Strategy



Digital Advertising



Training



Digital Media Marketing



Web and App Design



WHY US?

We embrace purpose-driven marketing and believe in our client's work to build communities and improve or protect lives. We've served clients in over twelve Caribbean Commonwealth Countries and attracted clients from the USA, UK and Cyprus. Some of our clients include - international brands such as Garnier, Maybelline, and inDrive, international NGO Get Safe Online, Government Agencies and Development Companies such as DigiGov, OAS, and Caribbean Export Development Agency with a proven track record in digital media.

Our engagement and client communication are based on global experience, broad regional reach, industry data, and proven, profitable marketing strategies. We first focus on understanding our clients' capabilities and limitations and then craft a tailored business and marketing strategy. We don't use marketing techniques that may be beneficial in the short run but harmful in the long run to our clients regarding their position in the market. We are not just creatives; we are strategists. We often act as an outsourced marketing department for clients, gathering market data and managing their projects.



OUR DIFFERENCE

We embrace social change, every client is a partner, and we are passionate about the industries in which they operate. And so, our work promotes community development, wellness and well-being, cybersecurity, ending gender-based violence, entrepreneurship, and advancing all positive causes for the greater good of society.

Our business model is wide enough to offer you a complete portfolio of marketing services and campaigns. At the same time, we're small enough that senior management's expertise drives our clients' projects.

We don't mass-produce implementation plans for our clients. Instead, we assess each client's needs individually and craft a perfect solution that's as unique as they are.

We set objectives at the beginning of each project then we offer clients a no-nonsense, 6-month period where they can "judge us by achievements." If we fail to achieve the desired objectives or the client changes their mind, they can terminate the consultancy contract in line with the pre-agreed notice period.

Our business model is hybrid, which means clients can work with us 100% virtually from anywhere in the world, or if they prefer face-to-face, we can serve them from our offices in Jamaica or Trinidad. Clients choose how they interact with us, and we work to suit them.



TEAM

Our teams operate from Jamaica and Trinidad, with our head office in Jamaica. Working in the advertising and marketing sector is both challenging and exciting. Our model pulls together talent from across the world, and we actively partner with other industry experts to fulfil our clients' needs based on a high-value, low-cost structure.

TEAM LEADS



**STACY-ANN
WILSON**

GROUP HEAD
& STRATEGIST



**SHANEIL
HUTTON**

MARKETING SPECIALIST



**ADRIAN
BEAUCHE**

FULL STACK DEVELOPER
& UX DESIGNER

COUNTRIES AND INDUSTRIES

Countries we've served:

Antigua and Barbuda, Bahamas, Belize, Barbados, Dominica, Grenada, Guyana, Jamaica, St. Lucia, St. Kitts and Nevis, St. Vincent and The Grenadines, United Kingdom, USA, Trinidad and Cyprus.

Industry Experience:

Cybersecurity, Retail & Distribution, Solar Energy, Health & Fitness, Beauty & Personal Care, Business & Training, Engineering & Construction, Restaurant & Catering, Architecture, Sanitation, Hotel & Tourism, Manufacturing, Ride Hailing, Food & Beverage, Oil & Gas, Government, NGO and Social Development.

CLIENTS AND BRANDS



OAS

More rights for more people



NATIONAL DATA
MANAGEMENT AUTHORITY



inDrive



SUPERIOR



L'ORÉAL
PARIS



GOLDSON SPINE
Rehabilitation Center



Gas Company Limited



MAYBELLINE
NEW YORK



BRYDEN pi
A Member Of The Bryden Group

Carol's Daughter
beauty by nature





OUR WORK

10

CREATIVE SERVICES

We take pride in giving our clients' brands a living, breathing personality. Sophisticated, professional or intelligent, we enable brands to speak for themselves.

We handle brandings such as logo development, fonts, colour palettes, and style guides. We develop visual content such as infographics, animated gifs, and creative artwork for Instagram, Facebook, and YouTube that ties into our client's offline campaign.

[click to view more>>](#)



Corporate Identity

Logo

CAMPAIGNS

We develop and manage integrated advertising and marketing campaigns, such as the production of radio, press, OOH and television advertising, including PR and media bookings. We produce award-winning campaigns for maximum business exposure.

[click to view more>>](#)

Find vacationers with money to lose | GO

#helloPOTENTIALVICTIM

GET SAFE ONLINE

<https://www.getsafeonline.bb>



hello_POTENTIAL VICTIM

I gain your trust by either a promise of big winnings in an online lottery, or marriage and a whirlwind romance. I pretend to be a man, woman or teen when it suits me. I can be a soldier or investor today, or a friend in need tomorrow, but you should know, I am your everyday **Cyber Criminal.**

"It may sound good, but hurts bad"

@getsafeonlinecommonwealth

GET SAFE ONLINE

hello_POTENTIAL VICTIM

People aren't always who they claim to be online!

THE DIXONS

Recently retired. Looking forward to travelling the world. The "vacation planning company" they meet on the internet promises to help. But first they are expected to pay a deposit, which they must send by money transfer but not in the company's name.

"It may sound good, but hurts bad"

Remember, you worked hard for your pension, protect it. Visit our website to find out how you can stay safe from **Cyber Criminals** on the internet.

NEWS TODAY

announcement announcement announcement announcement announcement announcement announcement

TUESDAY JAN 25, 2022 NUM 13 (1985)

ONLINE SAFETY IS NO JOKE

hello_POTENTIAL VICTIM

People aren't always who they claim to be online!

MISS JOAN

Widow age 71, lives alone. Confides in a "trusted" stranger on the internet. He promises to manage her assets, but first she needs to give him her personal banking information and login details.

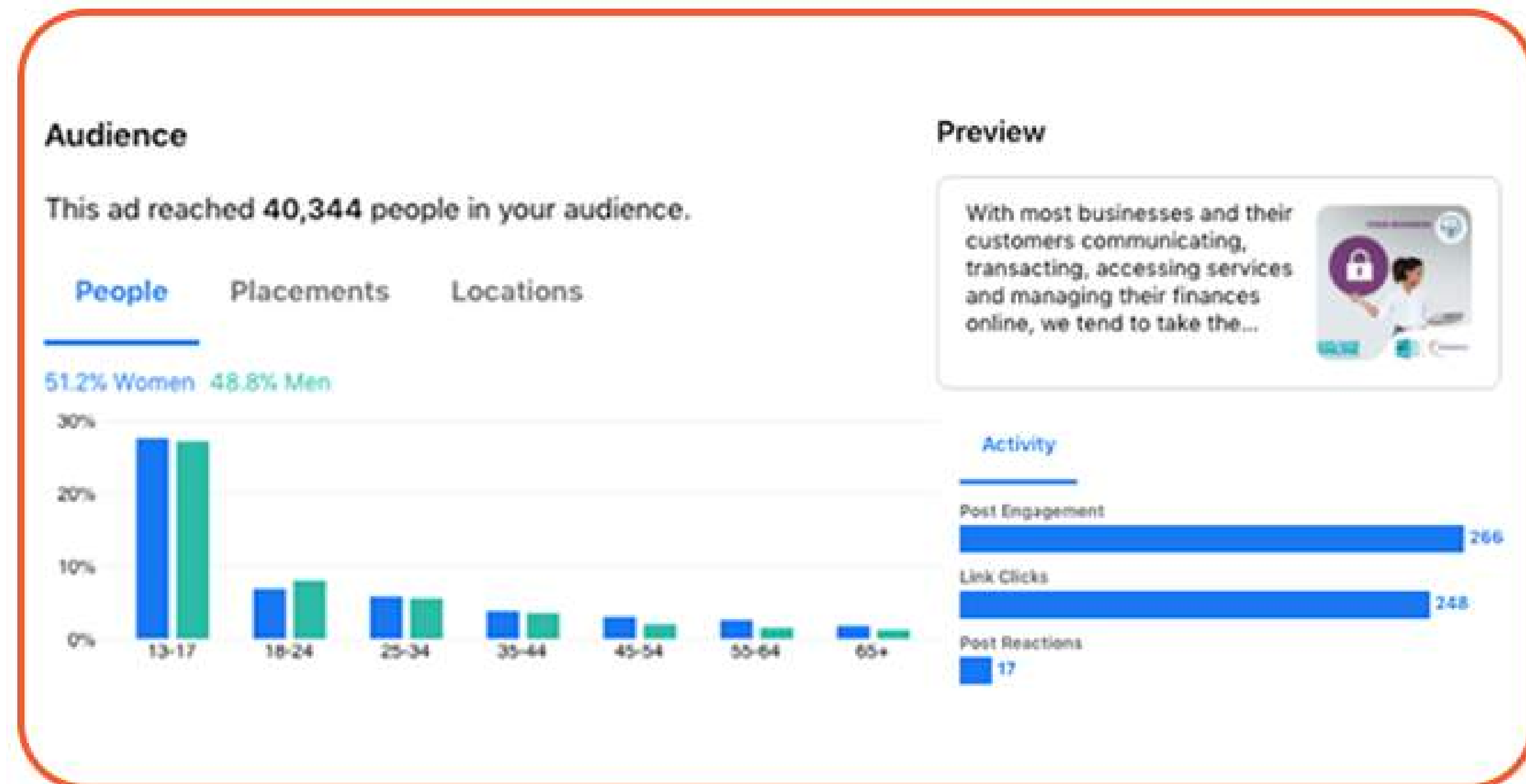
"It may sound good, but hurts bad"

Remember, you worked hard for your pension, protect it. Visit our website to find out how you can stay safe from **Cyber Criminals** on the internet.

DIGITAL ADVERTISING

We manage advertising placements across Facebook, Instagram, Youtube, and Google, including analytics reporting. We conduct A/B and multivariate testing to ensure we reach the right audience with the right messages on behalf of our clients.

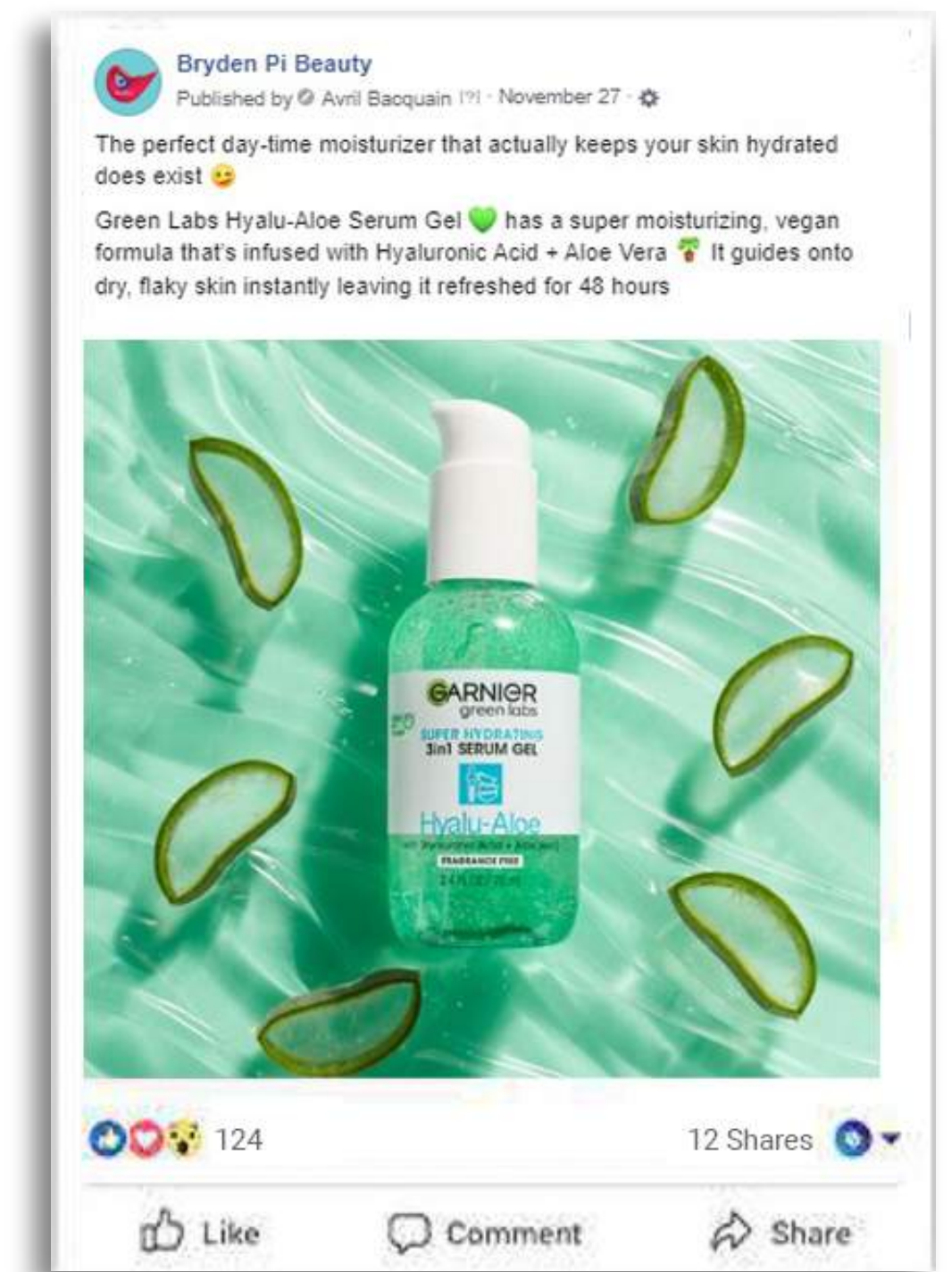
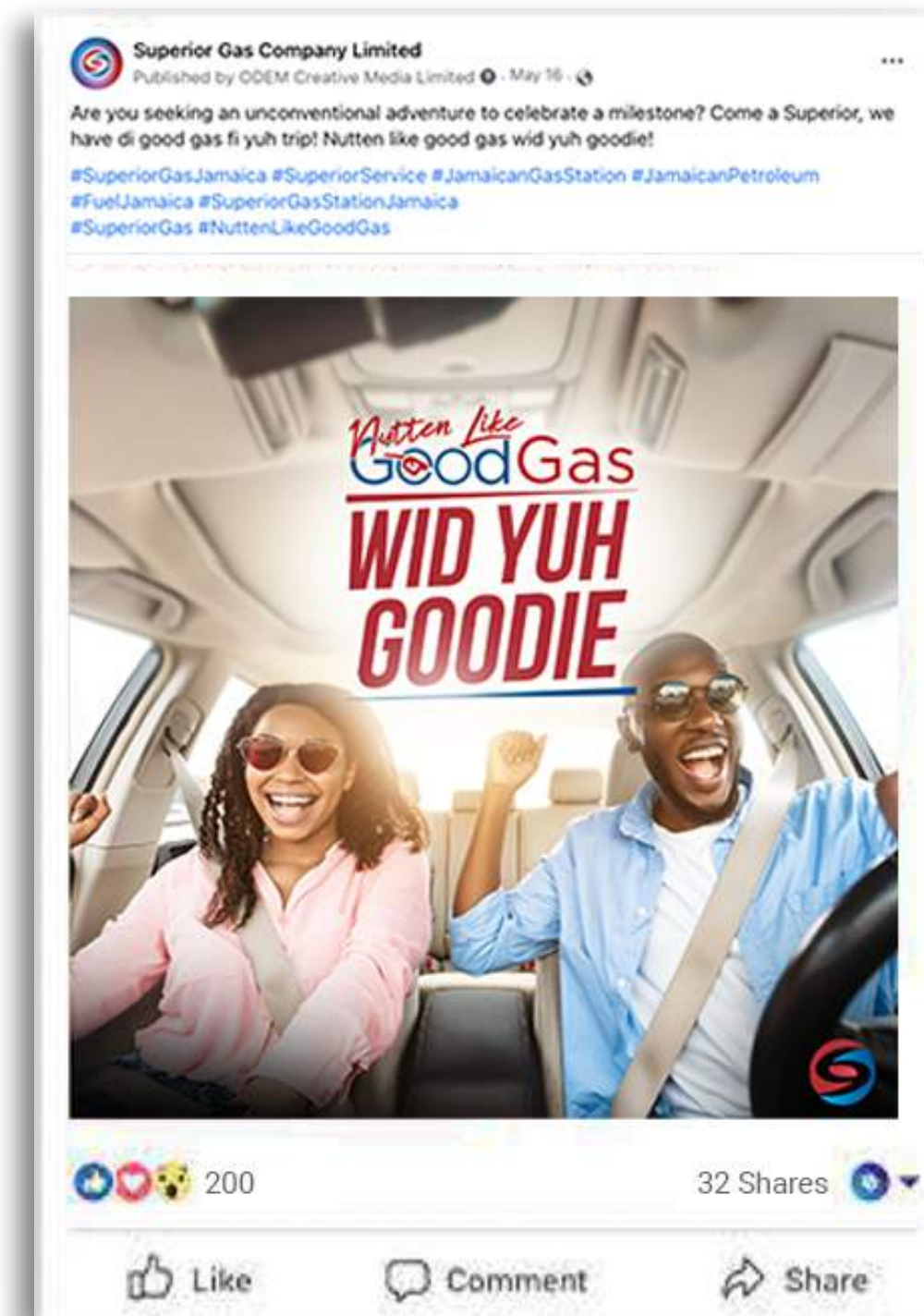
[click to view more>>](#)



DIGITAL MEDIA MARKETING

Think research, engagement strategy, social media moderation, social media campaigns, google advertising, SEO, banner campaigns, quick response codes, analytics, testing and reporting, profile production, optimization, and audience/sentiment analysis. These services are incorporated into our digital media marketing strategy, including the utilization of digital public relations and reputation management tools to deliver winning digital media campaigns.

[click to view more>>](#)



MEDIA BUYING

Our clients rely on us to get them in the news and remain visible "out of home". We've built relationships with media houses in the Caribbean region and online in the USA and European markets. We can provide booking services for press releases, radio, digital and static billboards, other OOH, and TV that give our clients maximum ROI and extensive publicity.

[click to view more>>](#)



STRATEGY

We identify our client's target audience and define messages that find them wherever they are. We provide strategic conceptualization and planning through research and analysis, audit of current campaigns and market presence, insight into emerging trends that link to higher margins, and ROI. These services feed into the marketing plans, creative events, and sales strategies we produce for clients.

[click to view more>>](#)

TRAINING

We develop and execute training programmes for Caribbean firms in social media, digital media, and E-commerce. Training is industry and client-specific, and research is done to identify client training needs matching these with the needs/wants of the market to provide our clients with the best training solutions, including viable growth strategies.

Current Training Courses:

- ✓ Social Media - How To Get It Right
- ✓ Digital Marketing on A Bootstrap Budget
- ✓ Social Media for Government Agencies
- ✓ Understanding E-Commerce

[click to view more>>](#)

WEB AND APP DESIGN

We provide Website Development, UX/Interactive Design, and App Development. As part of these services, we manage creative development for websites and apps, search engine optimization, search engine marketing, e-commerce and other interactive services, including display ads and google marketing integration.

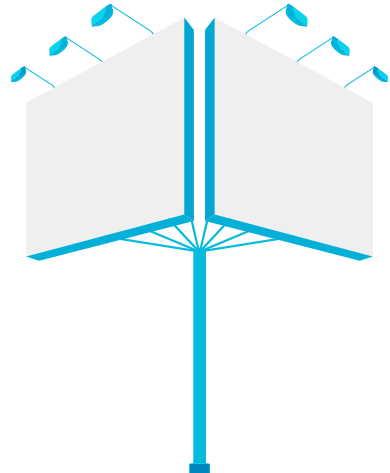
[click to view more>>](#)



Website & App



Search Engine Optimization (SEO)



Display Ads



E-commerce

CASE STUDIES



<<click logo to link to client case study>>

TESTIMONIALS

Clients say we are awesome!



Ministry of Foreign Affairs and
New Growth Industries, BELIZE

"THEIR ATTENTION TO DETAIL AND PROFESSIONALISM ALLOWED US TO EXPAND OUR OUTREACH AND BOOST OUR PUBLIC ENGAGEMENT WELL BEYOND 100%."



Get Safe Online, UK

"THEIR CAMPAIGNS HAVE BEEN CREATIVE, ENGAGING AND DELIVERED WITH A HUMANISED TOUCH WHICH IS SO IMPORTANT FOR WHAT COULD OTHERWISE BE A DRY TOPIC. A TOP TEAM."



Organization of American States, USA

"ODEM CREATIVE GOES ABOVE AND BEYOND THEIR DUTIES TO SOLVE ISSUES, MAINTAIN CLIENT SATISFACTION AND ASSURE FULL COMPLETION OF TASKS."

AWARDS

We've won industry awards



**4 GOLD
ANGEL AWARDS**

FOR EXCELLENCE IN PUBLIC
SERVICE ADVERTISING



**3 SILVER ADDY
AWARDS**

FOR OUR WORK IN BRANDING
AND LOGO DESIGN



GET IN TOUCH

We aim to use our services to influence our local community and the world. We don't just seek clients; we strategically pitch for partners. What's your marketing strategy for the greater good? Contact us - our team is looking forward to partnering with you to enhance your brand!

ODEM CREATIVE MEDIA LIMITED

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@odemcreativemedia