How Badly Do You Want to Elevate Your Grind?



Curiosity

is the foundation that drives progress and innovation in our industry.

Transform & Rethink

The time has come to rethink our integrated marketing communications approach. Old models no longer suffice to handle the increasing complexity of today's world.

ROMMEL JASI
Chairman,
Uganda Advertising Association

To win the attention of consumers today,

Brands need to move faster & be more creative

BEATRICE NJIRAINI
Regional Director,
East Africa Eskimi

Relevance is Critical

Work must be meaningful not just to the brand but to its consumers. It must speak to the audience in a way that resonates, no matter the medium.

Quality is Key

The time has come to rethink our integrated marketing communications approach.
Old models no longer suffice to handle the increasing complexity of today's world.

PREETESH SEWRAJ
CEO
The Loeries Awards

Media Must Adapt Fast

Attention spans are shrinking to mere seconds, which means traditional long-form content, like newspaper articles, can no longer hold the audience's attention.

The Shift to Mobile & On-The-Go

Content delivery is essential to keeping up with changing consumer habits.

KIN KARIISA,
Group CEO
Next Media

2026 Playbook

Curiosity over Comfort: Question every "proven" method you have.

Speed over Perfection: Move faster to win the attention economy.

Relevance over Noise: If it doesn’t speak to the consumer’s current reality, don't post it.



RHODA MUSIIMA
FOUNDER
Phos Creatives