



Digital Advertising Solutions

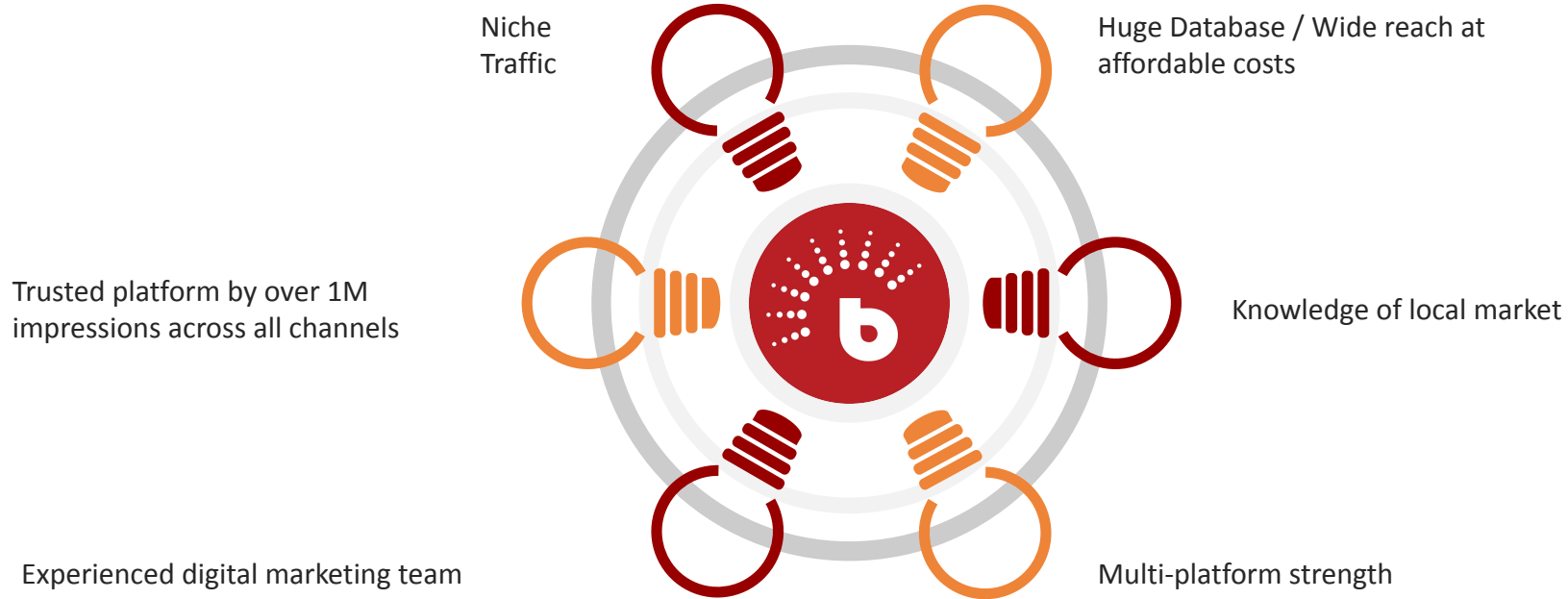
**Brand visibility & lead
generation tailored for you!**

**An inspired solution for
today's challenges**

Contents

1. Intro
2. Our Channels
3. Our Story
4. Client Engagements (Success Stories)
5. Rate Card + Appendix

Let's help you grow! Why BrighterMonday



Talent Attraction Through Digital Recruitment Campaigns



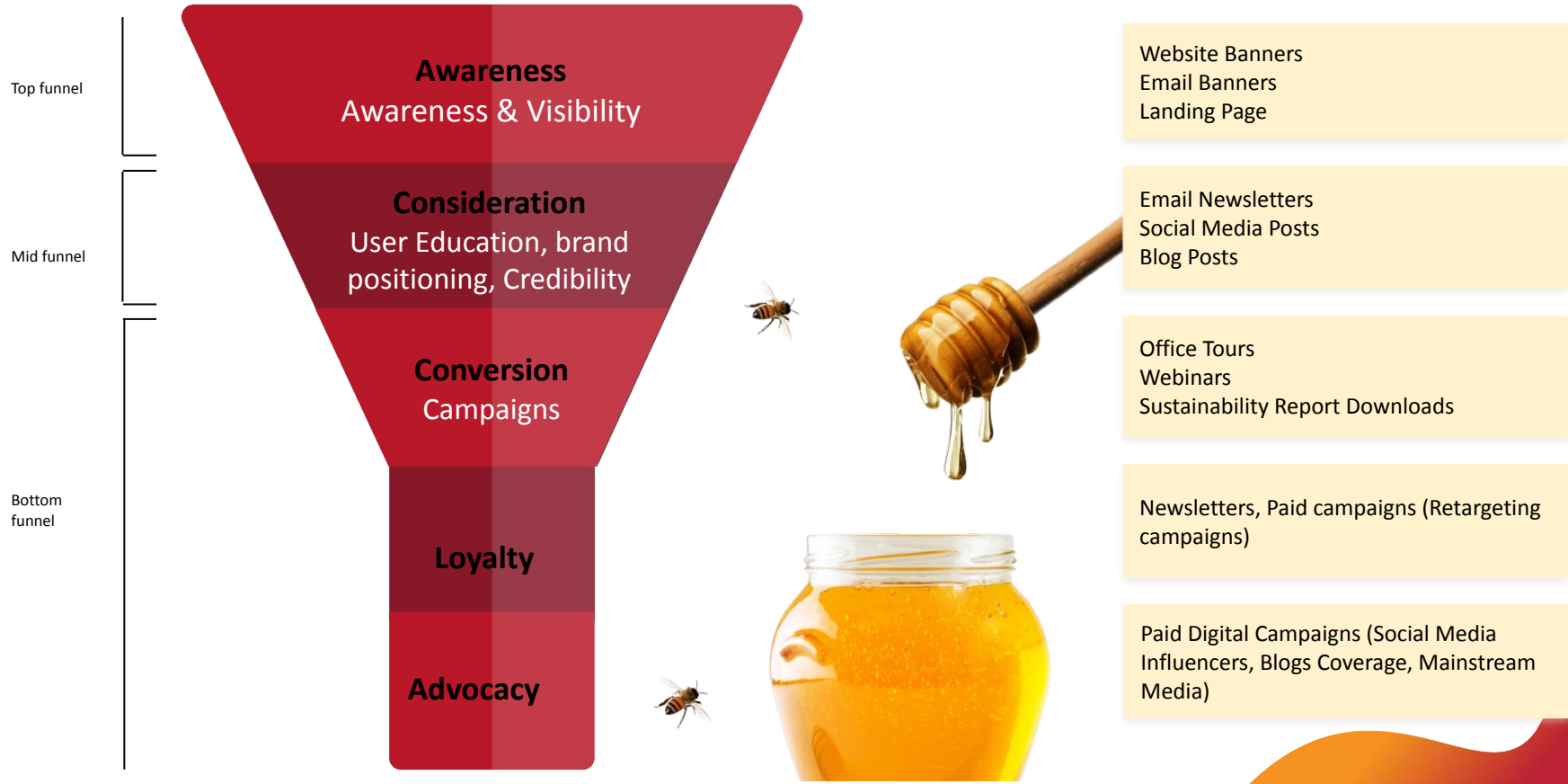
Typical Campaign Objectives



- Employer Branding
- Quality Candidate Applications
- Talent Database Pipelining
- Lead Generation for Services



Attracting the right audience



Organic Channels



Employer Pages



Ad Type
Employer Pages



Objective
User Education
Lead Capture



Placement
BrighterMonday Website

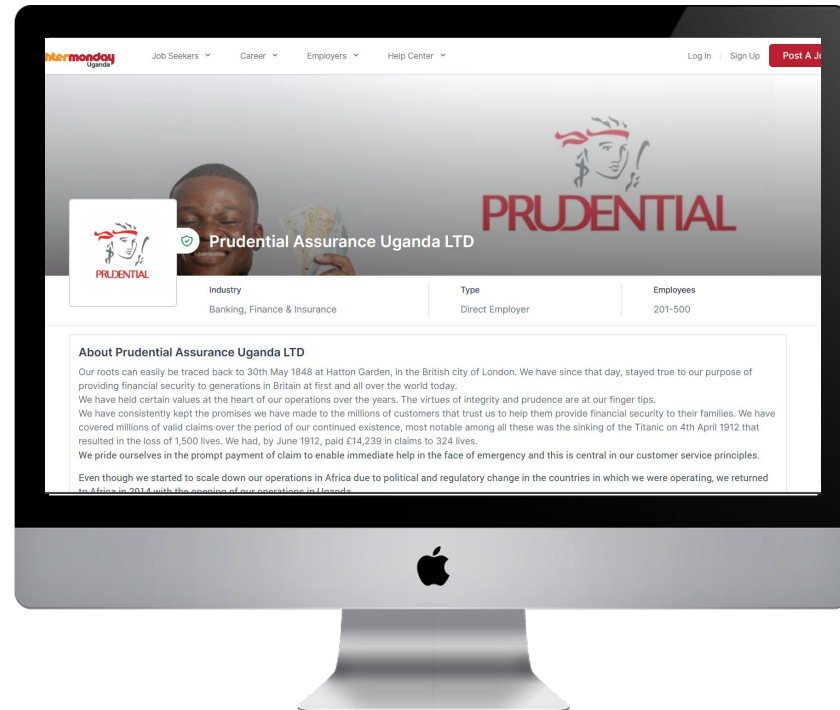


How does it work?
This is a website page developed specifically for employer branding and talent pipeline building. BrighterMonday develops the page in consultation with the client and customises it as per the client's requirements.



Why is it ideal for you?

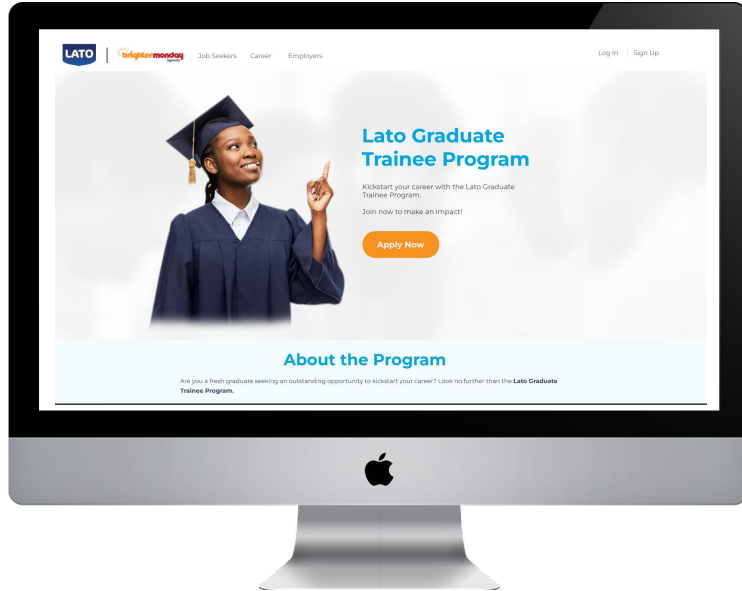
- Ideal for advertisements a Brand's job and building talent pipeline
- Great for showcasing a company's culture
- Great for publicity/ latest news and developments



Our platform sessions: 120k monthly sessions
Page development time : 1 week

[View Employer Pages](#)

Campaign Landing Pages



Development cost : Ugx. 5 million (one-off cost)

Domain & hosting: Ugx. 150,000 per month*

[View Page](#)



Definition
Landing Page



Objectives
User Education
Lead capture



Placement
BrighterMonday Website



How does it work?

This is a website page that the target audience is redirected to and has a form for collecting leads. BrighterMonday creates the landing page dedicated to your brand and hosts it on the BrighterMonday Website. Your target audience is mobilised to the landing page where they are educated more about your campaign and leads collected



Why is it ideal for you?

- Idea for user education since all info is one place
- Provides the a central platform for leads collection
- Brings in an element of brand credibility since it is hosted on BM site



Banner Ads



Ad Type
Banner Ads



Objective
Brand Visibility



Placement
BrighterMonday Website



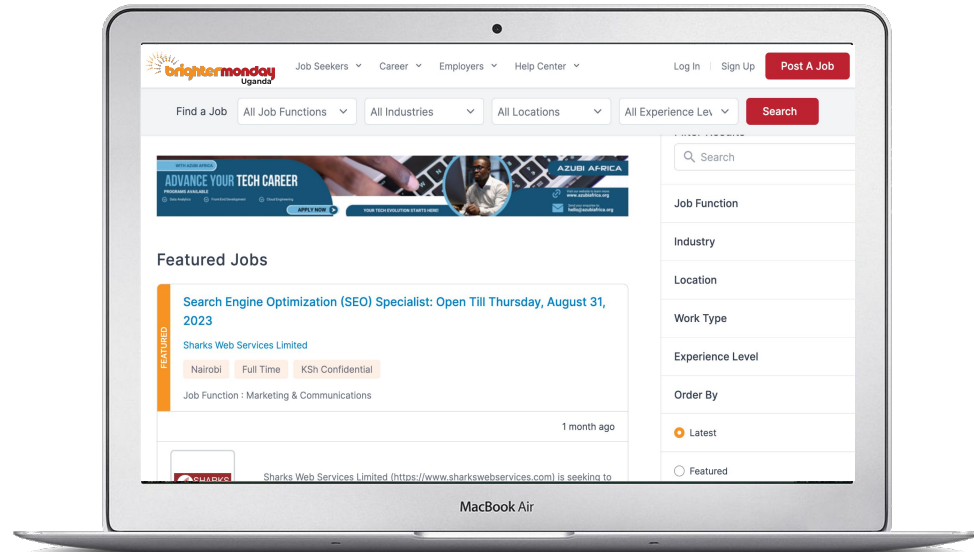
How does it work?

These are advertisement banners of various sizes which are strategically placed on different locations of our website. BrighterMonday uploads your banners/ ad creatives on your choice Advertising banner slots which are on the BrighterMonday Website. Once clicked, a user will be redirected to your preferred landing page



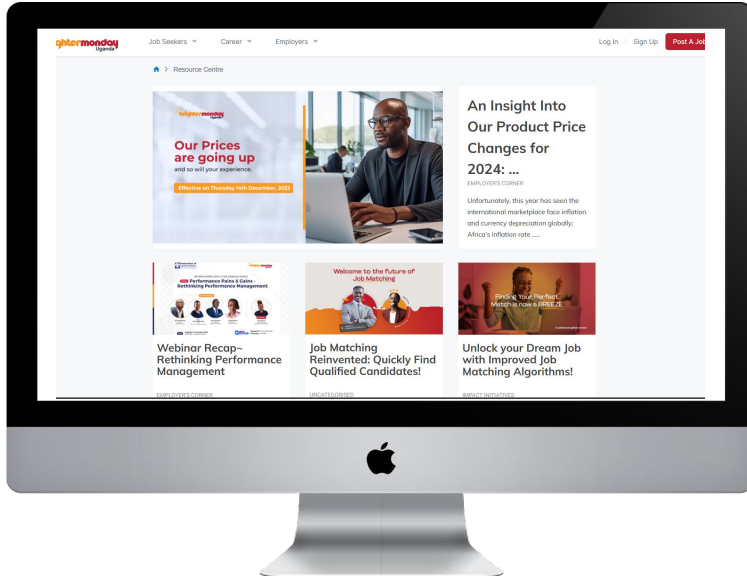
Why is this ideal for you

- Has a very wide reach,
- Great for visibility and top of mind awareness
- The most affordable in terms of reach



Our platform Sessions: 120k monthly sessions
Banner ads impressions: 50,000 -250,000 views per month based on location of the banners ad

Customised Blog Posts



Our platform sessions : 120k monthly sessions
Avg. blog posts impressions: 12,000 per month



Ad Type
Blog post



Placement
BrighterMonday Website



How does it work?

This is literal content that allows for client's brand placement, mostly with emphasis on giving more details around the client campaigns. Depending on client's preference, BrighterMonday or the client comes up with content that is to be uploaded. The client will provide the content angle.



Why is it ideal for you?

- Ideal for user education since a lot of content can be packed in a post.
- Has the benefit of appearing on Google Search, making it much easier for the content to be found organically in future.

Social Media Posts



Ad Type

Social Media Post



Placement

LinkedIn, Facebook & Twitter



How does it work?

This is a normal social media post on BrighterMonday social media pages, curated to the client's liking. The prime slot is a pinned post, basically meaning that the post remain static even when the user scrolls down.

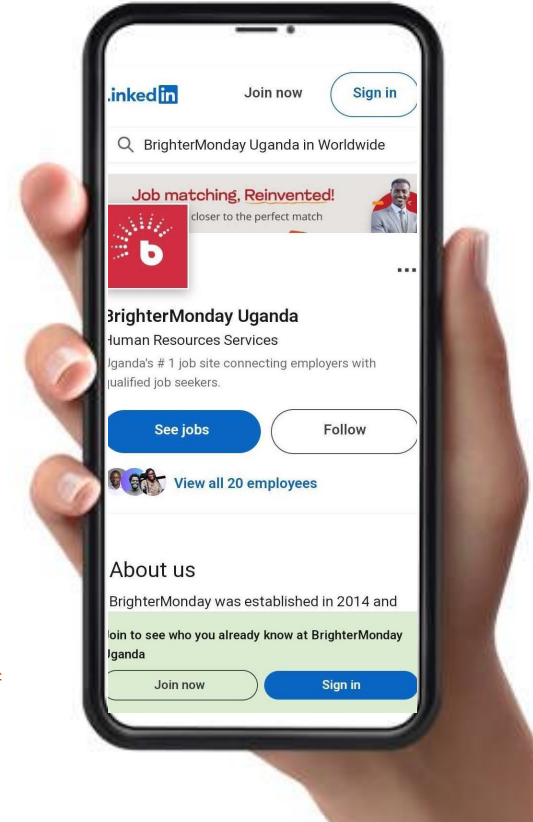
BrighterMonday comes up with the copy or the client comes up with the copy to be posted. The Content calendar is then agreed upon before posting.

Formats vary from static posts to videos

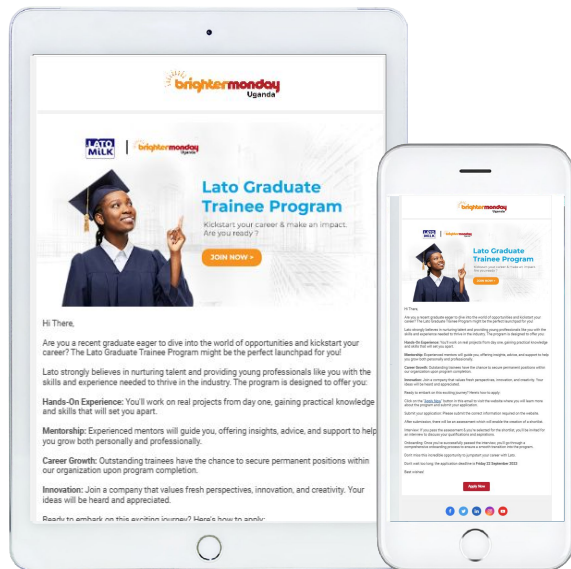


Why is this ideal for you?

- Has the ability for user engagement unlike other platforms.
- Ideal for user education since a lot of content can be packed in a post.
- Very expressive since you can post different content types e.g. videos etc.



Email Ads



Email subscribers : Seekers - 250,000+
Employers - 13,000+



Ad Type
Email



Placements
Email



Objective
User education
Lead generation
Database building



How does it work?

BrighterMonday creates a compelling email template with exemplary visuals and great AD copy and content as per client's preference e.g. for purposes of user education or lead collection through a lead gen form, which is sent to BrighterMonday user database.



Why is this ideal for you

- Personalised content
- Great for user education
- Ideal channel in terms lead collection
- Most ideal for database creation



Webinars



Ad Type

Webinar



Placements

Webinar channels



Objectives

Collections



How does it work?

A webinar is an online version of a seminar or any other interactive session online discussion. BrighterMonday uses its online mobilisation prowess to bring together a target audience that has high chances of converting for the clients product/ service.



Why is this ideal for you?

- Works very well with a captive audience
- Allows for a great deal of interaction
- Allows for product demos
- Collects warm leads



Federation of Uganda Employers
The Voice of Employers

brightermonday
Uganda

HR UNPLUGGED: EMPLOYER WEBINAR SERIES

THEME: Job Market Outlook: Trends & Shifts to Anticipate in 2024 & Beyond

Guest Speakers

Ritah Mutesi Kabayiza
Executive Director
Willis Towers Watson

Paul Rumanda Rugambwa
Head Human Resources
Infectious Diseases Institute (IDI)

Pius Ngoga
Moderator
Head of Sales & Partnerships
BrighterMonday Uganda

Date: Tuesday, 28 November 2023
10:30 AM – 11:30 AM (EAT)

Zoom

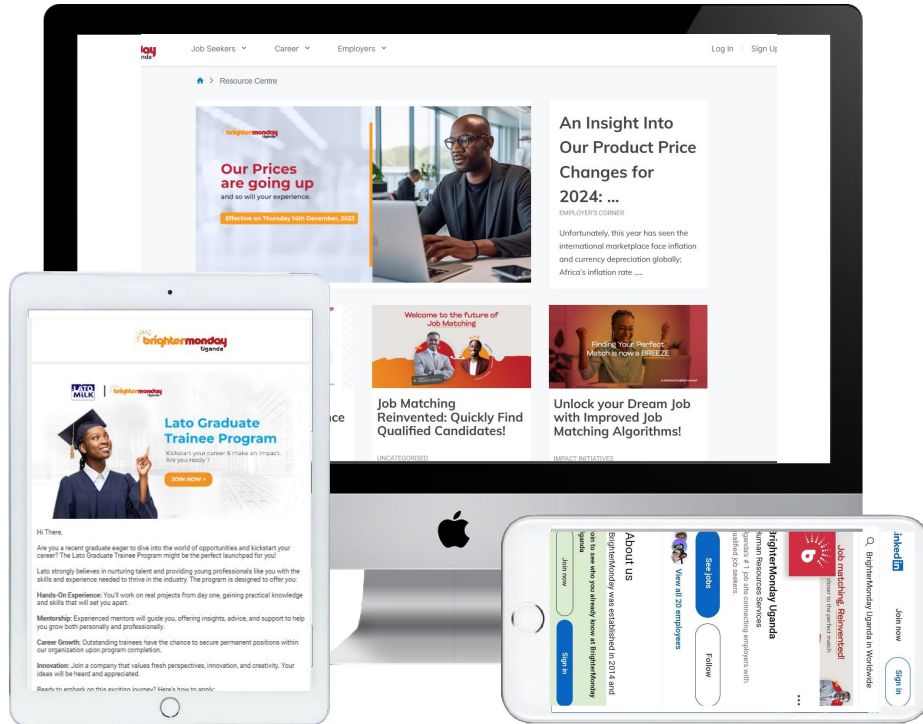
Webinar ID: 868 2197 6357
Passcode: 664836

Reach - Depends on budget
Cost - Flexible

Paid Channels



Paid Channels - Intro



Definition

Paid Channels are channels that BrighterMonday has to pay a fee for wider reach e.g. Sponsored Posts on Social Media as well as Display Banner Ads on other key/ target websites e.g. The Standard, The Star, Nation Media etc.

How does it work?

BrighterMonday team manages the placement of ads on other websites as well as the sponsoring the ads on Social for a much wider reach.

Why is it ideal for you?

- This is great for clients who need a much wider reach outside of BrighterMonday's organic reach.
- Unlocks more features such as deeper analytics and better targeting.
- Allows client to leverage on BrighterMonday's digital team expertise and partnership network on the above e.g. Google team Partnership and Account Management.

Google Ads - Search Campaigns



Ad Type

Google Search



Objective

Job Application



Placement

Google Search Result Page



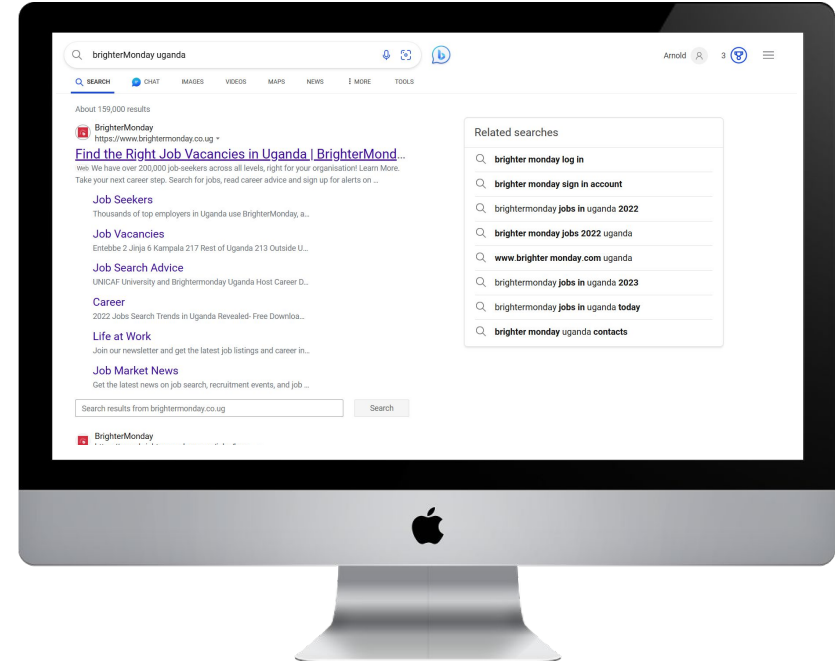
How does it work?

BrighterMonday bids for paid space on the Google search result page behalf of the client so that the clients' adverts appears on the first page of Google whenever a prospect does a search related to the client's campaign goals.



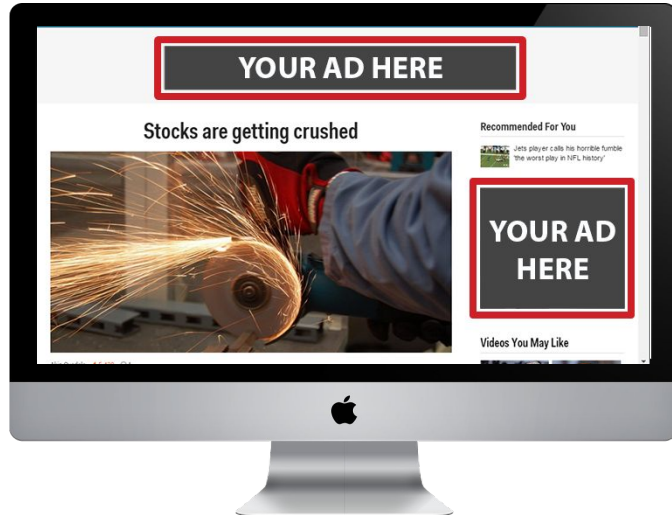
Why is it ideal for you?

- It attracts the hottest leads, people who are actively searching.



Reach - Depends on budget
Cost - Flexible

Google Ads - Display Campaigns



Reach - Depends on budget
Cost - Flexible



Ad Type
Google Display



Objective
Increase Website Traffic
Brand Visibility
App promotion



Placement
Google Search Site & Partner sites



How does it work?
Typically image-based and are shown on web pages within the Google Display Network. We can target certain contextual sites based on your preferred audience.



Why is it ideal for you?

- Relatively affordable
- You control who sees it
- Has the widest reach

LinkedIn Paid Ads



Ad Type

LinkedIn Paid Ads



Objective

Top of mind awareness
Lead generation



How does it work?

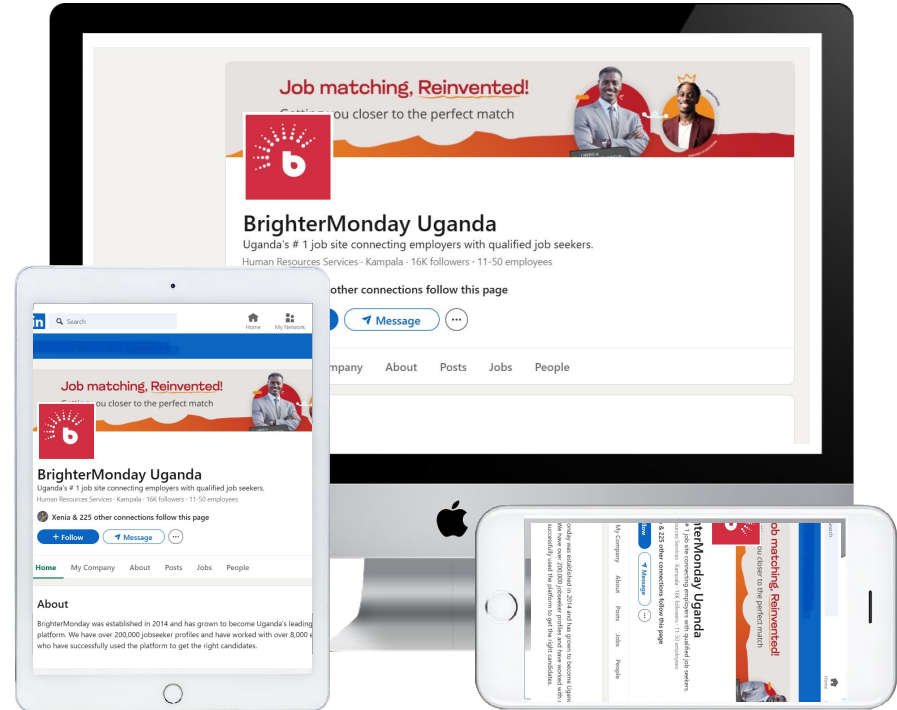
BrighterMonday executes paid ad campaign on its LinkedIn Ad accounts on behalf of the client. The various formats include:

- Boosted Posts
- Promotional Ads (Videos, Carousel, Post etc)
- Lead gen ads (forms)
- Inmail - Straight to people's LinkedIn's Inbox

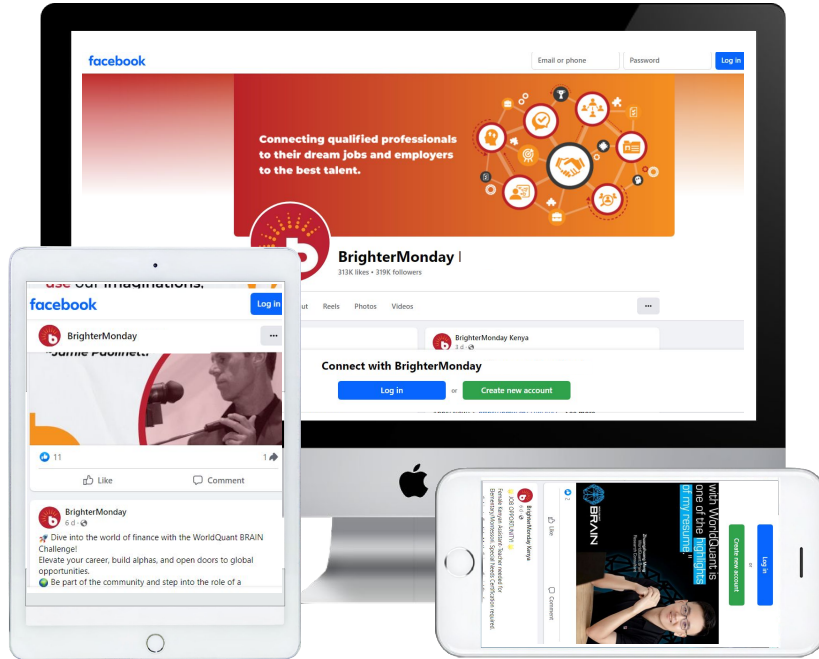


Why is this ideal for you

- Target specific and personalized
- Wider reach
- Helpful analytics
- Ideal for lead generation



Facebook Paid Ads



Ad Type

Facebook Paid Ads



Objective

Top of mind awareness
Lead generation



How does it work?

BrighterMonday executes paid ad campaign on its Facebook Ad accounts on behalf of the client. The various formats include:

- Boosted Posts
- Promotional Ads (Videos, Carousel, Post etc)
- Lead gen ads (forms)



Why is this ideal for you

- Target specific and personalisable
- Wider reach
- Helpful analytics
- Ideal for lead generation

Our Story in Numbers



Email

260K Email subscribers



Web Advertising

120k sessions per month



Social Media Ads

110K Followers on Social Media



Web & Mobile Display

Over 600k banner ad views per month

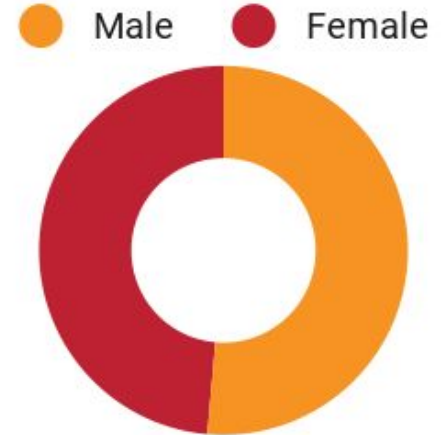
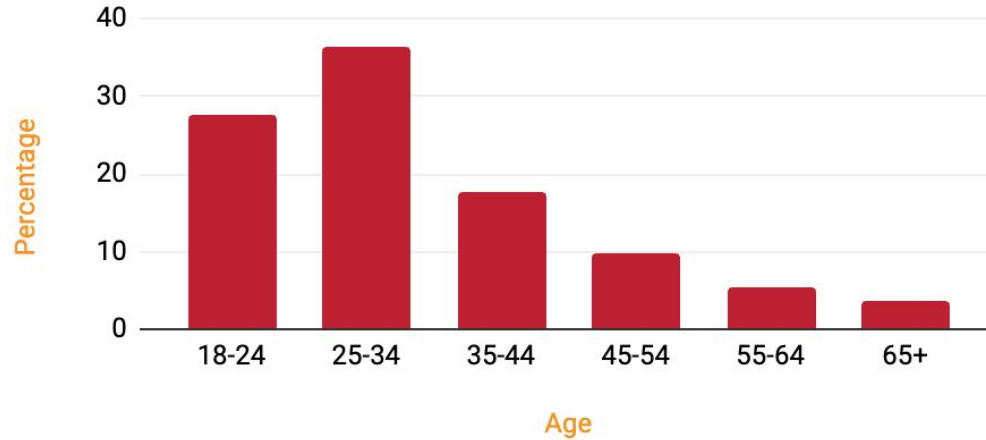


Sponsored Blogs

5K readers per month



Users by Age & Gender



Happy Client - ZEBS

Client

Zebs

Goal

- BrighterMonday hosted a LinkedIn Live event for Zurich Elite Business School (ZEBS). BrighterMonday advertised the Event to attract applications from seekers with (10 - 30) work experience.
- Get 100 attendees to the live event & generate 70 leads.

Objective

- Lead generation
- Awareness creation

Target audience

- Jobseekers with 10-30 years of experience

Channels

- Organic Social Media
- Organic LinkedIn posts
- Paid LinkedIn posts

Time frame

- Weeks

Results

- 123 live attendees
- 213 leads

brightermonday | **ZEBS**
Zurich Elite Business School

Secure your spot as a global business Leader with a World-Class MBA

From **Zurich Elite Business School**

Adonis Emmanouil Fragkakis
Co-Founder & President
ZEBS Angel Investor & Entrepreneur

Dr. Phiona Namanya
Executive Director Allys East Africa Limited & Founder World Of Design Free Skilling Camp For Nakivale Refugee Settlement

DATE Dec 7th 2022 | **TIME** 11.00 AM | **VENUE** LinkedIn BrighterMonday Kenya

[REGISTER HERE](#)

*Limited slots (10) available for partial scholarship - up to 90% off the tuition fees!

Jobberman | **brightermonday** | **ZEBS** | **Switzerland**

Zurich Elite Business School

Premium ONLINE MBA + 90% discounted tuition fee.

Secure your spot!

Adonis-Emmanouil Fragkakis, Prof.-Ing. MBE
Co-Founder & President ZEBS

Join the conversation | Wednesday, Feb 15, 2023 | 12pm | LinkedIn | Jobberman Nigeria

[Register NOW](#)

*Limited slots (10) available for partial scholarship - up to 90% off the tuition fees!

Happy Client - Lato Milk/Pearl Dairy

Client

Lato Milk

Goal

- To attract applicants for the 2023 Graduate Trainee Program for the Engineering, Quality, Apiculture, IT, HR, Legal, Sales, Finance, Supply Chain, and Strategy roles available at Lato Milk

Objective

- Lead generation
- Awareness creation

Target audience

- 21 - 25 yrs old jobseekers with a bachelor's degree with a minimum of second-class honors or its equivalent and graduated between 2021 & 2023.

Channels

- Email Commercial Shots
- Organic & Paid Social posts
- Dedicated Campaign Landing Page

Time frame

- 3 Weeks

Results

- 2,206 leads / applications
- 2,206 assessments issued for shortlisting process on behalf of client
- 338 shortlisted candidates on behalf of client



The advertisement features a central image of a smiling female graduate in a black cap and gown, holding a rolled-up diploma. Above her is a splash of white milk with a can of Lato Milk inside it. The background is a light grey with faint silhouettes of university buildings.

Lato Graduate Trainee Program 2023

Are you a recent graduate, aged 21-25, hungry for a chance to thrive? Join us at Lato and unleash your potential!

Requirements:

- Bachelor's degree with a minimum of second-class Honors or its equivalent.
- Graduated between 2021 & 2023.

Explore Your Path in:

IT, HR, Sales, Legal, Finance, Supply Chain, Strategy, Engineering, Quality, or Dairy Technology.

Deadline: Friday 22 September 2023

[Apply Now!](#)

 | 

Rate Card 2023/24

Campaign Channels & Rates

Digital campaign on organic /owned channels

Employer Pages	Campaign Landing Page	Banner Ads	Custom Blogs	Social Media Posts	Email campaign	Webinars	WhatsApp campaign
Ugx. 500,000 per employer page	Ugx. 6,800,000 (min. cost)	<i>*Refer to appendix for pricing</i>	Ugx. 450,000 per blog post	Ugx. 250,000 per post per channel / Pinned post: Ugx. 300,000 per pinned post (select channels only)	<i>*Refer to appendix for pricing</i>	Ugx. 1,400,000 per webinar	Ugx. 200 per WhatsApp message (min. 2,500 contacts)

Digital campaign on paid channels

SMS campaign	Search Ad Campaign	Display Ad Campaign	Paid Social Media Campaign
<i>Dependant on client budget & campaign objectives*</i>	<i>Dependant on client budget & campaign objectives*</i>	<i>Dependant on client budget & campaign objectives*</i>	<i>Dependant on client budget & campaign objectives*</i>

Event & activation campaigns

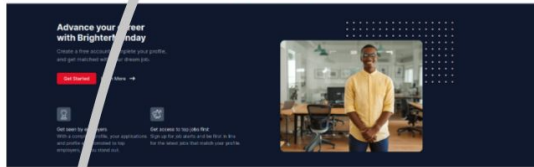
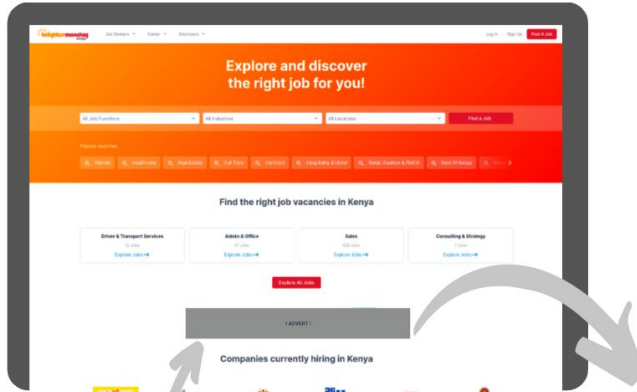
Base rate: **Ugx. 3,450,000 (VAT exclusive)**. Final rate depends on event / activation scope.

Refer to Appendix for more



Appendix

HOMEPAGE BANNER COSTS (Desktop)



728 x 90 BANNER

Two Leaderboard Banners
(Homepage)

Top Banner
(728x90px)

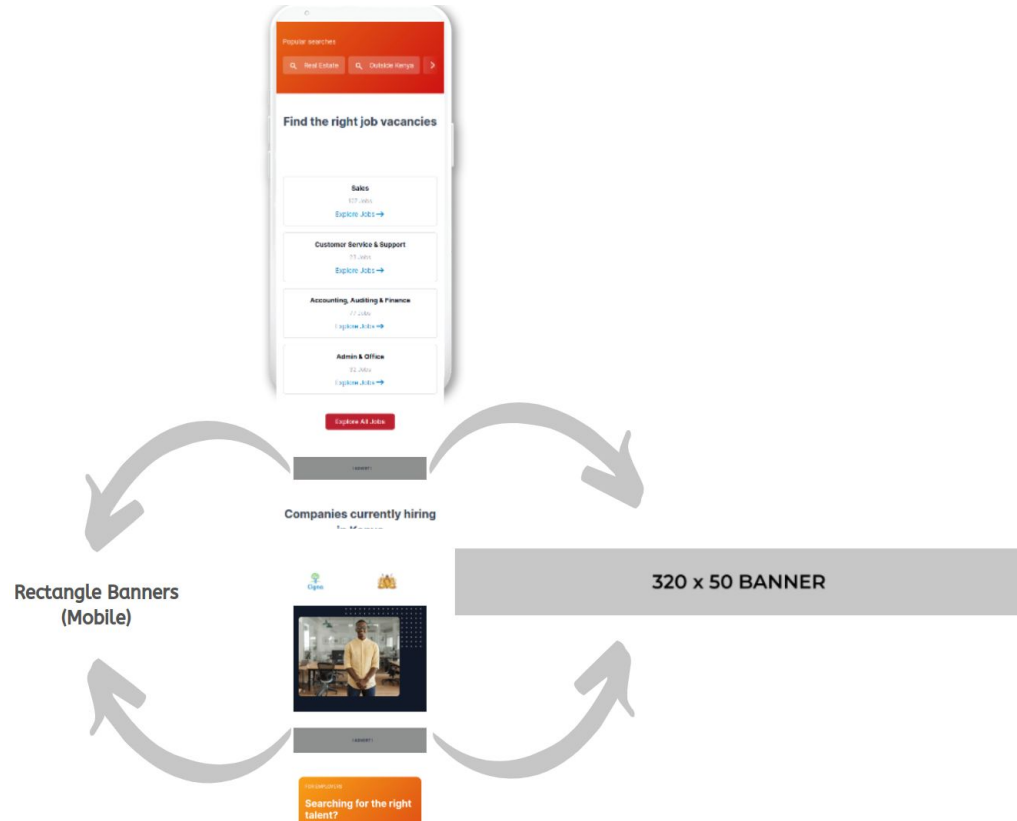
Ugx. 800,000 per
Month

Bottom Banner
(728x90px)

Ugx. 400,000 per
Month

★ There are two banner slots available on the homepage.

HOMEPAGE BANNER COSTS (Mobile)



Top Mobile Rectangle (320x50px)	Ugx. 1,400,000 per Month per slot
Bottom Mobile Rectangle (320x50px)	Ugx. 400,000 per Month per slot

★ There are two banner slots available on the mobile homepage.

SEARCH PAGE BANNER COSTS (Desktop)

Top Banner

728 x 90 BANNER

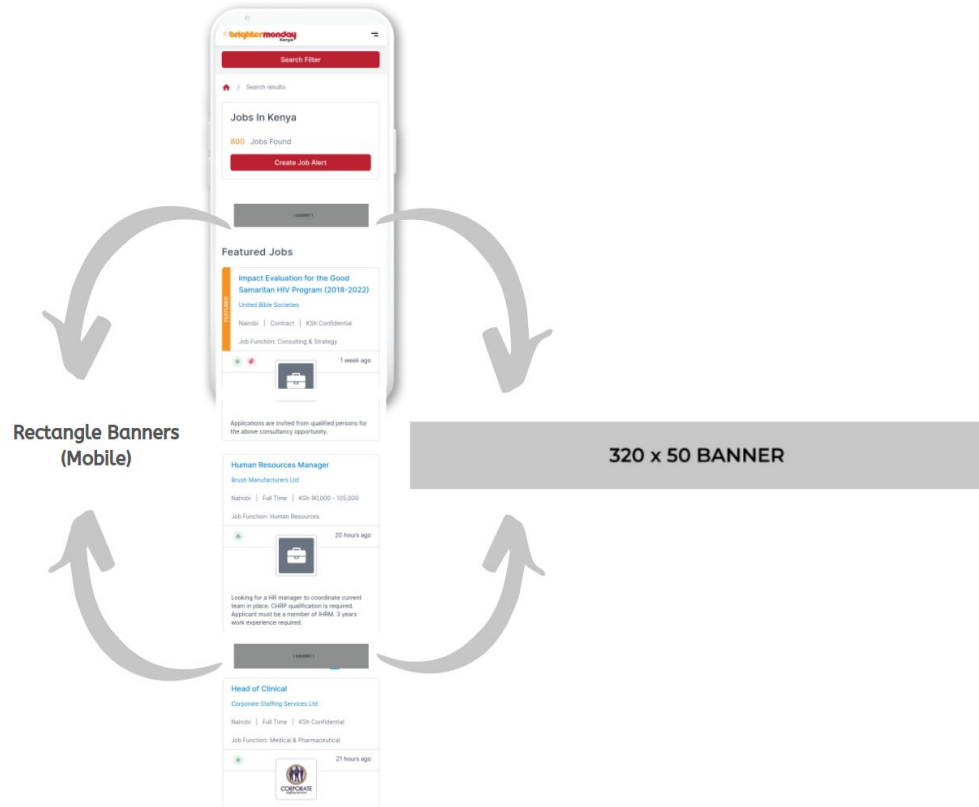
Mid Banner

300 X 250 BANNER

Medium Square Banner

Top Package (728x90px)	Ugx. 800,000 per Month
Mid - Search Results (728x90px)	Ugx. 750,000 per Month
Medium - Sider Rectangle (300x250px)	Ugx. 400,000 per Month

SEARCH PAGE BANNER COSTS (Mobile)

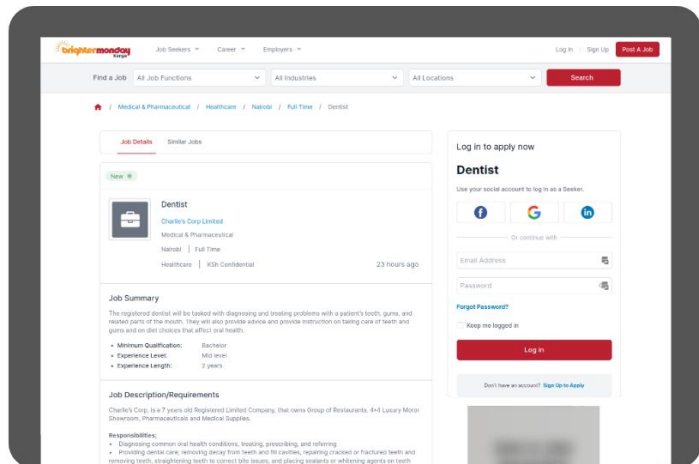


Mobile
Rectangle
(320x50px)

Ugx. 1,600,000
per Month

- ★ There is one banner slot available on the mobile search page.

LISTINGS PAGE (Desktop)



Medium
Rectangle
(300x250px)

Ugx. 400,000
per Month

★ There is one banner slot available on the desktop
listing page.

**300 X 250
BANNER**

**Medium Square
Banner**

LISTINGS PAGE (Mobile)



Rectangle Banners
(Mobile)

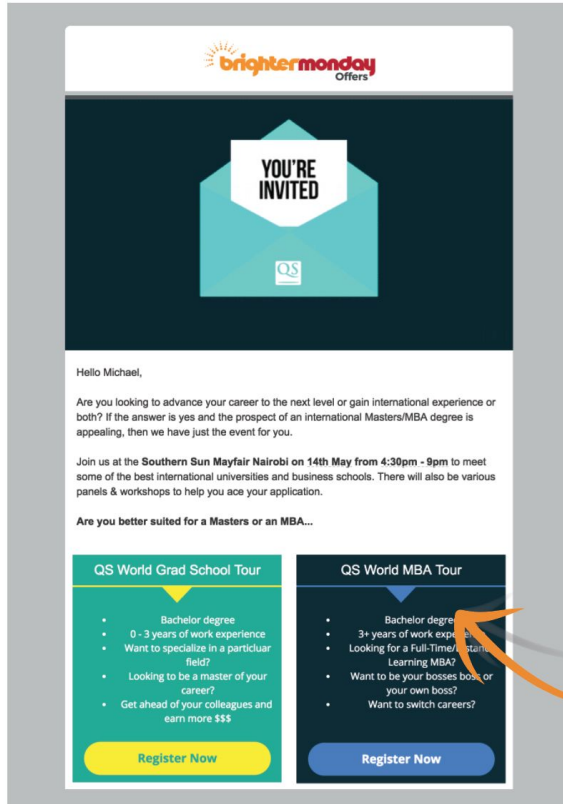
320 x 50 BANNER

Mobile
Rectangle
(320x50px)

Ugx. 400,000
per Month

★ There is one banner slot available on the mobile listing page.

DEDICATED EMAIL BLAST COSTS



Dedicated
Communication

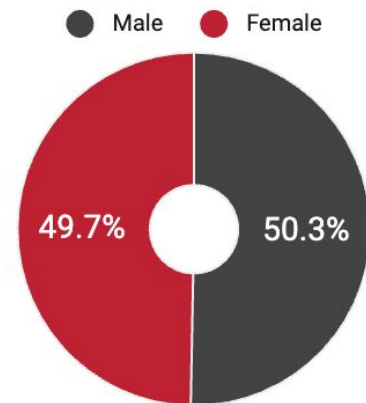
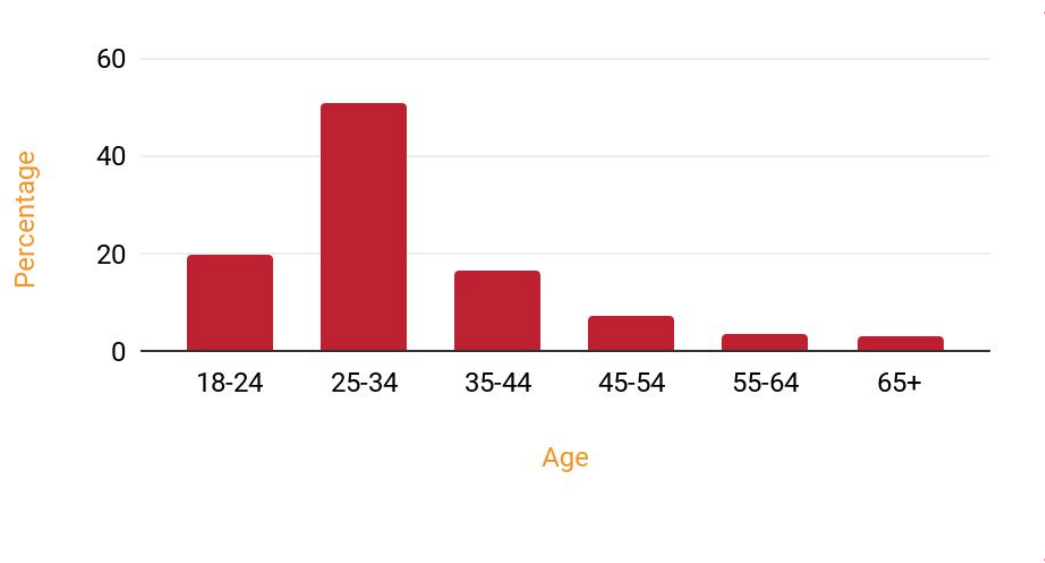
Cost

Ugx. 1,080,000
per Mail

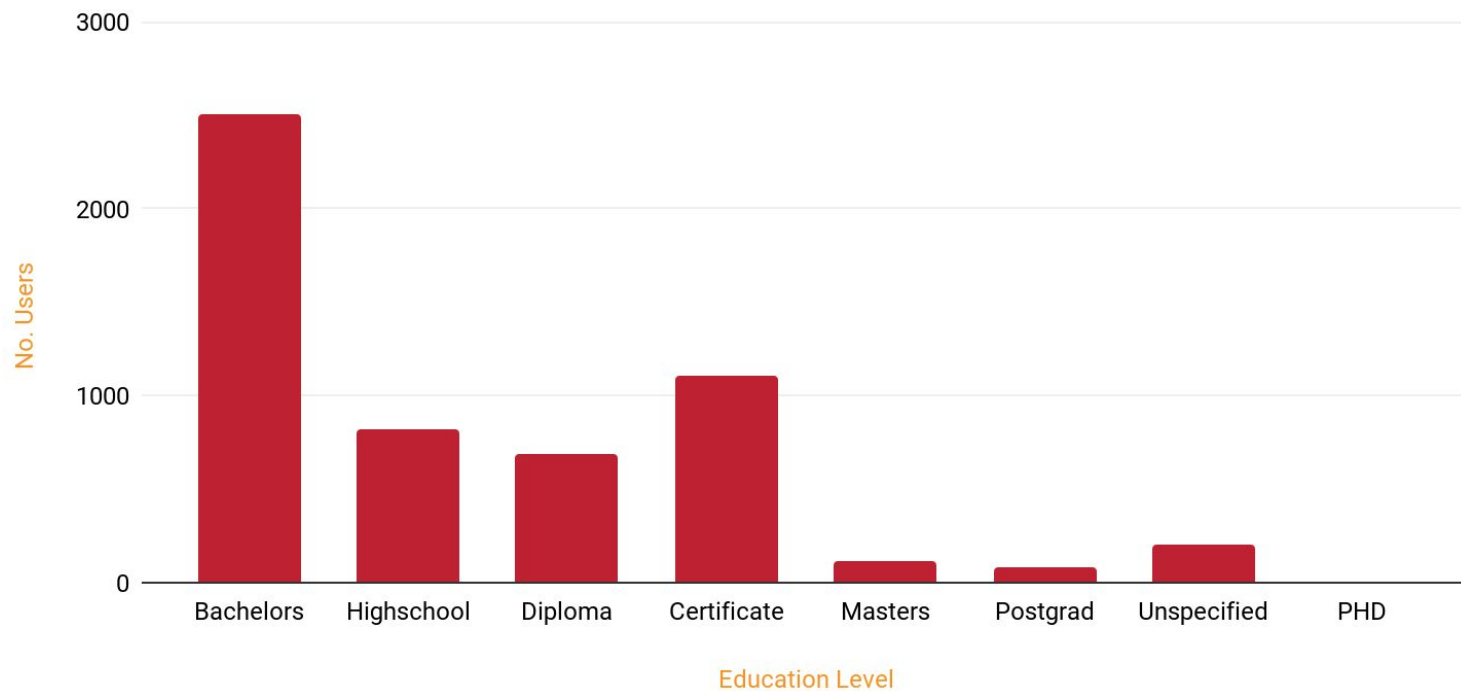
★ Dedicated & customised email to our full database.

Maximum 2 per month.

SESSIONS - BY AGE & GENDER

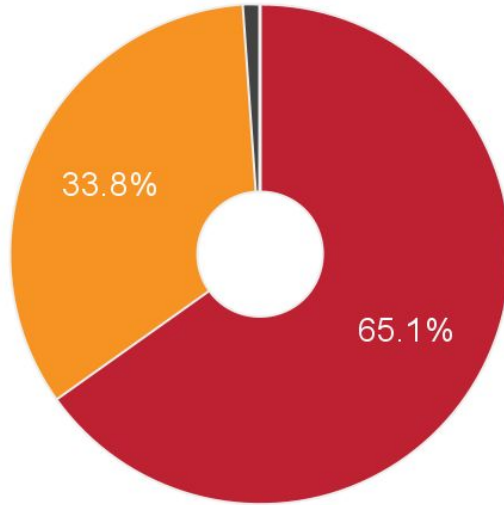


EDUCATION LEVEL

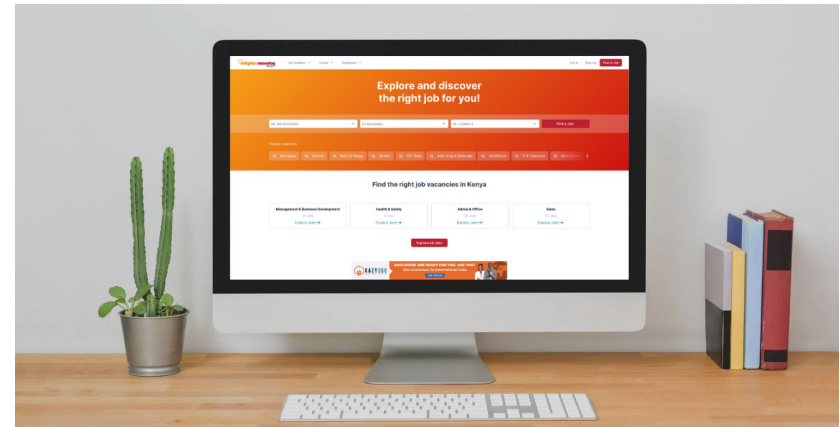


DEVICE USAGE

● Mobile ● Desktops ● Tablet ● Smart TV



Device Category	Session
Mobile	892K
Desktop	464K
Tablet	15k
Smart TV	0.2K



TOP CONSUMED CONTENT



About: **BrighterMonday Uganda**

BrighterMonday Uganda was established in 2014 and has grown to become Uganda's leading recruitment and HR services platform. We have numerous candidates and employers, successfully using the platform to get access to the right opportunities.

At BrighterMonday Uganda, we fully understand the Ugandan market and have developed a portfolio of relevant and value-adding products that make recruitment simple, quick and effective. We ensure that we find the perfect match for our users.

In 2022, the BrighterMonday platform registered more than 685k users and recorded more than 2 million sessions with almost 7 million page views / impressions.

In the same year, the platform was the third most popular destination for job searches in Uganda according to search data from Google with over 133k searches.



[Website Here](#)

Key Insights



Employer

Market

Engagement

Since being established, BrighterMonday has grown rapidly. It grew by over almost 1k new employers in the first half of 2023 alone.



Popular

Job

Platform

BrighterMonday enjoys consistent platform performance across its channels including email, website, social media & push notifications.



Access

to

Market

Insights

BrighterMonday's database and insights have been key in leveraging its resources to partner with brands that seek to unlock new markets.

Snapshot!



Quick insights into our services
& parent company across Africa.

Our Services



DIGITAL
RECRUITMENT &
ADVERTISING



HYBRID
RECRUITMENT



MANPOWER
OUTSOURCING



PARTNERSHIPS



Pan African Reach & Impact

The African
Talent Company



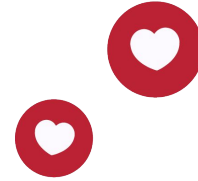
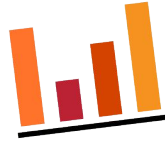
We are a group of pan-African businesses working together to solve the talent gap in Africa with unique, home-grown solutions.

We operate fully-fledged career development and recruitment solution companies in **Ghana & Nigeria, under the Jobberman brand, and in Kenya & Uganda, under the BrighterMonday brand.**

The African Talent Company is a trade grouping of ROAM's JOBS brands.

ROAM is a Joint Venture between Switzerland's largest international media company, Ringier, and SEEK, a global leader in career marketplaces which is listed on the Australian stock exchange.

[Website Here](#)



Thank You





If you would like to partner
with us on our mission,
you can reach us at:



Info@brightermonday.co.ug



www.brightermonday.co.ug



BrighterMonday Uganda

To contact our brands:

UGANDA

+256 200 412 700

Plot 25A Baskerville Ave, Kampala

KENYA

+254 703 026 000

6th Floor, West End Towers, along
Waiyaki Way, Westlands, Nairobi.

GHANA

+233 (0) 542 904 650

Apex Square, First floor No. 6
Motorway, Extension Dzorwulu,
Accra

NIGERIA

+234 201 700 3855

+234 708 064 0600

Elephant House, 15th Floor, 214 Broad
Street, Marina, Lagos