






# CORPORATE PROFILE

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Bukky and her team have a wealth of real-world experience in Strategic Communications, Media Relations and Social and Corporate PR, working with a range of brands from global giants to start-ups that you just don't find at many agencies.

Her honest, no-nonsense approach is always refreshing, and I value her opinion.  
This partnership has been beneficial to Ceceyara Foundation, and we would recommend her services to anyone looking for a solid PR strategy that makes an impact.

**Mrs. Bola Tinubu**  
Cece Yara Foundation







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# WELCOME NOTE FROM THE CEO

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It is with great pleasure that I welcome you to Robert Taylor Media.

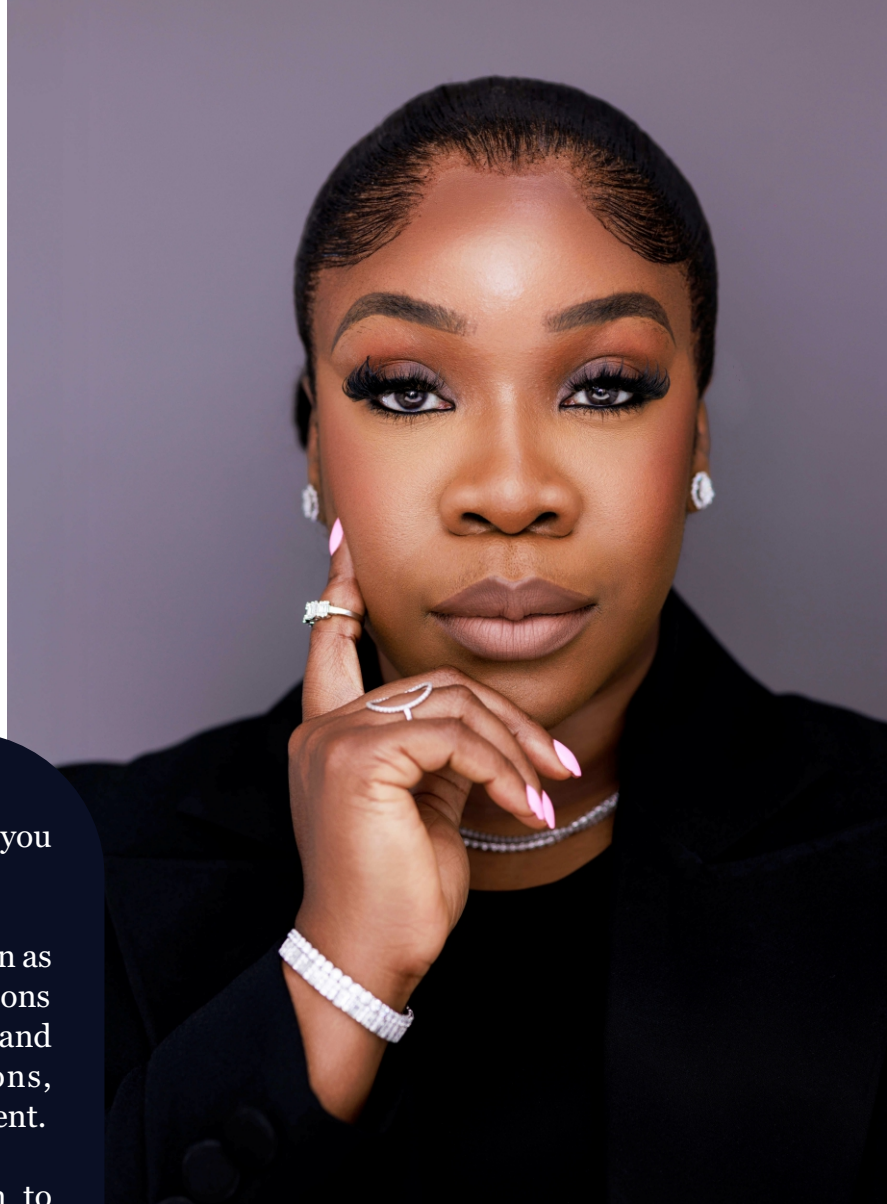
Over the years, we have built a reputation as Africa's leading creative communications agency, delivering strategic branding and innovative public relations solutions, serving top-tier clients across the continent.

Our work is driven by a clear vision to position brands for success by ensuring they are seen, respected, and remembered.

At Robert Taylor Media, we understand the power of perception and influence. With over 17 years of experience, we have worked with industry leaders and innovators, helping them see through the growing field of communication.

I want to thank our clients, partners, and dedicated team members whose trust and collaboration have contributed to our success. Your support fuels our drive to push boundaries, set new industry standards, and create meaningful connections that drive real impact.

Looking ahead, we remain committed to innovation and excellence.



We will continue strengthening our expertise, embracing emerging trends, and expanding our global reach, ensuring that our clients always receive world-class communication strategies.

We look forward to building stronger partnerships, shaping compelling narratives, and delivering results that make a difference. Together, we will continue to redefine the future of strategic communications.

**BUKKY GEORGE-TAYLOR**

CEO, Robert Taylor Media



# ABOUT US

*We Are Africa's Leading Strategic Communications  
Agency Transforming Brands Through  
Compelling Narratives*





In today's fast-moving media landscape, even the best stories can get lost in the noise. Brands like yours need more than just a message - you need a strategy that puts you ahead of the curve and connect deeply with your audience.

**Eighteen years ago, we saw a gap in the industry.**

Many brands, businesses, and high-profile individuals had compelling narratives but lacked the expertise to communicate them effectively.

The African PR and media landscape was dominated by outdated, one-way communication methods, boring press releases, generic media placements, and rigid publicity approaches that failed to engage modern audiences.

Then comes Robert Taylor Media... on a mission to helping forward-thinking individuals and organisations build, refine, and amplify their brand message.

As an organisation, we give your story the depth and spread it needs to stand out!

We help you take control of your narratives, amplify your brand positioning, while guiding you through the complexities of media engagement.

With our wide network of industry leaders, influencers, decision makers, and media professionals, we know how to move the needle for you when it matters most.

**Today, we are Africa's premier strategic and creative communications agency.**

We redefine brand storytelling, helping businesses gain influence, trust, and recognition on a local and global scale.

At Robert Taylor Media, we don't believe in generic, one-size-fits-all solutions.

Every brand has a unique voice, and we take the time to provide tailored solutions that cut through the noise and delivers tangible results.

Your story deserves to be told, and we tell it the right way.



# OUR GUIDING PHILOSOPHY

*Innovation. Integrity. Excellence.*

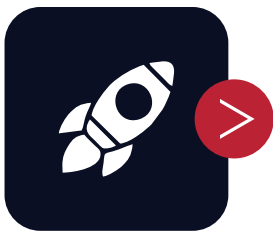




## VISION

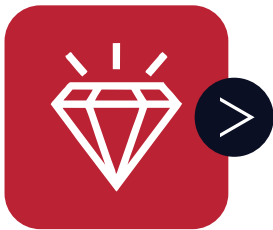
Above everything else, you want to be known...

To be the most trusted and innovative PR agency, transforming communications and setting new standards for excellence globally.



## MISSION

To empower industry leaders and brands through innovative PR strategies, building lasting relationships and delivering excellence with integrity and passion.



## CORE VALUES

At Robert Taylor Media, we strive to attain the highest ethical and professional standards in our business operations. Our core values include:

- **Integrity:** Fairness and honesty are our watchwords. We are committed to accountability, transparency, and building an environment where clients and partners can trust us.
- **Relationships:** At Robert Taylor Media, we value meaningful connections with stakeholders that drive success and create a supportive environment where mutual value flourishes.
- **Passion:** With passion, we fuel creativity and embrace challenges. We approach every project with an unwavering dedication to making our client's dreams come true.



- **Talents:** We are made up of highly competent and dedicated professionals passionate about the vision. We keep the flames burning through our commitment to client satisfaction.
- **Partnership/Strategic Counsel:** We pride ourselves in forging alliances and collaborative partnerships for long-term success for our clients and those we do business with.
- **Services:** Through a cohesive team and dynamic offerings, we create positive experiences for our unique clients. We only use our services to solve our clients' most pressing problems.
- **Technology:** Our cutting-edge approach to branding and PR is unparalleled. We are always ahead in the use of latest technologies to deliver fast and premium value to our clients.
- **Innovation:** We are creatives with vast minds and inquisitive hearts, constantly crafting novel ideas that help brands accelerate faster in an ever-evolving and saturated market.
- **Excellence:** If it isn't 100%, count us out. At RTM, we handle branding and communications with unmatched excellence, setting us apart from others in the industry.



# WHO WE SERVE

*Shaping Perceptions, Inspiring Influence,  
Telling Brand Stories*



Robert Taylor Media provides a menu of personalised and robust services to a broad spectrum of top-tier individuals, organisations, and government institutions. We serve:



**High Net-worth Individuals (HNIs):** We serve the elites of the society, those with a high sense of taste and class. We provide premium media support to C-Suite Executives, Celebrities, Royal Families, Diplomats, and VIPs.



**Startups:** Whether you are a First-time Business owner or an Aspiring Entrepreneur about to launch the next big thing, we deliver strategic storytelling and media engagement that drives rapid growth.



**Small and Medium-size Businesses:** We serve ambitious small and medium-sized businesses, from local brands to fast-growing enterprises, helping them establish a strong brand presence and attract investors.



**Large Corporations & Conglomerates:** For Multinational Brands, Industry Giants, and Corporate Boards, we craft high-impact strategies that help you maintain industry leadership and global influence.



**Non-Profit Organisations:** Our offerings span Local, National, and International NGOs across diverse focus areas. We provide excellent corporate communications support that amplifies your mission statement and attracts funding.



**Government:** We tailor our exclusive media services to Government Agencies, Policymakers, Regulatory Bodies, and Civic Authorities, fostering public engagement and refining perceptions.



**International Clients:** For Diplomats, Foreign Investors, and Global Brands seeking to expand to a new market, we bridge cultural and language barriers with strategic messaging that connects your brand to a diverse market.



# OUR SERVICES

*Connecting Your Brand to The World.*



At Robert Taylor Media, we provide customised communicationst services that elevate your brand, drive visibility, and spur growth.

Our services span across:



### 1. Strategy and Insight

Your brand's communication isn't just about what you say; it's about the strategy behind every message and the impact it creates.

At RTM, we don't just develop communication strategies; we craft data-driven, insight-led frameworks that align with your organisation's vision, mission, and objectives.

Whether it's engaging key stakeholders, reinforcing credibility, attracting new customers, or amplifying your reach, we help position your brand for optimal results.



### 2. Branding

Your brand is more than just a logo or a tagline. It is the perception you leave behind and the authority you command.

At RTM, we position brands for long-term influence, ensuring they stand out, earn trust, and leave a lasting impact.

From market entry to executive branding, our team crafts strategies that give your brand a unified voice across all platforms.

For C-suite executives, we refine your executive presence, shaping your narrative to establish you as a key person of influence in your industry.



### 3. Campaigns

For us, campaigns are more than just adverts. They are narratives that build momentum and drive action.

At Robert Taylor Media, we don't just run campaigns; we engineer movements that capture attention, spark conversations, and deliver measurable impact.

From product launches to reputation management, we design and execute campaigns that cut through the noise and resonate with the right audience. Visibility is not enough. Our approach guarantees engagement, credibility, and sustained influence across platforms.



#### 4. Executive Profiling

Your reputation isn't just what you say; it's what people say about you when you are not in the room.

At RTM, we craft executive profiles that don't just highlight achievements but position you as a trusted authority in your industry.

From media features to thought leadership strategies, we shape your narrative to ensure your expertise, values, and vision stand out.

It's not just about visibility; it's about influence. We refine your public image, aligning it with your professional goals and industry trends to create a lasting impact.



#### 5. Crisis Communications & Advisory

A brand reputation is not built overnight, but in today's fast-paced digital environment, where news spreads in seconds, how a brand responds to a crisis is crucial.

Where a sneeze can turn into a storm, we prepare you ahead by identifying risk factors, crafting tailored communication plans, training your representatives, and developing messages that are transparent, credible, and ideally in tune with your brand's values.

Our team equips brands with strategies that help navigate high-stakes situations with clarity, control, and credibility.



#### 6. Content Creation & Video

Our innovative team doesn't just create content; our compelling stories shape perception, build credibility, and spark engagement.

Through creative brand storytelling, we craft content that not only exists but commands attention and delivers results.

Every piece is carefully designed to align with your brand's voice, business goals, and the ever-evolving expectations of your audience.

From high-quality photography to immersive videography, we create content that doesn't just represent your brand but amplifies its essence.





## 7. Media Relations

A good story is like dropping a stone in water. It doesn't just sink; it creates ripples that spread everywhere.

For a brand to be noticed and trusted, it needs to be seen and heard in the right way.

Our Media Relations service connects you with the right audience, ensuring your stories are placed in influential publications and platforms around the world.

We also provide media training, oversee press engagements, organise media events, and track brands' media coverage, ensuring consistency in messaging and promoting strong relationships between brands and the media.



## 8. Digital Communications & Advisory

With the digital space being the primary avenue for brand engagement, a strong online presence is no longer optional but compulsory.

Our digital marketing strategies are designed to position your brand across various digital platforms, ensuring you attract and retain the right audience.

We ensure that you maintain a consistent, engaging, and authentic presence across your brand's social platforms.

From crafting compelling content to managing community interactions and responding to trends, your business can remain relevant and influential digitally.



## 9. Events Strategy & Advisory

Events are powerful tools for storytelling, engagement, and brand positioning.

At Robert Taylor Media, we design, manage, and execute high-impact events that leave lasting impressions on the audience.

Our product and brand launches are carefully curated experiences that introduce new products, services, or brand identities in a way that captivates audiences and generates buzz.

We handle everything from concept development, to press conferences, and post-event engagement, ensuring each launch is unforgettable.



## 10. Influencer Marketing

The marketing game has changed. Organisations are now utilising a new and effective approach to increasing their social media reach and attracting quality leads.

At Robert Taylor Media, we help you boost your conversion rates and attract visibility for your product or service through collaboration with popular influencers with increased brand exposure.

We do the job of finding the right influencer whose content align with your company's niche and has a good track record of success.

From reaching out to drafting strategies, we stay committed to accelerating your brand's growth.



## 11. Public Relations

Every brand is a story brand. You either shape public perception about you or risk being perceived wrongly.

At RTM, we help you stir the conversation through compelling narratives that pronounce who you are and what you do.

From crisis management to media relations, our talented team devise effective strategies that keep you at the forefront of your industry.



# OUR APPROACH

*You Bring The Briefs;  
We Create Successful Outcomes.*





When it comes to communication, data is critical.

At Robert Taylor Media, we employ an innovative **data-driven communication analytics** to improve brand visibility, engagement, and conversion.

To drive tangible results, we deploy research methods, such as A/B testing, web auditing, social media performance tracking, and audience segmentation.

These methods are employed based on our clients' project types, allowing us to tailor our messages appropriately and optimise communication tactics.

Our team consistently monitors trends and implements algorithm changes to keep our clients ahead of competitors in the digital landscape.

By measuring the KPIs for audience engagements, we ensure that every communication strategy is optimised for impact, allowing our clients to communicate to their target audiences precisely.



# OUR PROCESS

*Blending Communications with Storytelling,  
Precision, and Expertise*



Our streamlined project structure guides our approach to the client's project. Once we receive the brief, we take you through the following proprietary steps;

#### ● **Client Consultation:**

We schedule a discovery call with our clients to understand their project needs, unique brand style, target audience, project goals, and other valuable resources that will aid us in executing a stellar job.

1.

#### ● **Developing a Bespoke Communications Plan:**

Our experienced team conduct online and offline research to gain further clarity on the project and the industry itself. The information obtained formed the basis of an extensive communication plan drafted by the team within seven to ten days.

2.

#### ● **Review of Communication Plan:**

Once the communication plan is ready, we email the client a draft and schedule a review meeting. The client goes through each page to ensure it aligns with the project objectives.

3.

#### ● **Execution:**

The approval of the communication plan is the green light for executing the project. We assemble a team with an in-depth understanding of the client's job and work closely with the client and any third parties involved.

4.

#### ● **Review & Evaluation:**

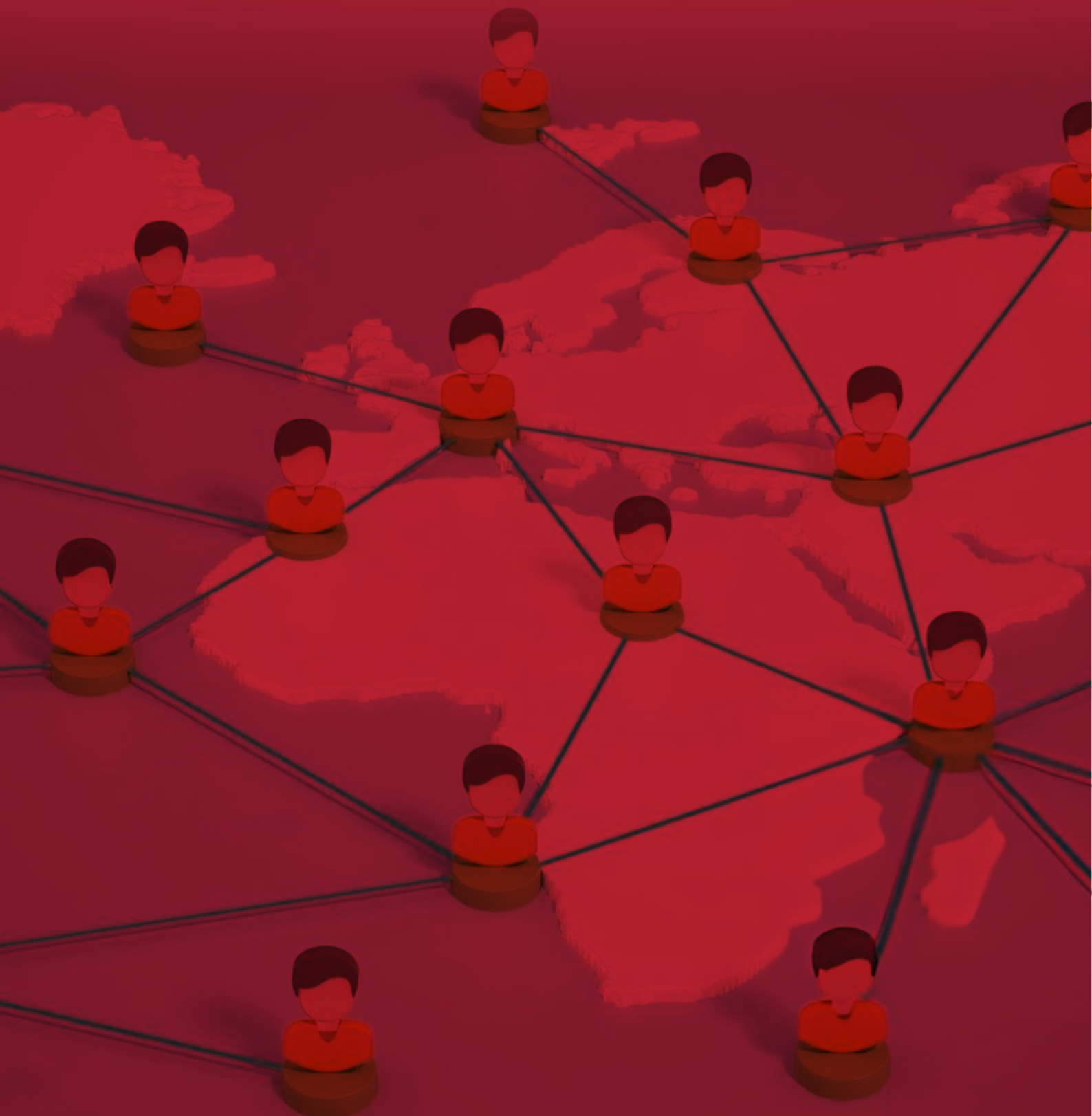
This is the final stage, where we evaluate the performance of our communications plan based on the key performance metrics. Our team crafts a comprehensive report detailing the project's objectives and make necessary adjustments based on the client's feedback.

5.



# OUR PORTFOLIO

*Building Media Legacies with  
Masters of Strategy*



Over the years, we have served clients from various industries, connecting them to their target audience and reshaping the narratives. Here is a list of our satisfied clients:



# LIST OF AWARDS

*Here are some of our industry recognitions.*





## List of awards we have won

PR Power List, 2024 by GLG Communications



Prestige Awards - Specialist PR Agency of the Year 2023/24



Hospitality Recognition Award - Vertiline Synergy Ltd.



2024 Luxury PR Brand of the year - The Luxury Network

## PR bodies we belong to



PRSA - Public Relations Society of America  
- Miami Chapter



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