


ALM CS



**ALM**  
**Creative**  
**Studios**

ALM CS | Brochure | 2023





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communication  
system

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# About us

**ALM Creative Studios** is a multidisciplinary creative studio, independent creative studio.

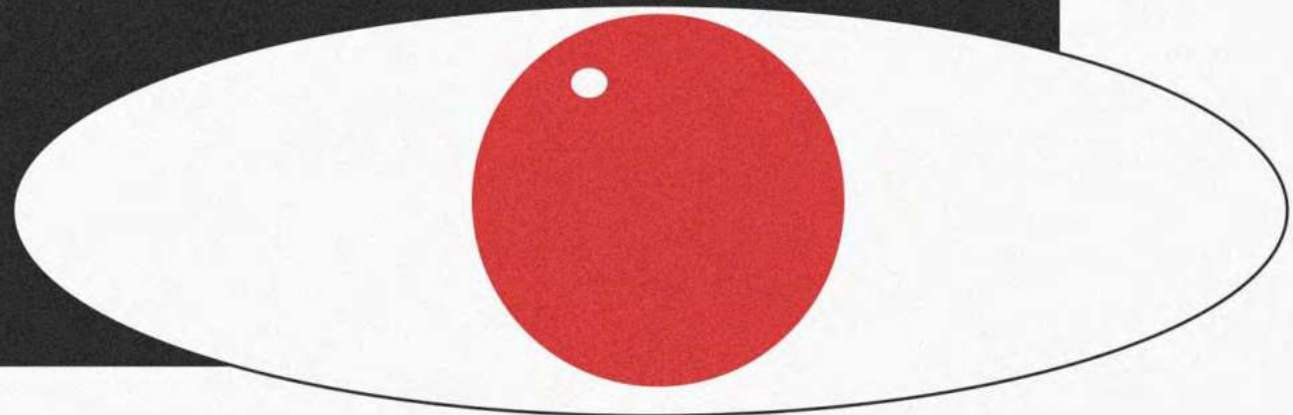
Our work encompasses **graphic design and identity, production and packaging, exhibitions and installations, advertising, marketing and communication sound design, videography, photography and web design.** Our teams are all experts in the above fields, whether they work collaboratively or independently, they do so with sensitivity.

Our structure is unique. We are a creative studio that focuses on quality, data-driven strategy and delivering results for our clients. This reflects our belief that **great design and advertising** cannot be done without **passion, intelligence** and - most importantly - personal commitment. We share our belief in industrialisation through marketing, which is demonstrated by a broad portfolio since 2013 covering many industries, with clients of all sizes.



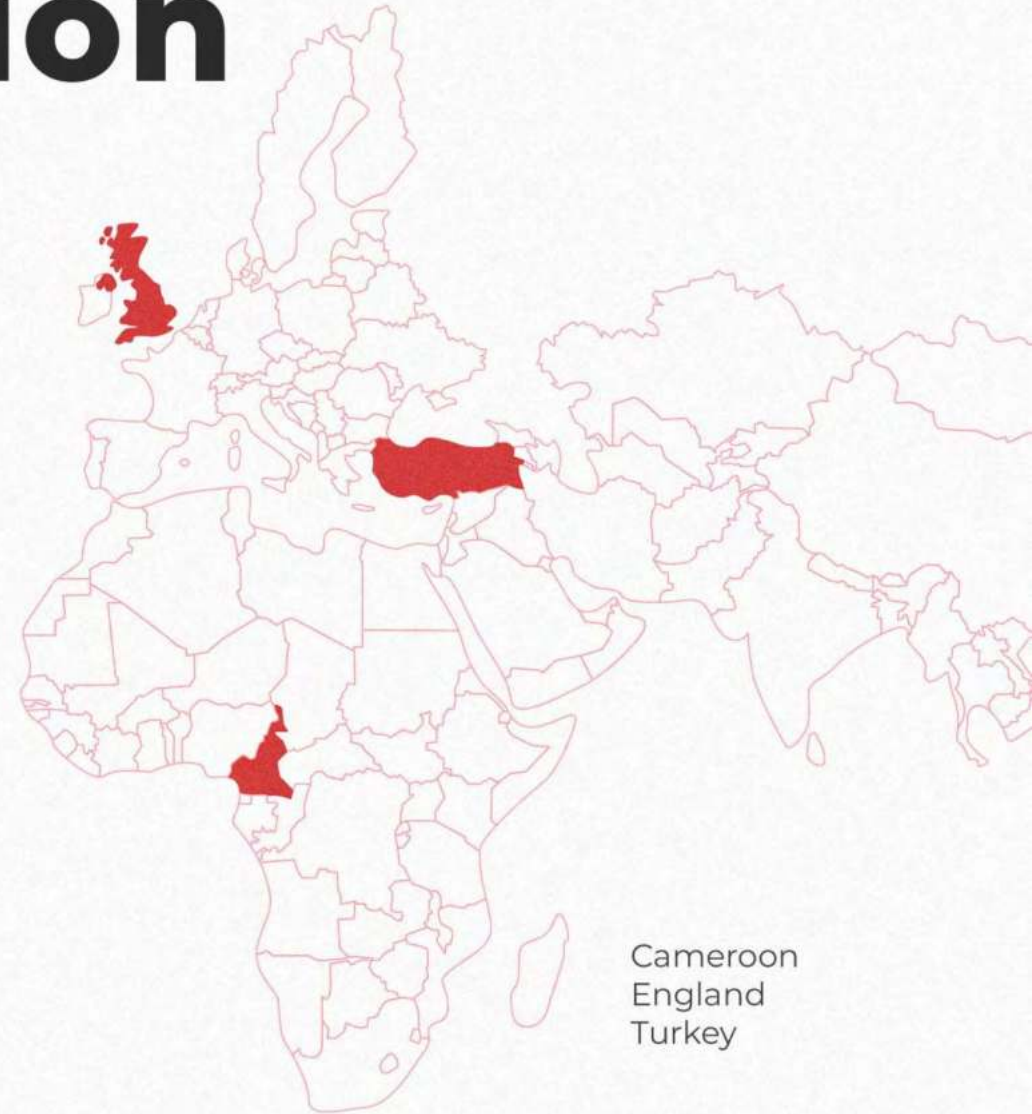
# Our vision

Become a **world leader in design and marketing**. Our mission is to make all collaborating companies/individuals achieve more than desired results. Aligning our clients development strategy to meet expectations of fast digital transformation is part of what we do.



# We are leading communication system **in**

**3 markets** with over 7 million people. With **23 creatives and talented professionals** who create **unlimited value** for our clients. We lead our partners/collaborators to create a **desirable experience** with audiences and clients that becomes part of their **story**.

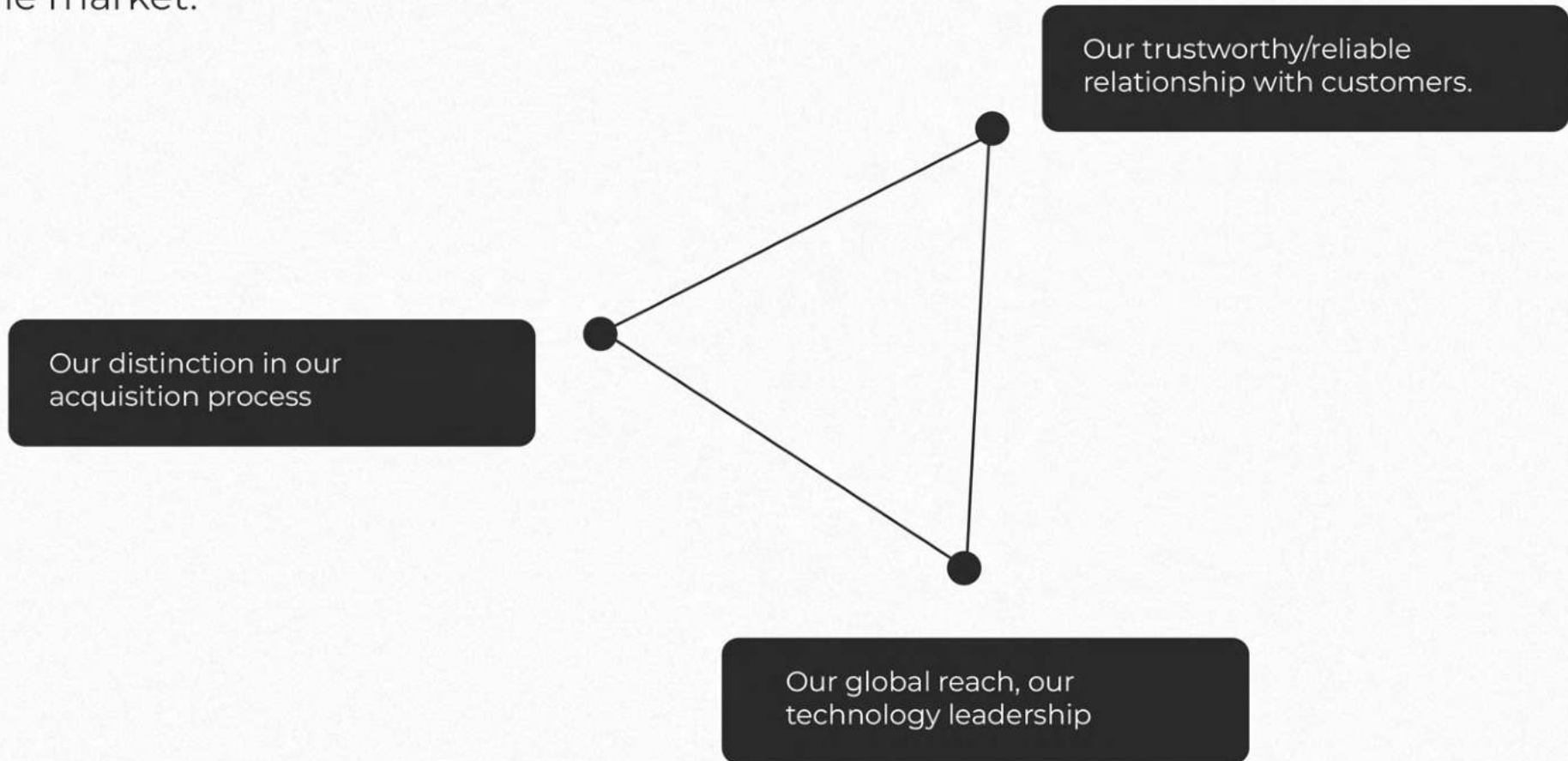


Cameroon  
England  
Turkey



# What sets us apart

ALM Creative Studios stands out from the competition on the market.



# Our services



# Creative Department

## Studio of content production

- Brand content •
- Marketing video in short format •
- Podcasts •
- Photography •
- Conception of advertising video and promotional material •

## Brand physical expression

- Packaging
- Editing
- Promotion
- Conception and production of advertising support

# Marketing Department

## Brand strategy

- Marketing strategy  
- building and implementing
- Brand audit
- Marketing audit
- Brand platform
- Brand communication
- Digital strategy

## Digital expression of the brand

- Management and animation  
of social media
- Management and animaton  
of digital campaign
- Website conception & Hosting
- Content optimisation
- Influence marketing
- SEO



# Marketing Department

## Identity and brand image

- Artistic Direction
- Global identity
- Communication strategy
- Organization and management of advertising campaign

## PR & institutional communication

- Conception of announcement/Press file
- Personal Branding
- PR Product
- PR Corporate



# Our Projects





Artistic Direction

Logo Design

Branding

Social Media Management

Motion Design

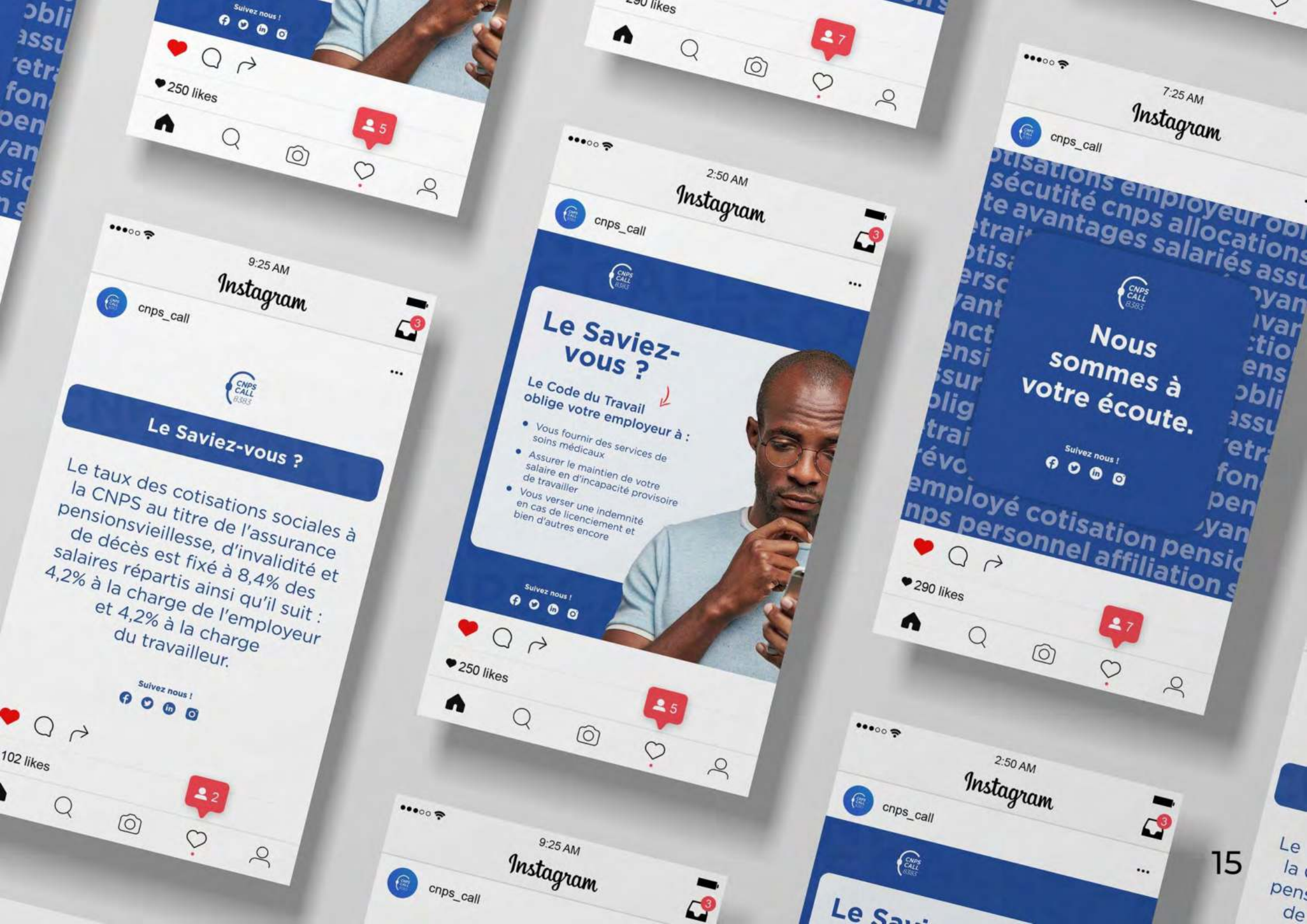
Call Center

Brand Identity









Suivez nous !  
250 likes  
5

250 likes  
7

7:25 AM  
Instagram  
cnps\_call

2:50 AM  
Instagram  
cnps\_call

### Le Saviez-vous ?

Le Code du Travail oblige votre employeur à :

- Vous fournir des services de soins médicaux
- Assurer le maintien de votre salaire en d'incapacité provisoire de travailler
- Vous verser une indemnité en cas de licenciement et bien d'autres encore

Suivez nous !

250 likes  
5

7:25 AM  
Instagram  
cnps\_call

### Nous sommes à votre écoute.

Suivez nous !

290 likes  
7

9:25 AM  
Instagram  
cnps\_call

### Le Saviez-vous ?

Le taux des cotisations sociales à la CNPS au titre de l'assurance de décès est fixé à 8,4% des salaires répartis ainsi qu'il suit : 4,2% à la charge de l'employeur et 4,2% à la charge du travailleur.

Suivez nous !

102 likes  
2

9:25 AM  
Instagram  
cnps\_call

2:50 AM  
Instagram  
cnps\_call

### Le Saviez-vous ?





The **NSIF** (National Social Insurance Fund) also known as **CNPS** (La Caisse Nationale de Prévoyance Sociale du Cameroun) in French, is the social security institution in Cameroon.

We carried out **Social Media Marketing** for Cameroon's National Social Insurance Fund with the aim of bringing their services as close as possible to the Users.

We touched over **135 251 people** organically through Facebook and 158 166 people through sponsored posts. On LinkedIn, 39 015 people touched organically. On Instagram, **5202 people** touched organically.





camtel

Marketing Campaign

Artistic Direction

Branding

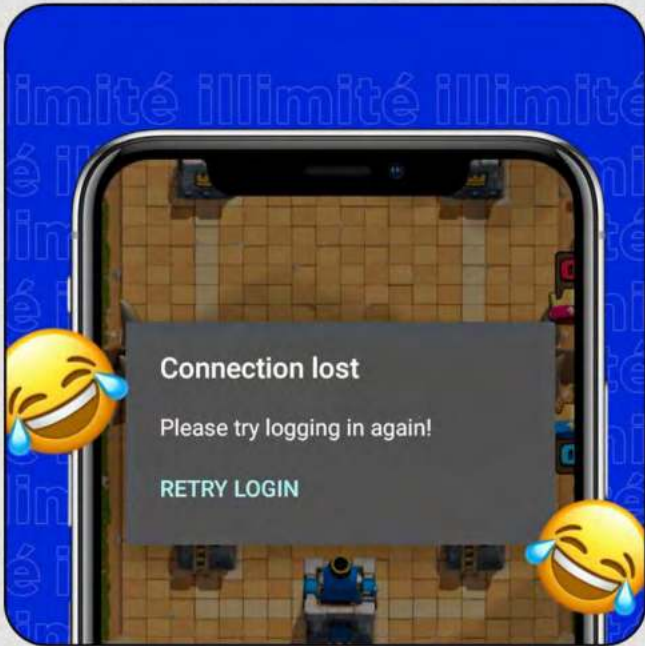
Poster

Young

Telecommunication

Social Media Management







**Vois la vie en blue**

**Vois la vie en blue**

**Vois la vie en blue**

**Vos Datas durent plus longtemps avec blue**

MESSAGES  
Vous venez de solliciter votre forfait data pour une durée de 7 jours.

MESSAGES  
Cher client, votre volume data est épuisé. Veuillez souscrire à un nouveau forfait.

Ouiiiiiiii !!

Ouiiiiiiii !!

9:41

MESSAGES  
Vous venez de solliciter à votre forfait data pour une durée de 7 jours.

MESSAGES  
Cher client, votre volume data est épuisé. Veuillez souscrire à un nouveau forfait.



# FECAFOOT

Print Design

Logo Design

Branding

Digital Design

Sport

Football

Motion Design

















Marketing Campaign

Brand Management

Branding

Poster

Application

Film

Branding Asset

Social Media Management

Motion





# VOTRE ASSISTANT COMPTABLE



**saison 2**

Êtes vous prêts ??

SNKAP

Download on the App Store | GET IT ON Google Play

www.Snkap.com

**SNKAP CONNECT**

VENEZ VOUS EXPRIMER CHAQUE MOIS SUR DES SUJETS QUI VOUS TORTENT À CŒUR !

RETROUVER NOUS SUR TWITTER VIA LES SPACES

**OU**

Entrepreneurs | Salariés

Lequel est plus porteur selon vous ?



SNKAP

★★★★★

“ Je suis jeune entrepreneure et n'ayant pas encore un budget pour prendre un comptable, j'utilise SNKAP et j'avoue que ça me facilite la tâche ! ”

Download on the App Store | GET IT ON Google Play

www.Snkap.com



**5NKAP** is a technological product whose objective is to ensure the accounting management of any structure in need.

**5NKAP** was nominated in two categories of the BONTEH Awards; PRODUCT OF THE YEAR and INNOVATION OF THE YEAR. **5NKAP** won the **PRODUCT OF THE YEAR** Award.



More than two thousand (2000) preordering the software. **ALM CS** achieved more than **ten thousand (10 000+)** downloads in a space of **four (4) months** on app store and play store. Good feedbacks from users in different sectors of activities and countries. A rate of 3.3 / 5 on app store. Thousands of followers across all social media platforms and newsletter subscribers constantly updated on the software development



# C suite

Artistic Direction

Logo Design

Branding

Naming

Videography

Branding Asset

Entertainment









C-suite is a TV Program that aims to put the spotlight on C-level executives in an organization, whether they are entrepreneurs or public or private sector workers.

Through interviews, the guests will talk about their business activities, present their organizations, and finally, give advice on how to grow a Business.





## Smartways Property Management

Artistic Direction

Graphic Identity

Logo Design

Print Design

Graphic Design









Certifié ISO 9001:2015

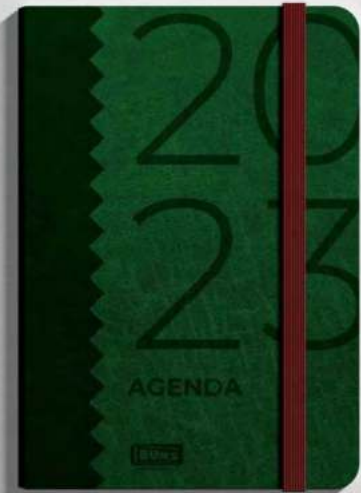
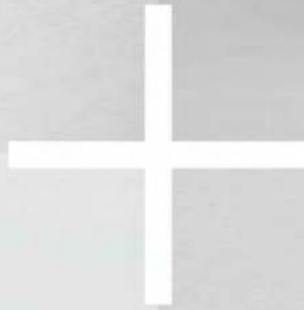
Print Design

Product Marketing

Promotional Materials

Banners







Société **BUNS SARL** is the Number **ONE LEADING** CONTRACTOR IN THE CONSTRUCTION OF ROADS and other Engineering Structures in Cameroon.

ALM was hired by The Construction Company BUNS to design a new set of signs that would help them stand out from the crowd and attract new customers. Our expert designers worked closely with our client's team to create a set of signs that would give them exactly what they needed.

The result was a set of signs that fit their brand perfectly, while still being visually appealing and effective.





# NAAAS RH

Copywriting

Market Research

Branding

SEO

Monitoring

Content Creation

Social Media Management





ALM was hired by NAAS RH to help them set up their social media accounts and develop a strategy for reaching out to their target audience. The results have been amazing!

We touched over 100.000 people organically through their LinkedIn page in 5 months with a record of 2811 fans on NAAS RH newsletter and 4403 fans on the page, all this from scratch. We helped the company train more than over 100 students and professionals in Cameroon, organize webinars and sign great contracts with renowned companies worldwide. Human resource companies usually find it difficult to work with agencies that understand their field, we succeeded in this challenge with more than expected results.



**ENTREPRENEUR  
VOUS ETES CON  
POUR UN ENTRETIEN  
D'EMBAUCHE ?**



Designed by ALM Creative Studio



**Shey Ostin Mbole**  
Mechanical Technician  
*Drunk*

*Abou*

NAAS  
Consulting - Coaching - Formation - Recrutement

**5.000 Fcfa**  
+ Logiciel

- 1 et édition des bulletins
- 2 clarations fiscales et sociales
- 3 Clôtures
- 4 Transferts en comptabilité

6 75 29 31 41

le cabinet naas rh présente

**Engagement des employés et  
gestion des performances**



**SAM. 29 OCT.**


(+9) En Direct sur Zoom

Participation gratuite  
sous réservation

naasrh@gmail.com

**VOUS ÊTES EN FIN  
DE FORMATION  
EN GESTION R.H ?**

Le cabinet NAAS RH vous offre un programme de renforcement de capacité en paie, gpec, ... Pour vous permettre d'être opérationnel, d'affronter avec serénité le monde professionnel et de booster votre employabilité.



www.nana-as.com

699856170 / 675293161

NAAS RH  
Services de ressources humaines

Quiconque travaille a droit à une rémunération équitable et satisfaisante conforme à la dignité humaine et complétée, s'il y a lieu, par tous a moyens de protection sociale.

Commentez !

Republier !

CABINET NAAS RH PRESENTE

**GE PAIE**

*Formateur*

37



NAAS

**Merci**

**2000**

*Années*

**Engagement des  
employés et gestion  
des performances**

**SAM. 29 OCT.**

(+9) En Direct sur Zoom

Participation gratuite  
sous réservation

675293161 / 699856170  
naasrh@gmail.com





Quels sont  
différents types  
d'organigramme  
d'une entreprises ?

Gestion des salariés  
Bulletins salariés  
Maintenance  
Transferts en  
Yaoundé, Derrière la DGSN  
6 99 85 61 70 6 75 29 31 41



Heureux  
MOIS  
D'OCT

Cabinet RH : Consulting

Designed by Alex Creatives Studio

Merry Christmas  
&  
Happy New Year 2023



LE CABINET NAAS RH PRESENTE  
**SAGE PAIE**  
*Famille*



21-25 NOV.

Prix // 175.000 *Fafa*  
+ Logiciel

- Calcul et édition des bulletins
- Déclarations fiscales et sociales
- Clôtures
- Transferts en comptabilité
- Initialisation d'une société
- Structure de paie
- Gestion des salariés
- Bulletins salariés

6 99 85 61 70

Yaoundé, Derrière la DGSN

6 75 29 31 41

Partagez !

LE SAVIEZ-VOUS?

Entreprise cherche toujours à  
engager des collaborateurs  
partageant ses valeurs, ses  
principes et mêmes ses codes  
vestimentaires.

NAAS RH et son équipe  
vous remercient pour votre fidélité et vous  
présentent leurs meilleurs vœux de bonheur,  
de santé et de réussite à l'occasion  
de cette nouvelle année.

Nicole Ngatchou

Le harcèlement  
en milieu  
professionnel.  
reux



# PROJECTEUR MAGAZINE

Graphic Design

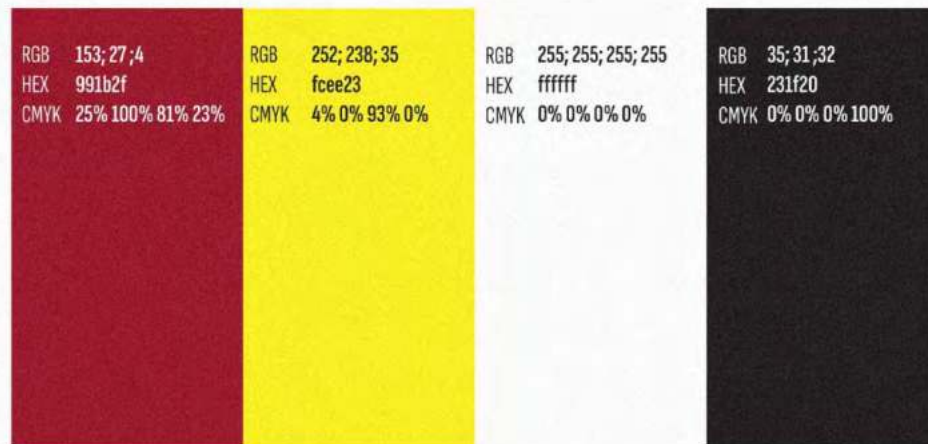
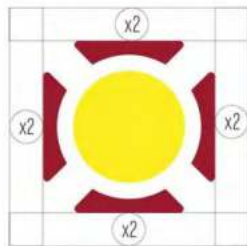
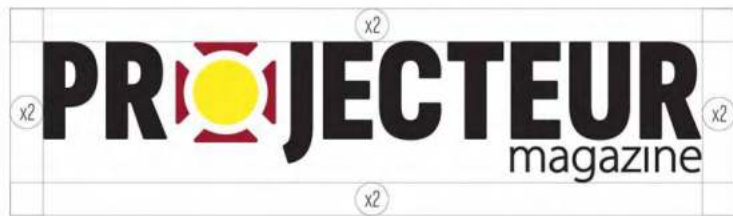
Social Media Design

Print Design

Rebranding

Online Magazine





## Graphic Elements







**Azah Cletus AMEH**  
Une force distinctive au service  
de la performance des grandes  
entreprises

**Corine  
MBIAKETCHA NANA**  
Une femme de poigne passionnée  
par les TIC

**Wesleg NANSE**  
Le discret patron de  
Naja Tv



# SOMMAIRE

- 01** À propos de nous
- 02** Quelques chiffres
- 03** Répartition de nos lecteurs par secteur d'activité
- 04** Nos prestations
- 05** Forfait à l'unité
- 06** Bannières sur les site
- 07** Forfait bronze
- 08** Forfait argent
- 09** Forfait Or
- 10** Contacts

## À PROPOS DE NOUS

Projecteur magazine est un webzine consacré à la valorisation des cadres d'entreprises, à la mise en lumière des acteurs de l'économie sociale, à la promotion des initiatives positives (innovations, événements, ateliers de formations, campagnes de sensibilisation des populations...) et du potentiel économique camerounais.



Kit Média 2022  
Projecteur Magazine

**01**



# Big up FOOD

Social Media Management

Branding

Food

Restaurant

Monitoring

Motion Design







THANKS FOR TRUSTING US!

ALMCS

X

BigUp  
FOOD



NEW · CLIENT · NEW · CLIENT  
★  
★

**Bigup Food** is a restaurant located in Yaounde, Cameroon. It offers a wide variety of foods in a comfortable environment, including traditional dishes and modern cuisine.

With the help of **ALM Creative Studios**, BigUp Food saw its **brand visibility increase by over 50%**, allowing them to reach more potential customers and increase sales.

We invented the restaurant's social media brand identity with a focus on emotions. With a global community of **700 subscribers on Facebook, 300 on Instagram and 300 on Twitter in 2 months** organically with a reach of over 20,000 people online.



# NGiNA

Copywriting

Market Research

Branding

SEO

Monitoring

Content Creation

Social Media Management



THANKS FOR TRUSTING US!

ALMS x NGINA



## What is Ngina Freight?

NGINA Freight offers you a solution to optimize your transport flows and the convenience to order the services of a truck at the comfort of your home or office giving you the time to engage in other productive and value-adding activities.

Ngina freight is a response to your logistic needs, the best Drivers, all truck types to ensure all your trips. Bookable by mobile application.

**Attributes**  
**Freight to**  
**Owners.**

No need being dep  
the middleman, go  
all the negotiating  
going to the park j  
book the services o

Truck owners wou  
track and monitor  
of their trucks. The  
nature of Ngina en  
be paid directly to  
payment account  
owner's choice.

Trucks would spen  
driving empty sinc  
can depend on the  
connectivity provid  
for loading and rel  
point A to B and ba

With the Ngina ap  
drivers can special



## of Ngina Drivers and

dependent on  
going through  
process or  
must to hire or  
of a truck.



ould be able to  
the activity  
cashless  
ables fees to  
the mobile  
of the



and less time  
e the drivers  
ed by Ngina  
loading from  
ack.



p, truck  
ize in



## Why use Ngina Freight ?

1

As a truck Owner, you can add several trucks and assign trips to specific drivers.

2

Get access to return trips to avoid your trucks returning empty from trips.

3

Avoid spending hours in parks waiting to negotiate with middlemen to get access to loads.

4

Upfront pricing; the price you see for a load is the price you earn after delivery.

5

Track your earnings with the app. You are able to monitor how much you earn after a given period of time.

**Ngina** is a freight trucking company which provides trucks and large size vehicles to people in need. Ngina is a Cameroonian based company which through its revised business model has caught the eye of many companies as they no longer have to work directly with truckers knowing fully well Ngina can transport their goods from one point to another, safely and timely.

**ALM SC** help build relationships between Ngina and companies like; **COGENI, Quifeuou, Vision Comfort** and **Orca**.

**Ngina** has an application available on PlayStore through which drivers can register and people requiring trucking services can order a ride





Marketing Campaign

Logo Design

Branding

Gaming

E-Sport

Poster Design

Social Media Management









**Insomnia Game Zone** is a company specializing in E-Sport, based in Yaounde that tasked ALM CS to bring to life their Logo.

**ALM CS** worked on different campaigns with the brand which increased their market acquisition, social media engagement, and community

Within few months of collaboration running the campaigns we were able to reach the good ROI - An engaged community online and offline with an economic **growth of more than 350%**. A stable clientele of roughly **one thousand (1000) customers** during school periods, a number which would reach a record breaking **three thousand (3000) clients** during holiday periods. Insomnia Game Zone is now the reference of video game in Cameroon but also has **strong online recognition** in other African countries such as Nigeria, South Africa and even in European countries.



# JeBoulot

Copywriting

Market Research

Branding

SEO

Monitoring

Content Creation

Social Media Management



## BECOME A BUYER

All the services you need to make your business, leave from zero Hero are available on JEBOULOT.

Join our freelancers community today  
[www.jeboulot.com](http://www.jeboulot.com)



Happy Women's Day



**ESSAMA Huguette**  
Human Resources Consultant  
@Huguette\_Es  
CAMEROON

Passionate HR professional with a deep understanding of business needs, striving to work hard in a challenging environment, integrating creative leadership skills to achieve business results.

**JeBoulot Services**

- Professional consulting
- Recruitment
- Policy formulation for human resources activities

**Skills**

- Performance management
- workforce planning
- Microsoft Office

**Languages**

- English, French

[www.jeboulot.com](http://www.jeboulot.com)



## How to create the best gig on JeBoulot

Join our freelancers community today  
[www.jeboulot.com](http://www.jeboulot.com)



**JeBoulot**



## TUTORIAL: How to get started on JeBoulot.



**JeBoulot**



## 8 MARCH INTERNATIONAL WOMAN'S DAYS

## HAPPY WOMEN'S DAY

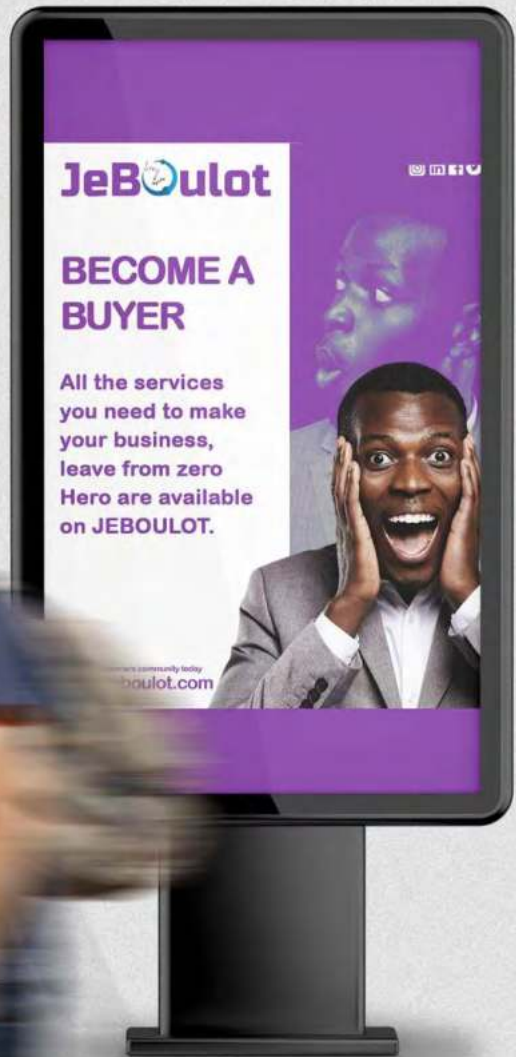


**JeBoulot**

## Client VS Freelancer







**JeBoulot** is a web platform that connects businesses with freelance talent offerings. It was created to allow people.

In order to improve its visibility online, JeBoulot hired **ALM Creative Studios** to create a social media strategy and content marketing campaign.

With the complexity of the project, our account and social media experts and operation managers used unique methods to deliver positive branded business results. **We helped** JeBoulot create outstanding tutorials, videos and **creative content** for the animation of their pages. We equally **registered hundreds active sellers and buyers** on their platform.



# **FZ** **FITNESS**™ **ZONE**

Artistic Direction

Logo Design

Branding

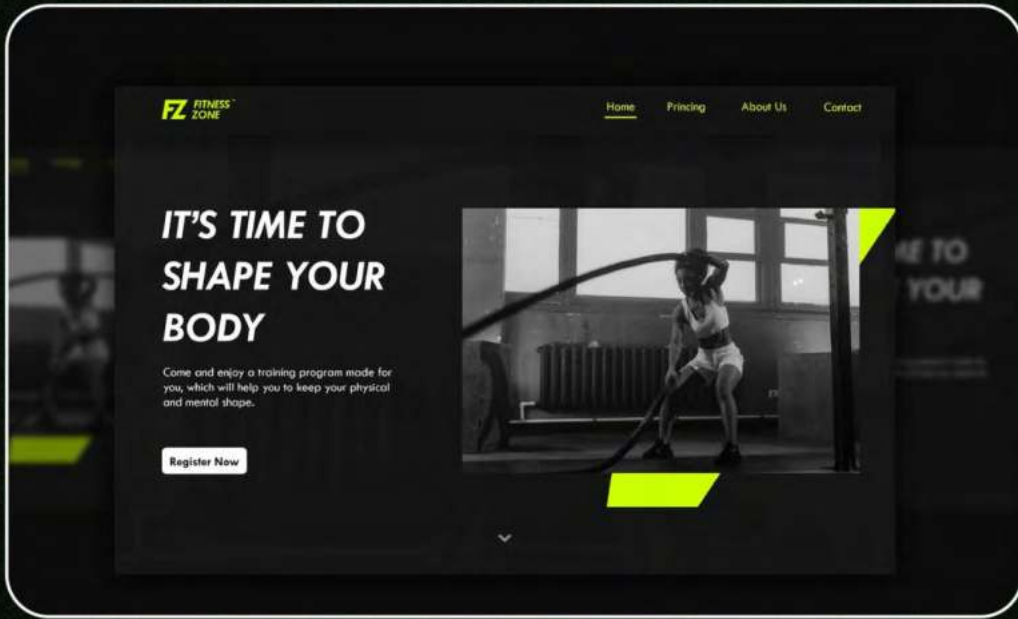
Naming

Health

Sport

Fitness Center









Fitness Zone is a Center dedicated to the development and maintenance of the body's muscles. It allows sports professionals as well as amateurs to maintain their bodies and keep an optimal body shape.

Fitness Zone trusted ALM to come up with a modern and dynamic brand guideline that reflected their employees' professionalism and modernism.

Our team delivered high standard designs which helped the brand stand out from its competitors in the same field.





Brand Identity

Logo Design

Branding

Poster

Naming

Film

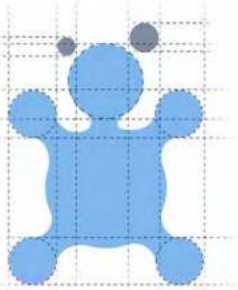
Branding Asset

Social Media Management

Motion



Construction

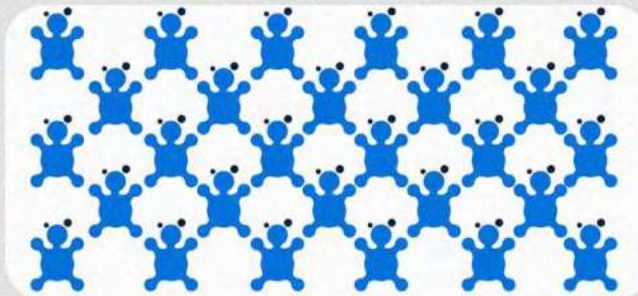


Proportion



We used the small and big dark blue circles on the logomark as unit of measurement to separate all the different elements of the logo.

# COLORS







**BOOTCAMP**  
4-9 Juil.

INTRODUCTION AU  
NUMÉRIQUE ET AUX NOUVELLES  
TECHNOLOGIES

tyson labs @Tyson20labs

**30%** of technology and science professionals are women.

Source: UN, April 2022





# Stel'Air

Logo Design

Brand Identity

Print Design

Creative Direction

Branding





# Stel'Air





Lorem ipsum dolor sit amet  
consectetur adipiscing elit  
sed diam nonummy nibh

sed diam nonummy nibh

exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue dui dolore te feugiat nulla facilisi.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tinci

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lobortis nisl ut aliquip ex e  
a commodo consequat.



XXXXXXXXXXXXXXXXXXXX  
XXXXXXXXXXXXXXXXXXXX  
XXXXXXXXXXXXXXXXXXXX











Formation professionnelle

Ventes des produits finis



**Stel'Air**

Ventes des intrants cosmétiques

Conseil beauté

**CONTACTS**

(+237) 679021954 / (+237) 696383579




**Stel'Air**

Formation Professionnelle





Vente des intrants cosmétiques  
*(matières premières)*

Vente des produits finis  
*(marques en blancs)*



Conseil beauté

**CONTACTS**

(+237) 679021954 / (+237) 696383579



# AVINA

Packaging

Product Shooting

Print Design

Catalogue

Branding





**Good hand washing technic**

- 1 Wet hands with clean warm running water.
- 2 Apply a small amount of soap. 2 pumps of hand wash .
- 3 Rub your palms together (away from the water).
- 4 Rub your fingers and thumbs and bits in between.
- 5 Rub your nails on your palms.
- 6 Rub the back of each hand.
- 7 Rinse with clean running water.
- 8 Dry with a clean towel or paper towel.

**Avina**

**LIQUID HANDWASH**

**LAVE-MAIN**

CLEANS \* CARES \* PROTECTS

ANTI BACTERIAL KILL 99.9% OF GERMS

500ml **LAVENDER**

**Description :**  
The formula works quickly to kill harmful bacterial so you and your family's hands are protected With lavender extracts to moisturizers your hands will feel soft, smooth and hygienically clean.

**Ingredients :**  
Aqua (Water), Sodium Laureth Sulfate, Cocamidopropyl Taurine, Sodium Chloride, Lauryl Glucoside Glyceryl Monoleate, Cocamide DEA, Citrus Aurantium Bergamita, Butylene Glycol, Centella Asiatica Extract, Lavender Extract, Scutellaria Baicalensis, Camellia Sinensis, Glycyrrhiza Glabra, Chamomile Recutita, Rosmarinus Officinalis, Methylchlorisothiazolinone, Methylisothiazolinone, Magnesium Nitrate Magnesium Chloride, Benzophenone - 4, Parfume.

Let's keep our environment clean!

500ml

96576 01011



## Gel Douche Shower Gel

**Shower Gel 500 ml**  
Stimulating shower gel  
with fresh  
mint.



**Mint**  
Rafraichissante, tonifiante et stimulante, elle fait le bonheur de notre corps grâce à ses vertus antiseptiques, anti-inflammatoires, toniques et cicatrisantes.

**Menthe**  
Rafraichissante, tonifiante et stimulante, elle fait le bonheur de notre corps grâce à ses vertus antiseptiques, anti-inflammatoires, toniques et cicatrisantes.

**Gel Douche 500 ml**  
gel douche stimulant  
à la menthe  
fraiche.



## Lave Main Liquid Handwash

**Grenade 500ml**  
Pomegranate.



**Amande Douce 500ml**  
Sweet Almond



**Menthe Fraiche 500ml**  
Fresh Mint





# FURIOUS GANG

Artistic Direction

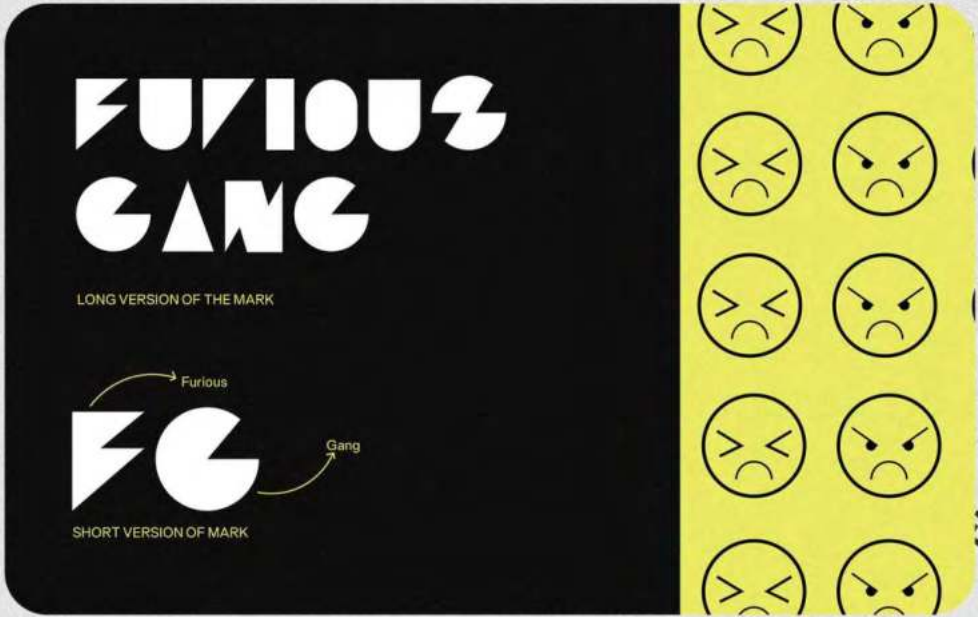
Clothing Brand

Fashion

Graphic Identity

Branding











# MOUFFF

Artistic Direction

Logo Design

Rebranding

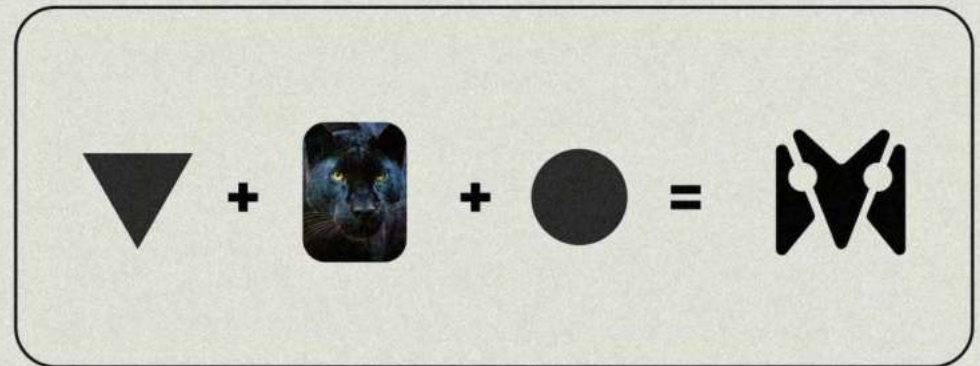
Fashion

Minimalism

Packaging

Clothing Brand









MOUFFFF is an Afro-fashion Company that trusted ALM to design a Logo and Mockups, inspired by African culture and heritage for their rebranding.



# TGIF

Artistic Direction

Logo Design

Storyline

Naming

Videography

Motion Design

Entertainment









**TGIF (Thank God It's Friday)** is a reality show that shows the lives of workers at the office.

It shows how they interact with each other and their bosses, as well as their personal lives outside of work.

The show is very popular and has even been shown in countries such as Cameroon, Turkey, and Kenya



# That's Not all...

See the full versions on  
our website.

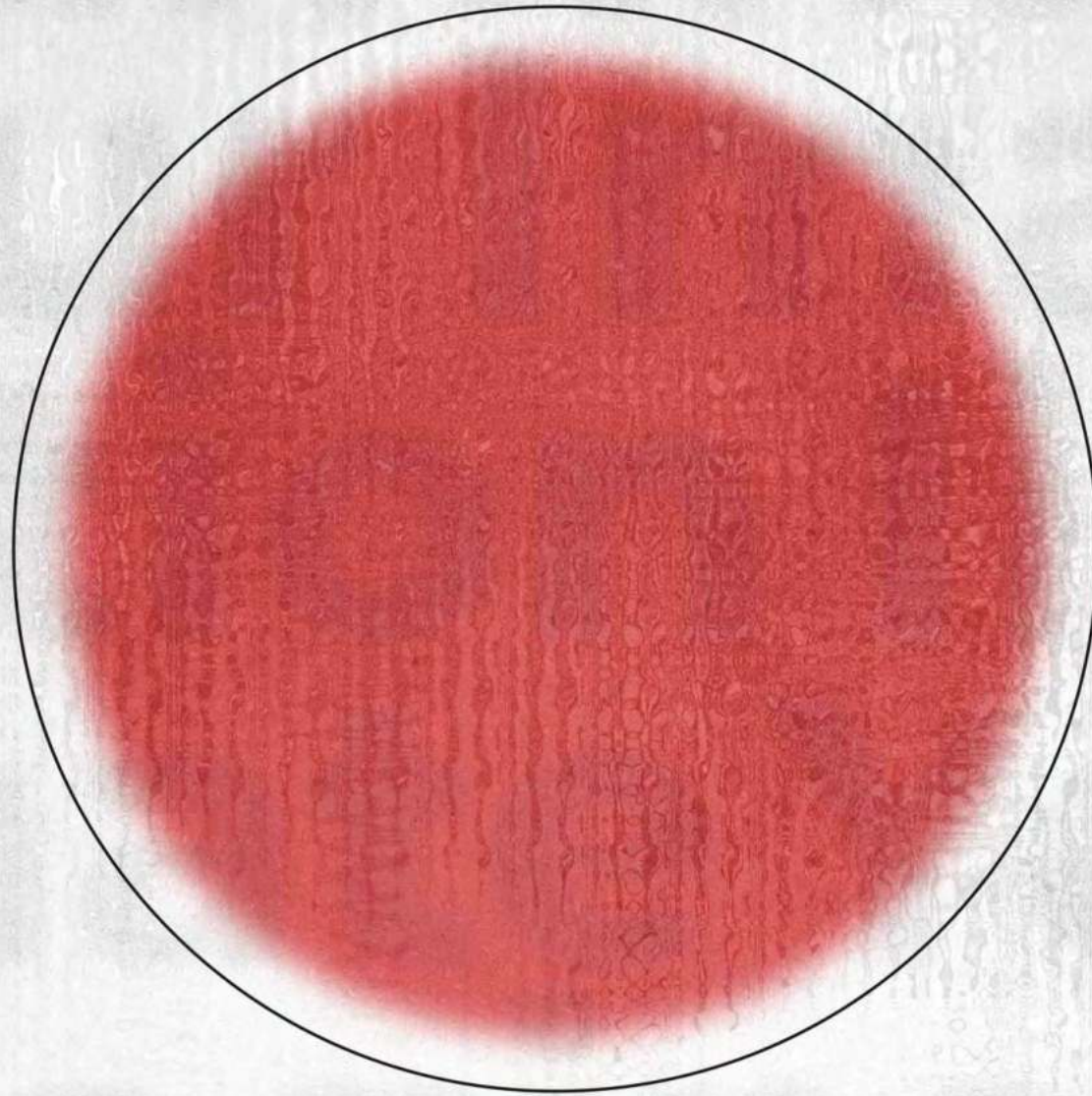
[www.almcreatives.com](http://www.almcreatives.com)











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