

THE



COMPANY
PORTFOLIO

MOMENTUM



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HELLO



WE HELP BRANDS
STAND OUT IN THE
DIGITAL AGE.



We are The Hive Momentum—a young and agile full-service marketing company where creativity meets precision and stories come alive. Just like a hive of bees, we are fueled by collaboration, innovation, and a relentless drive to create work that resonates and leaves a lasting impression in the hearts of audiences.

In our world, every brand is a story waiting to be told, and every campaign is an opportunity to stir excitement, evoke emotion, and spark unforgettable conversations.

BEES ON A MISSION

To craft impactful narratives
that move people and
brands forward.

Our mission is to create dynamic, results-driven campaigns that resonate deeply with audiences and drive measurable success. We are committed to helping brands not just grow, but thrive by delivering memorable experiences, sparking meaningful conversations, and generating lasting momentum.

BEES WITH A VISION

To be the force that
transforms brands into
cultural icons.

We envision a world where every brand we touch becomes a leader in its space—a beacon of creativity, influence, and impact. By pushing boundaries and constantly innovating, we aim to set the standard for what bold, fearless marketing can achieve.



Creative Alchemy: We fuse art, strategy, data and tech into campaigns that don't just capture attention—they demand it.

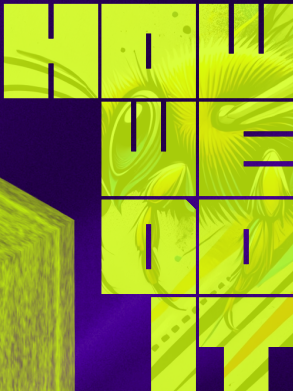
Relentless Momentum: From the first concept to final execution, we drive brands forward with unstoppable energy and agility.

Tailored Brilliance: No cookie-cutter solutions here. Every campaign is uniquely crafted to reflect the soul of your brand.

Impact Obsessed: We are not satisfied until your goals are surpassed, your brand is buzzing, and your audience is hooked.

LIKE BEES, WE
WORK AS A TEAM

WE ARE COLLABORATIVE BY
NATURE; A HIVE WORKING
TOWARDS A COMMON GOAL.



Our approach is a blend of strategy, creativity, and continuous refinement. From ideation to execution, we prioritize innovation, precision, and agility to ensure your brand achieves its full potential.

Immersion: We dive deep into your brand's world, understanding your audience, culture, and ambitions.

Ideation: We swarm together in buzzing brainstorming sessions, generating bold, disruptive ideas that differentiate.

Execution: With precision and flair, we transform concepts into powerful narratives, visuals, and experiences.

Iteration: We monitor, analyze, and optimize, ensuring every campaign evolves and improves to maximize impact.

OUR SERVICES

We offer a full spectrum of services designed to amplify your brand's voice, engage your audience, and drive growth.

Our expertise spans across creative, digital, experiential, and tech solutions. Whether you need to launch a bold campaign, build a compelling brand identity, or create immersive experiences, we've got you covered.



TRANSFORMING NECTAR INTO HONEY

ONE PROJECT AT A TIME.

SWIPE

Creativity without strategy is just art.

Our innovation approach is designed to deeply explore and analyze key areas of a client's business, uncovering untapped opportunities for impactful storytelling and communication. We excel at solving complex challenges by combining data-driven insights, creative ingenuity, and diverse expertise. This unique blend empowers both emerging and established brands to achieve a distinct competitive edge in their markets.

Brand
Strategy

Insight
Mining

Brand
Audits

Competitive
Analysis



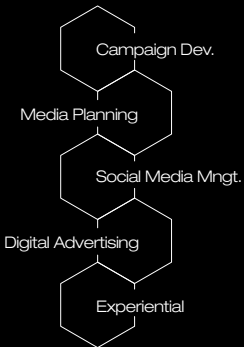
In a world where first impressions matter, design is the silent ambassador of your brand

Our designers are true creatives, finding beauty in unexpected places and asking the right questions to uncover client needs. We turn ideas into impactful deliverables aligned with strategic goals. By blending fluid user experiences with stunning visuals, we craft brands that inspire and leave a lasting impression.

Campaign Development Communications Planning Media Planning Content Strategy Performance Marketing Social Media Marketing Digital Advertising Search Engine Optimization (SEO) Search Engine Marketing (SEM) Measurement and Reporting Testing and Optimization



MARKETING



Every brand has their own unique story and it's our job to help share that message

Marketing now extends beyond creative storytelling to driving measurable outcomes. Our framework helps organizations craft a coherent strategy to enhance the human experience and thrive in a digital-first future. By focusing on customer engagement, we deliver immersive brand experiences that captivate, compel, and convert across all channels. We make brands matter by creating impactful narratives that reach the right audiences at the right time.



OUR TEAM

Meet the bees in the hive

At The Hive Momentum, our people are our greatest asset. We are a collective of strategists, creatives, data scientists, storytellers, and dreamers—all working together in perfect synergy to deliver exceptional results. Every “bee” in our hive brings unique expertise, experience, perspective, and energy, creating a vibrant culture that celebrates collaboration, innovation, and excellence.

A GROUP OF SCIENTISTS, MIND READERS,
CAR NERDS, GAME OF THRONES
ENTHUSIASTS, MEME COLLECTORS,
COFFEE DRINKERS AND OUT OF THE
BOX THINKERS

KUNLE SHOKUNBI

FOUNDER & TEAM LEAD: BRAND MANAGEMENT & STRATEGY

With nearly two decades of experience in Integrated Marketing Communications, Media, and Branding, Kunle Shokunbi is a dynamic leader with a proven track record of delivering impactful brand solutions across local and multinational markets.

His expertise spans Brand Management, Client Relationships, Business Development, Strategy & Planning, Digital Marketing, Experiential Marketing, Events, and Conventional Advertising. Kunle has played a pivotal role in shaping the success of high-profile brands such as Samsung, DStv, Etisalat, Pepsi, Dangote Foods, Access Bank, Intel, and TROVE Investment App, as well as spearheading strategic initiatives for political campaigns like AMBODE 2015. His work reflects a deep understanding of diverse industries, from financial services to FMCGs, telecommunications, and technology, demonstrating his ability to craft tailored strategies that resonate across varied markets. A forward-thinking professional, Kunle is now exploring opportunities at the intersection of Marketing-Tech, Agile Methodologies, Product Management, and Digital Product Development.

Kunle is also a passionate music enthusiast and trendspotter, always attuned to emerging cultural shifts and consumer behaviors. His blend of creativity, strategic insight, and industry expertise makes him a formidable force in the world of marketing and brand development.



IKEH CHIDI

CREATIVE DIRECTOR (COPY)

Ikeh Chidi is a powerhouse of creativity with over a decade of experience crafting memorable campaigns across the advertising and marketing spectrum. His career has been shaped by stints at industry-leading agencies like CenterspreadFCB, HotSauceDigital, and Fuel Communications, where he absorbed a wide range of insights from some of the brightest minds in the business. What truly sets Ikeh apart, however, is his ability to blend the art of storytelling with strategic precision, creating work that resonates deeply with diverse audiences.

Ikeh's rich portfolio spans collaborations with top-tier brands like Netflix, Samsung, Pepsi, Absolut Vodka, and Nestlé, delivering everything from multi-channel campaigns to immersive offline experiences. His global perspective—earned through partnerships with international clients—allows him to navigate the unique challenges of African markets while consistently achieving creative and business success.

With a keen eye for innovation and a collaborative spirit, Ikeh brings more than just technical expertise to the table. He brings passion, adaptability, and a commitment to excellence that elevates every project he touches. And if you haven't seen Game of Thrones, don't worry—he'll still think you're cool.



JOSHUA RIEBELLE

CREATIVE DIRECTOR (ART)

Joshua Riebelle is a seasoned creative professional with over 16 years of experience in advertising and product design. Formerly the Deputy Creative Director at Dentsu Creative, Joshua has consistently demonstrated his ability to craft compelling visual narratives and innovative design solutions across diverse industries.

His expertise spans a wide range of disciplines, including digital design, animation/motion graphics, and art direction. These skills have enabled him to deliver exceptional creative work for a host of world-class brands such as MTN, Interswitch, Coca-Cola, Fanta, Access Bank, Budweiser, Fidelity Bank, and Nivea, among others. His contributions have elevated the brand presence of these global and regional giants, earning him recognition as a versatile and visionary designer.

An alumnus of Orange Academy, Africa's first practical school of integrated brand experience, Joshua continues to give back to the creative community as a part-time facilitator at the institute. In this role, he mentors and inspires the next generation of creatives, sharing his wealth of knowledge and industry insights.

Joshua's career is a testament to his passion for storytelling, his dedication to impactful design, and his commitment to empowering businesses through strategic creative solutions.



JACOB AJAYI

HEAD, DIGITAL INSIGHTS & MEDIA OPTIMIZATION

Jacob Ajayi is a versatile digital marketing expert with nearly two decades of experience transforming the way global brands and startups communicate with their audiences. He specializes in crafting innovative strategies that drive engagement, build brand equity, and deliver measurable results. Jacob has worked with industry giants like Google, Pepsi, Samsung, Lenovo, MTN, Gionee, Diamond Bank (now Access Bank), Sterling Bank, Konga, Bet9ja etc His expertise spans diverse industries, including technology, finance, e-commerce, and entertainment.

His Key digital marketing competencies include: Content Marketing: Developing high-impact content strategies that resonate with target audiences. Social Media Strategy: Crafting and executing campaigns across platforms to increase visibility and engagement. SEO: Enhancing organic search rankings through targeted keyword strategies and content optimization. Paid Media Advertising: Managing performance-driven PPC campaigns on Google Ads, Meta, and other platforms to achieve ROI. Data Analytics: Leveraging analytics tools to track campaign performance, uncover insights, and optimize for results. Email Marketing: Designing targeted email campaigns to nurture leads and convert them into loyal customers. Influencer Marketing: Partnering with influencers to amplify brand messaging and reach niche markets. Jacob's work is rooted in a commitment to innovation, data-driven decision-making, and delivering client success.



TUNJI MESHIOYE

LEAD, TECH & INNOVATION

Tunji Meshioye is a seasoned marketing expert with nearly two decades of experience spanning traditional, digital, and technology product marketing across industries such as technology, gambling, healthcare, retail, logistics, and consumer goods. A proven strategist, Tunji successfully led marketing and PR for a tech startup, securing \$30 million in funding through effective stakeholder engagement and product adoption campaigns. As an innovator, he pioneered groundbreaking sportsbook and retail agency management systems for Bet9ja, driving market share growth and operational efficiency.

In the realm of gamification, Tunji transformed customer engagement for Access Bank by leveraging transaction data to deliver personalized offerings, boosting conversion rates and loyalty. His expertise in user experience (UX) optimization has enhanced digital platforms for logistics and e-commerce businesses, ensuring seamless interactions that improve satisfaction and operational outcomes.

Guided by data-driven insights, Tunji excels in analyzing trends and optimizing campaigns to inform market entry strategies that deliver measurable results. A creative visionary, he has crafted award-winning campaigns that have enhanced brand visibility and trust across social media, press, TV, and digital platforms. Tunji Meshioye is a dynamic leader dedicated to harnessing innovation, creativity, and data to drive impactful marketing strategies and elevate brands in competitive markets.



BRANDS WE'VE WORKED WITH

We work with fearless brands.

At The Hive Momentum, we're passionate about creating impactful and buzz-worthy results that elevate our clients to new levels of success. For the past three years, we've collaborated with remarkable brands, delivering top class services that leave a lasting impact and fuel growth.

These are some of the many clients that have trusted us with their brands



THE NEW REVOLUTION IN
ONLINE BETTING PLATFORMTHE NEW REVOLUTION IN
ONLINE BETTING PLATFORM
LINE OF BUSINESS
SPORTS BETTING

EXPERTISE.

- Campaign Development
- Brand Endorsement & Sponsorship
- Brand Strategy
- Experiential Marketing
- Influencer Engagement
- Media Planning
- Store Branding
- Social Media Management
- Content Development
- Digital Advertising
- Public Relations

ABOUT THIS PROJECT.

Frapapa Bet was conceived to give gamers/punters a superior experience whilst enriching and rewarding them even more. Being a new brand, the stakes were high; market was saturated with well established industry players with very deep pockets, punters/gamers unforgiving with their loyalty, regulation was stringent and a couple of other factors. THM took on the peculiar and daunting task of birthing and launching a totally new Bet Brand into a competitive Gaming industry, fostering high adoption and use of the FRAPAPA Bet platform.



RESULTS

We set out with a clear objective of creating awareness for FRAPAPA while recruiting and building a base of users for the platform. The Strategic imperative was to clearly define the brand, promote it, engage the audience, build a positive sentiment for the brand from the start for acceptance, brand trial and conversion among the punters. We deployed a fully integrated campaign covering both offline and online channels. This included signing of a Brand-fit ambassador, media conference, Engagement (via FRAPSTAR N1m giveaway), Digital media buying & Digital PR, OOH, Experiential activities, Radio via message that connect with TA's ambitions and aspirations for success.

As part of the results, we changed the status quo of using retired, albeit unpopular Football Icons as Brand Endorsers/ Ambassadors and pioneered the use of a "Brand-fit" Ambassador, who connected more with the lifestyle and true interests of the punters. This gave the brand soft landing, recognition and faster acceptance among the punters. Remarkably, we generated 4,000 punters signup in the first 3 weeks of campaign with 15,000+ registered users by 4 th month

WINDMILLING WITH ICONIC STAR



REMILEKUN ABDULKALID SAFARU
REMINISCENCE

INTRODUCING

frapapa

THE NEW
REVOLUTIONARY
ONLINE BETTING
PLATFORM

- Cash Out
- Better Odds
- Super Bet Boost
- Super Fast Payout
- 240% Welcome Bonus



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18+

INTRODUCING

frapapa

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REVOLUTIONARY
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PLATFORM



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frapapa
...IT'S A WIN

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**CLAIM YOUR
240%
WELCOME
OFFER**

SIGN UP NOW

18+

The image shows a man in a green Frapapa jersey and cap, smiling broadly while holding a smartphone. The background is white with faint icons of various sports equipment like a tennis racket, a basketball, and a soccer ball. Orange and green diagonal stripes are at the bottom.

frapapa
...IT'S A WIN

www.frapapa.com

**EVERY
ODD IS
IN YOUR
FAVOUR**

BET NOW

The image shows the same man in a green Frapapa jersey and cap, smiling and holding a tablet. The background and design elements are consistent with the first advertisement.

SPOT THE DIFFERENCE

www.frapapa.com

Liverpool vs Aston Villa

PREMIER LEAGUE SATURDAY

1	X-DRAW	2	1X2	1.12	1.20	2.52
1.52	4.50	6.05	Double Chance	1.12	1.20	2.52

START BETTING BETTER

Posts Follow

frapapaofficialng

WEDNESDAY EPL FIXTURES

TUE APR 24TH | 07:45PM
WOLVERHAMPTON vs **BOURNEMOUTH**

TUE APR 24TH | 08:00PM
MAN UNITED vs **SHEFFIELD**

TUE APR 24TH | 08:00PM
CRYSTAL PALACE vs **NEWCASTLE**

TUE APR 24TH | 08:00PM
EVERTON vs **LIVERPOOL**

AFRICA'S BEST BETTING BRAND OF THE YEAR 2023

frapapa.com

frapapaofficialng 🏆 Today's Premier league fixtures!... more

April 24

GUESS THE PLAYER

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**START
BETTING
BETTER**

WITH **frapapa**

SIGN UP NOW
at www.frapapa.com



- Cash Out
- Highest Odds
- 240% Welcome Bonus





EXPERTISE.

Product Design/Dev
UX/UI Design
Web Dev. & Design
Content Development
Digital Design

ABOUT THIS PROJECT.

The ShopKite Merchant App is a transformative digital solution crafted to empower neighborhood and community businesses with intuitive and cost-effective inventory management tools. Designed with accessibility and simplicity in mind, the app works seamlessly on both Android and iOS devices, making it a reliable companion for small business owners across various platforms.

Our goal was to create a tool as simple and familiar as a calculator, yet powerful enough to provide sophisticated insights. The app helps small businesses identify inefficiencies in their operations, equipping them with accurate, actionable data to optimize performance and drive growth.

By combining ease of use with advanced functionality, the ShopKite Merchant App is redefining how community businesses manage their inventory, improve productivity, and unlock their full potential.



ShopKite
MERCHANT

LINE OF BUSINESS
FINTECH

RESULTS

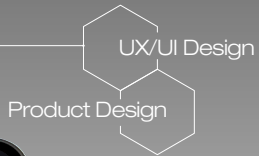
With over 20,000 downloads, the app has become a trusted tool for community businesses across Nigeria, steadily gaining popularity and recognition. By employing a grassroots strategy and crafting communication tailored to a non-tech-savvy audience, we've successfully bridged the gap between innovation and accessibility.

Our approach combines both offline and online media, allowing us to connect with users in their everyday environments while embracing digital channels to amplify reach. This dual strategy has resulted in one of the highest user-to-download ratios in the market, with over 20% of downloads converting into active monthly users.

The impact is impressive: the app is now integral to tracking and managing over ₦20 billion in sales transactions nationwide every month. It's not just an app—it's a game-changer for small businesses, empowering them to streamline operations and achieve greater efficiency.

www.shopkite.com.ng

SHOPKITE

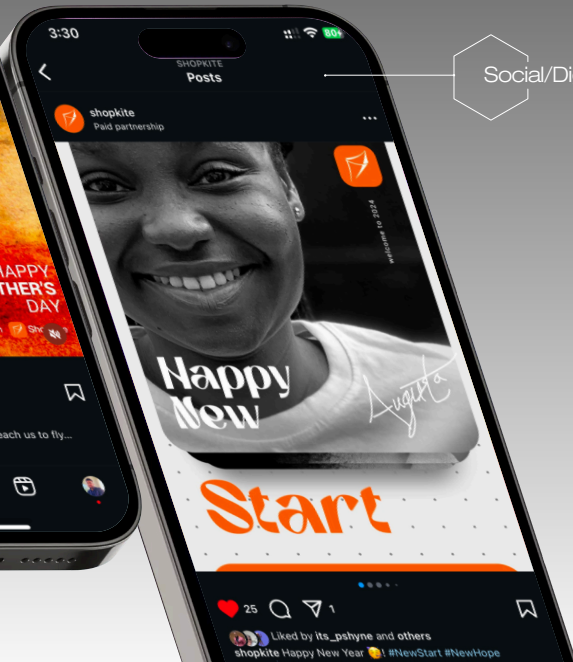
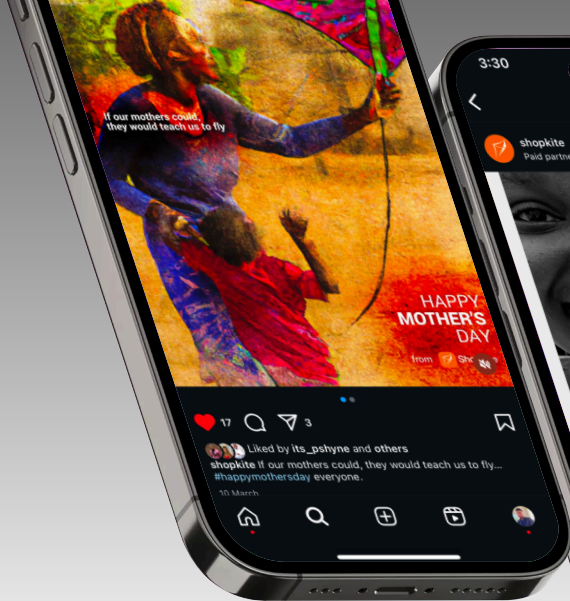


www.shopkite.com.ng

SHOPKITE



Web Dev. & Design



Social/Digital Design



EXPERTISE.

Brand Strategy
Content Development
Digital Advertising
Social Media Marketing

ABOUT THIS PROJECT.

TROVE Investment application is a Fintech product that allows people to make investments in local and foreign stocks/shares, Bonds, ETFs and lots more, anywhere in the world. Being a player in a burgeoning but competitive Fintech space, where service offerings were somewhat similar, TROVE needed to grow its number of users and grow its market share. The prospective users had multiple options of such service providers and as such, TROVE needed to differentiate itself through its unique offerings to win them over. TROVE's specific brief to THM was to deploy a campaign to promote the investment app and achieve 50,000 Trove Investment Application Installations/Downloads by Target Audience, in 3 months.



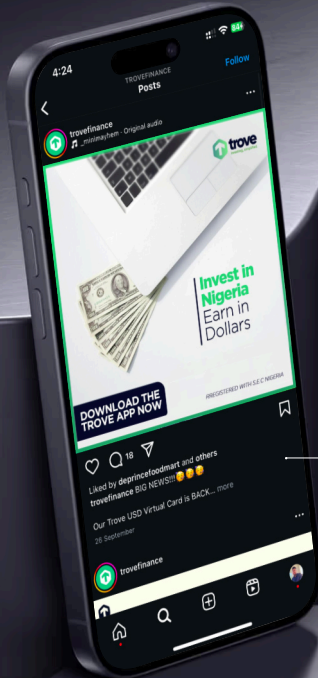
RESULTS

To achieve 50,000 download target of new users, the strategic imperative was to identify clearly the target audience, their user journey, pain-points, and true consumer insights. We also carried out extensive competitive analysis to determine gaps and opportunities in the offerings, vis-à-vis the TROVE app. Noting that our target audience/users are digital natives and our goal was to get downloads, our approach was to deploy Programmatic targeting to drill down to the right prospects, followed by engagement across media channels with effective call-to-action creatives bearing incentives, while optimizing media spend.


LINE OF BUSINESS
FINTECH

At the end of the agreed 3 months, we achieved the following:


- 60,000+ Users downloaded and Installed the App on their mobile phones.
- 30,000+ user data available for in-app retargeting and app engagement for increased deposits/revenue for Trove



Social/Digital Design




Invest in Nigeria
Earn in Dollars




DOWNLOAD THE TROVE APP NOW

REGISTERED WITH S.E.C NIGERIA



Invest in global stocks
with as little as
N1,000/\$10



DOWNLOAD THE TROVE APP NOW



EXPERTISE.

- Brand Strategy
- Content Development
- Social Media Management
- Microsite Design
- Public Relations
- Social Media Marketing
- Digital Advertising

ABOUT THIS PROJECT.

CDK Integrated Industries is a leading manufacturer utilizing cutting-edge technology to produce world-class porcelain tiles. Renowned for delivering premium quality, CDK offers bespoke solutions tailored to meet the demands of high-end building and construction projects. By prioritizing quality, reliability, sustainability, and customization, CDK was established to provide a superior, locally-made alternative to premium imported tiles. With this vision in mind, CDK partnered with THM to position its porcelain tiles as a globally competitive, luxury product available in Nigeria—eliminating the need to import high-quality tiles for top-tier projects.



RESULTS

To achieve Top-of-the-mind awareness and a strong brand equity for CDK, we needed to position CDK rightly whilst developing a clear, reliable and trusted Brand. We started off with delving deep into the highly competitive landscape of tile manufacturing (both locally and globally), Consumer preferences and pain-points, media consumption/usage, market gaps, insights and opportunities that could help us establish CDK as the go-to brand for porcelain tiles. We executed a digital focused strategy with well-defined tactics that covered an attractive, unique content strategy and creation, microsites design and blog, Ad targeting, re-targeting, A-B testing, Search Engine Marketing (SEM), Social media advertising and management as well as digital/online PR.

Our approach produced a highly recognisable, trusted and highly recommended brand with a lot of brand mentions among industry stakeholders, both offline and online, that ultimately led to sales conversation and verifiable revenue increase. As a testament to these, CDK Industries Ltd. became award winning brand for the first time since inception and the industry's leading porcelain tile manufacturer.



REIMAGINE LUXURY

with CDK Porcelain Tiles

Contact us:

(234) 906 206 9918

info@cdkindustries.com

www.cdkindustriesng.com

Premium Porcelain Tiles
and Sanitary Wares



REIMAGINE LUXURY

with CDK Porcelain Tiles

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and Sanitary Wares



REIMAGINE LUXURY

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For homeowners who want the best



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Made with Nano Technology



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For estate developers who want the best



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For tilers who want the best



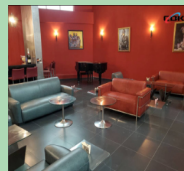
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www.cdkindustriesng.com

Fully Vitrified Tiles.
Made with Nano Technology

SOCIAL MEDIA STRATEGY & MANAGEMENT.

- Build custom social media & content strategy
- Competitor Analysis
- Create content and design unique graphics
- Build and manage monthly content calendar
- Manage engagement and community building
- Monitoring and reporting





Created AV content and deployed across owned social channels



Created AV content for CDK events and deployed across owned and 3rd party platforms



Shot a documentary for CDK and deployed across owned and 3rd party platforms

PLATFORMS WE DEVELOPED

Empowering brands with platforms that deliver impact

At The Hive Momentum, we create digital experiences that connect, engage, and deliver results. From custom applications to innovative websites and digitally-enabled marketing solutions, our platforms are designed to solve real-world challenges and elevate brands.

SOCIALBAMBAM

Social BamBam

Home Schools Courses Therapy Sign In / Register [Get Started](#)

EXAMINE SKILLSET CAPS

Get Ready to Acquire some Skills

Learning with us will help you to upskill digitally and vocationally. Acquire in-demand skills at low cost rates. Become your better self.

[Get Started](#)

10m+ people to learn... [View More](#)

Best place to learn

Socialbambam.com is an Edutech proprietary asset, catering to digital economy skill and vocational skill acquisition. It is a platform for up-skilling and reskilling; to learn, unlearn and relearn "life improving skills" as a result of a wide array of applicable soft and hard skills offered via numerous paid and free bootcamps and self-paced courses. Social Bambam provides simplified learning that helps you acquire skills to put you ahead in your path towards success.

www.socialbambam.com

ADCLIME

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Take your Brand Global - with our Programmatic Solution

Achieve success in the advertising arena with pioneering targeting solutions, compelling creative assets, and a devoted team focused on ad operations and client services.

[Get Started](#)

AdClime is a programmatic/demand-side platform (DSP) that is poised to empower advertising success and brand growth. adClime provides efficient, precise and result-driven programmatic digital advertising experience, optimising spend while creating value with measurable return on investment.

Some of the key offerings of adClime include intelligent Audience Targeting, advanced geo-location targeting, click-to-action ads, data collection, realtime reporting and tracking/analytics, dynamic creative optimization, and lots more. AdClime elevate a brand's online presence and connect them with their target audience for unparalleled success.

www.adclime.com



LET'S TALK

WELCOME

Email Address

New Business: kshokunbi@thm-ng.com

Address

8, Atunwa Street, Off Unity Road, Ikeja,
Lagos.

Call : 08094034609

Whatsapp : 08059127902

Hours

Monday to Friday 09:00 - 17:00

**THANK YOU
FOR WATCHING**

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