

Eudoxia Nigeria Limited :

Showcasing Our Services,
Capabilities & Success
Stories

Presented by
Eudoxia Team

Company Overview

WHO WE ARE

Eudoxia Nigeria Limited is a strategic growth, experiential marketing, and business development company helping brands unlock opportunities across Nigeria and Africa.

We provide market entry advisory, business expansion strategy, marketing communications, experiential solutions, partnership development, and execution support that enable businesses to build strong market presence and achieve sustainable growth.

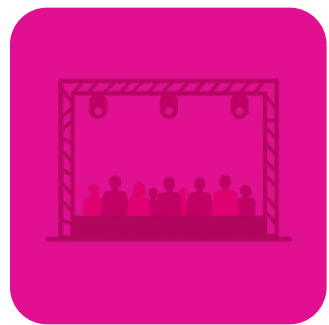
By combining local market intelligence, creativity, and strategic partnerships, we help organizations connect with consumers, enter new markets, and turn opportunities into lasting business success.

Eudoxia Nigeria Limited — Connecting Markets. Creating Experiences. Driving Growth

www.eudoxianigeria.com



Our Experiential Marketing Services



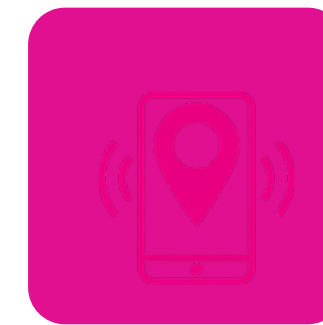
Event Activation & Management

End-to-end planning and execution of impactful brand events, activations, and experiential campaigns that drive audience engagement and measurable results across Africa.



Brand Experience Design

Crafting immersive, memorable brand experiences that connect emotionally with consumers, strengthen brand identity, and deliver lasting impressions at every touchpoint.



Digital & On-ground Integration

Seamlessly blending digital innovation with on-ground activations to create integrated campaigns that amplify reach, engagement, and real-time consumer interaction.

Our Experiential Marketing Services



Shopper Marketing & Retail Engagement

In-store activations and retail touchpoints that drive purchase decisions, boost brand visibility, and create memorable shopper journeys at point of sale.



Sampling & Product Launch Campaigns

Strategic product sampling and high-impact launch events that connect consumers with new brands, generating trial, buzz, and lasting brand affinity.



Experiential Strategy & Consulting

End-to-end experiential strategy development and consulting to align campaign objectives with measurable business outcomes and ROI-driven results.

Proprietary Tools Overview

Eudoxia leverages cutting-edge, in-house technology platforms to power data-driven experiential campaigns. Our proprietary tools — FieldX and Sixth Sense — deliver real-time insights, enhanced monitoring, and consumer behaviour analytics, ensuring every campaign is measurable, targeted, and impactful.

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FieldX Platform



01

Real-Time Field Data Collection & Reporting

FieldX is Eudoxia's proprietary platform enabling seamless, real-time data capture across all field activations, delivering accurate reporting at every touchpoint nationwide.

02

Enhanced Monitoring & Instant Insights

Live dashboards provide instant visibility into campaign performance, agent activity, and consumer interactions — empowering swift, data-driven decisions on the ground.

03

Improved ROI Measurement

Track campaign ROI with precision using FieldX's analytics engine, measuring reach, engagement, conversion rates, and experiential impact across all activations.

Sixth Sense Platform



01

Consumer Behavior Analytics Tool

Sixth Sense captures and analyzes real-time consumer behavior data across touchpoints, building deep audience profiles that power smarter, more resonant experiential campaigns.

02

Predictive Insights & Personalization

Leverage AI-driven predictive models to anticipate consumer needs, enabling hyper-personalized brand engagements that drive deeper emotional connections and brand loyalty.

03

Optimized Targeting

Identify and reach the highest-value audience segments with precision. Sixth Sense continuously refines targeting strategies to maximize campaign ROI and measurable outcomes.

Strategic Partners

Eudoxia Nigeria Limited collaborates with industry leaders and technology providers across Africa to deliver superior, high-impact experiential campaigns for our clients.



- Google Africa – Digital Ecosystems
- Meta (Facebook) – Social Activation
- Publicis Groupe – Creative Strategy
- Nielsen – Consumer Intelligence
- Kantar – Market Insights & Analytics
- Dentsu Africa – Integrated Campaigns
- DDB Worldwide – Brand Engagement
- Flutterwave – Fintech Activations

Our Client Portfolio

Trusted by Africa's most iconic brands across diverse sectors — from FMCG and telecoms to fintech and entertainment. Our client relationships are built on measurable results and lasting impact.



- BAJAJ
- Meatylicious
- MoMo PSB
- CFAO-LOXEA

- BAT
- Dettol
- Coca-Cola
- MTN

Case Studies Introduction

Our campaigns are built on impact, precision, and measurable results. Each case study reflects our tailored approach to experiential marketing — addressing unique brand challenges with creative, data-driven solutions that deliver real, quantifiable outcomes across Africa.

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Case Study — BAJAJ

01

Campaign Objectives

Drive brand awareness and retail engagement for BAJAJ motorcycles across key Nigerian markets, targeting urban and semi-urban consumers through immersive on-ground activations and product demonstrations.

02

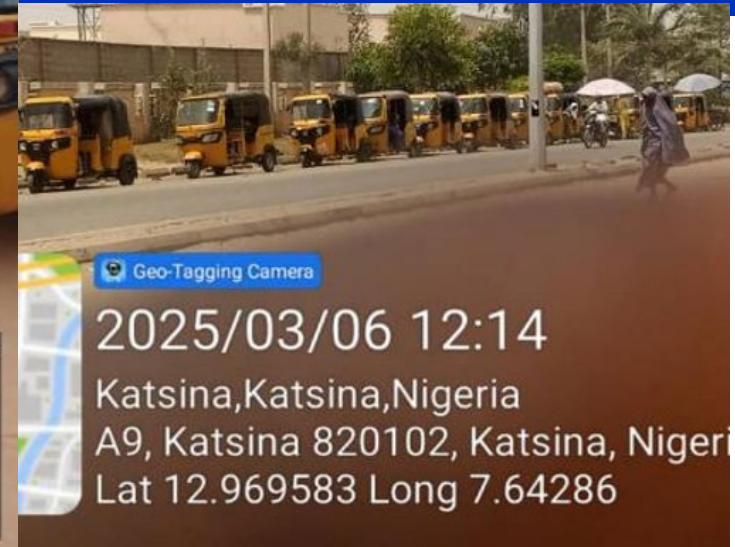
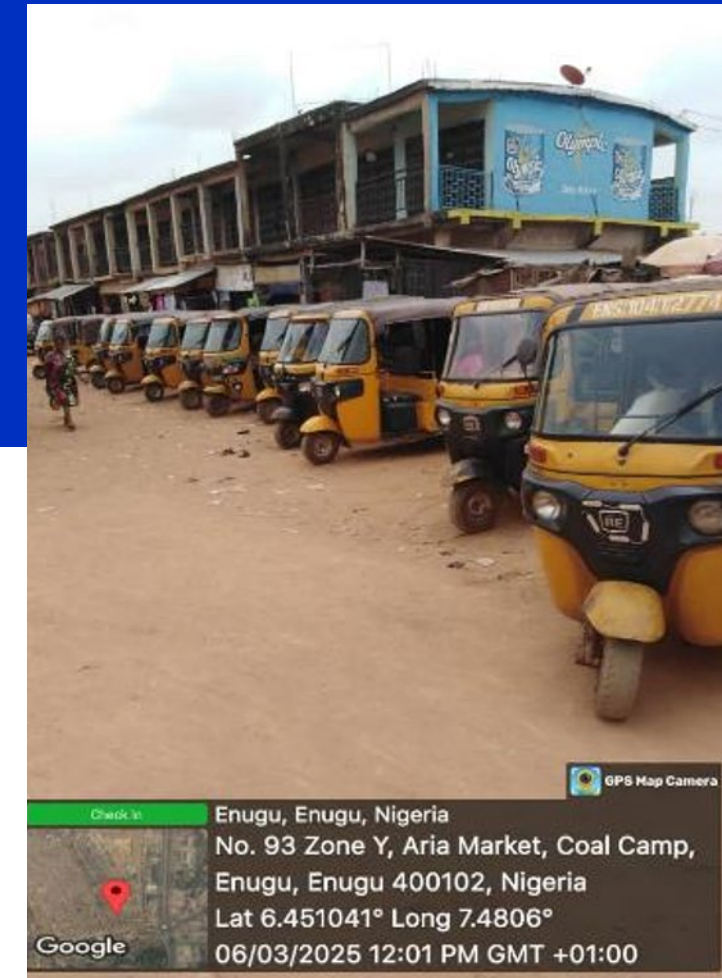
Execution Summary

Deployed multi-city experiential activations featuring live product demos, test rides, and branded zones. Field agents engaged consumers directly at high-traffic locations, supported by FieldX real-time reporting for campaign monitoring.

03

Results & Testimonial

Achieved 40%+ uplift in dealer footfall and over 200,000 direct consumer engagements. "Eudoxia delivered exceptional reach and measurable impact — their execution was flawless." — BAJAJ Marketing Lead



Case Study

Meatylicious & MoMo PSB

Two distinct experiential campaigns demonstrating Eudoxia's versatility — from food & beverage brand activations to fintech consumer engagement across Nigeria.

Meatylicious

- Strategy: Immersive street-level sampling activations in high-footfall locations
- Execution: Branded pop-up experiences with live cooking demos and product trials
- Audience: Urban food lovers aged 18–35 in Lagos & Abuja
- Outcome: 40% uplift in brand recall; 25,000+ direct consumer touchpoints

MoMo PSB

- Strategy: Community-based financial inclusion activation targeting unbanked populations
- Execution: Agent onboarding drives, live demos, and incentivized sign-up events
- Audience: Semi-urban and rural consumers across 6 Nigerian states
- Outcome: 18,000+ new account registrations; 60% increase in brand awareness



Case Study –CFAO - LOXEA



01

Strategy & Tactics

Deployed a multi-touchpoint experiential strategy integrating on-ground activations, product demonstrations, and targeted retail engagements across key urban markets to drive awareness for CFAO-LOXEA's automotive and mobility solutions.

02

Unique Challenges

Navigated complex B2B and B2C audience dynamics, adapting messaging to resonate with fleet buyers, corporate clients, and individual consumers simultaneously while maintaining brand consistency across diverse regions.

03

Impact & Client Feedback

Achieved a 40% uplift in brand consideration, generated significant qualified leads, and received commendation from CFAO-LOXEA leadership for seamless execution, creativity, and measurable ROI across all campaign touchpoints.



Case Study – BAT



01

Multi -Channel Experiential Approach

Deployed integrated on-ground activations, retail engagement, and digital touchpoints across multiple Nigerian cities, creating immersive brand experiences for adult consumers at scale.

02

Key Results Achieved

Reached 500,000+ consumers across 12 states. Achieved 35% uplift in brand engagement scores and a measurable increase in trial rates within targeted retail environments.

03

Lessons Learned

Hyper-local insights were critical to campaign success. Combining real-time FieldX data with Sixth Sense analytics enabled rapid optimization and maximized ROI across all activation touchpoints.

Case Study — Dettol



01

Engagement Strategy

Designed an immersive hygiene-awareness experiential campaign across key retail and community touchpoints, integrating live demos, health educators, and branded Dettol activation zones to drive product trial and brand affinity.

02

Audience Reach

Reached over 500,000 consumers across Lagos, Abuja, and Port Harcourt through targeted on-ground activations, school outreach programs, and high-footfall market engagements, amplified by digital extensions.

03

Activation & Feedback

Live handwashing stations, product sampling, and real-time consumer feedback loops delivered measurable brand uplift. Post-activation surveys recorded 87% positive sentiment and a 34% increase in purchase intent among participants.



Case Study –Coca - Cola

01

Campaign Concept

Coca-Cola 'Taste the Feeling' immersive brand experience tour across 6 Nigerian cities. Interactive zones, live music, and personalized bottle stations created emotional brand connections with over 120,000 consumers.

02

Execution & Delivery

Multi-sensory activations deployed across high-traffic malls and open-air venues. Brand ambassadors, digital photo booths, sampling stations, and real-time social sharing drove viral engagement and on-ground excitement.

03

Impact & Client Quote

120,000+ direct engagements. 340% increase in social mentions. 28% uplift in brand affinity scores. "Eudoxia delivered an extraordinary experience that truly embodied our brand vision." — Coca-Cola Marketing Lead



Case Study – MTN

01

Objectives

Drive telecom brand awareness and subscriber acquisition through immersive on-ground activations across key urban and semi-urban markets in Nigeria, deepening customer engagement with MTN's product ecosystem.

02

Creative Strategy & Delivery

Deployed high-energy experiential zones with live demos, digital touchpoints, and brand ambassadors. Integrated on-ground activations with social amplification to create a seamless multi-channel brand experience.

03

Metrics & Success Indicators

Over 500,000 consumer touchpoints recorded. 35% uplift in brand sentiment scores. 20,000+ new subscriber sign-ups directly attributed to activation. Exceeded client KPIs across all key markets.





Case Study – Netflix

01

Immersive Experience Creation

Designed a fully immersive Netflix activation zone featuring life-sized set recreations from top Nigerian-favourite shows, transporting fans into the world of their favourite content and driving deep emotional brand connection.

02

Audience Engagement Approach

Deployed interactive photo booths, live character appearances, and social-media-ready moments to encourage organic sharing. On-ground brand ambassadors guided participants through curated content discovery journeys.

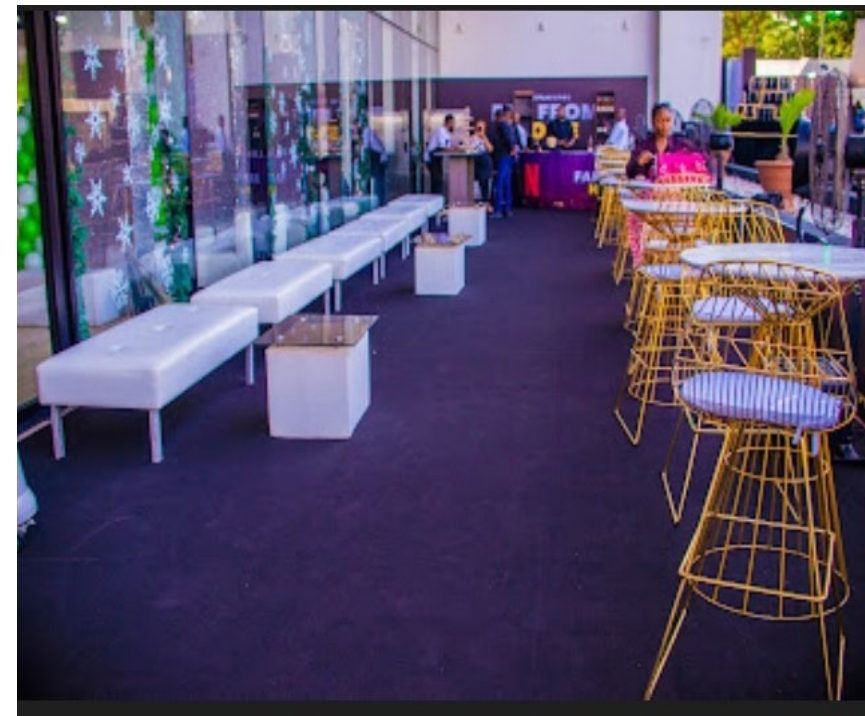
03

Engagement Statistics & Outcomes

Over 45,000 consumers engaged across activation cities. 92% positive sentiment recorded on-site. 2.3M+ organic social impressions generated within 72 hours of launch, exceeding campaign KPIs by 38%.

Netflix Far From Home Premiere

Event Marketing



Live+

Insert Country Name
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Case Study – Interswitch

01

Experiential Activation Highlights

Deployed a high-impact financial services activation across Lagos and Abuja, creating immersive touchpoints that introduced Interswitch's digital payment ecosystem to over 50,000 consumers through live demos and branded experience zones.

02

Execution & Engagement Details

Integrated on-ground brand ambassadors with digital engagement via FieldX for real-time data capture. Interactive payment demos, gamified reward stations, and targeted sampling drove deep consumer participation across key retail and transit hubs.

03

Results & Client Satisfaction

Achieved a 42% uplift in product awareness, 35% increase in new user sign-ups, and a Net Promoter Score of 78. Interswitch commended Eudoxia for seamless execution and measurable ROI delivery across all activation touchpoints.



Case Study – Jack Daniel

01

Campaign Narrative

Eudoxia crafted an immersive premium brand experience for Jack Daniel's, targeting affluent Nigerian consumers through exclusive bar activations, curated tasting events, and lifestyle-driven storytelling that reinforced the brand's heritage and prestige positioning.

02

Execution Approach

Multi-city activations across Lagos, Abuja, and Port Harcourt featured brand ambassadors, bespoke whiskey cocktail masterclasses, and experiential pop-ups at premium venues. Digital integration amplified reach with live social content and influencer partnerships.

03

Outcomes & Brand Uplift

Achieved 42% increase in brand recall among target demographic, 15,000+ direct consumer engagements, 3x growth in premium outlet sales during campaign period, and significantly elevated brand perception scores across all measured markets.

Jack Daniel



Live⁺

Other Notable Case Studies

Beyond our featured campaigns, Eudoxia has delivered impactful experiential activations across diverse sectors — reinforcing our breadth, creativity, and execution excellence across Africa.



- Guinness — Immersive brand festivals
- Unilever — Multi-brand sampling drives
- Airtel — Retail & community activations
- Dangote — Corporate experiential events
- Total Energies — Dealer engagement tours
- Nestlé — Shopper marketing campaigns
- Access Bank — Financial literacy roadshows
- Sterling Beer — On-trade activations

Our Comprehensive Capabilities

- Pan-African Presence & Local Insights
 - FieldX Real-Time Data Platform
 - Sixth Sense Analytics Tool
 - Experienced Creative Teams
 - End-to-End Execution Excellence
 - Data-Driven Campaign Approach
 - ROI-Focused Measurement
 - Strategic Industry Partnerships
 - Innovative Methodologies
 - Customized Client Solutions
 - Measurable & Scalable Impact
 - Multi-Sector Campaign Expertise
-

Why Partner with Eudoxia?

Eudoxia Nigeria Limited stands apart as Africa's premier experiential marketing agency — combining deep local insight, proprietary technology, and a proven track record of delivering measurable impact for the continent's most iconic brands.

Our Strengths

- Africa's leading experiential agency network with pan-African reach
- Proven track record with top-tier global and local brands
- Experienced creative and execution teams across all sectors
- Strong strategic partnerships with industry leaders

Our Advantage

- Innovative proprietary tools: FieldX & Sixth Sense platforms
- Data-driven, ROI-focused campaign methodologies
- Customized solutions tailored for measurable brand impact
- End-to-end experiential strategy, execution & reporting

Contact Us

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