

Create • Opportunity • Success

BEYOND **Creativity**

COMPANY PROFILE

Welcome to the heart of our principles in human-centric design, where we embrace the richness of diverse perspectives and life experiences within our team. It is these varied insights that guide us in creating products/tools/services tailored to the needs of many.



Beyond Creativity is the nexus of creative solutions and transformative digital training. We specialize in propelling brands to new heights, equipping the next generation with tools to transform their dreams into reality while inculcating in them skills. As aspiring global leaders in creative solutions and digital empowerment, our expertise spans across branding, graphic design, videography, photography, scriptwriting, web design and development, and specialized training programs.

Born out of the pressing need for small-scale businesses to establish a robust online presence during the pandemic, Beyond Creativity emerged in 2019. Today, we cater to a broad spectrum of clients, ranging from multinational corporations to burgeoning startups, all seeking to thrive in the digital landscape. With offices in Kampala, Uganda, our passionate African creative agency team delivers forward-thinking ideas to our clients. Together, we craft brand identities, develop marketing tools, and execute campaigns that leave a lasting impact.

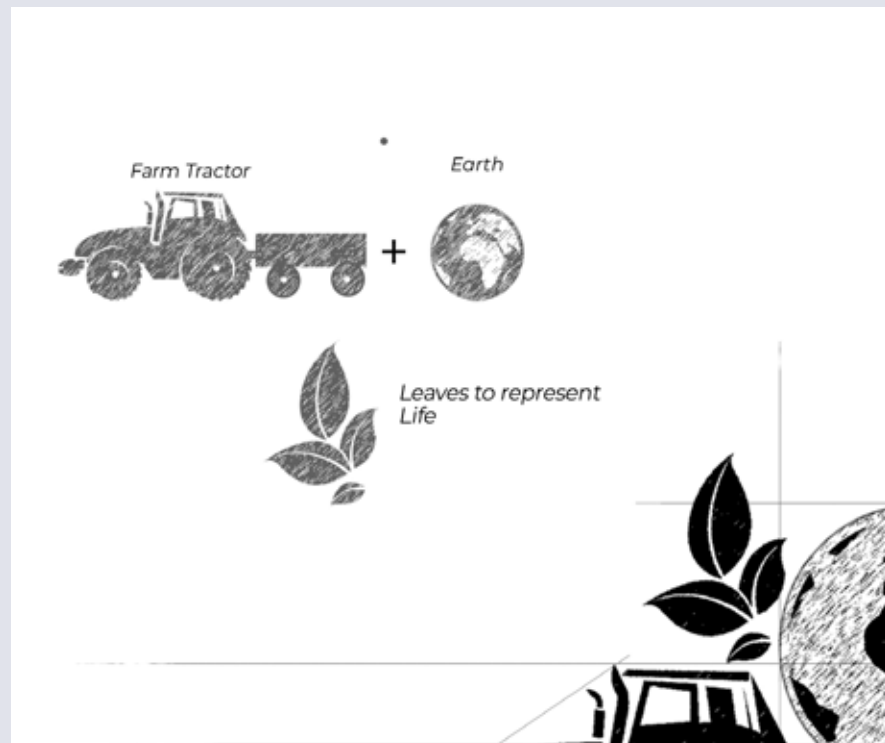


**WE HELP BRANDS STAND
OUT IN THE DIGITAL AGE.**

A SIMPLE APPROACH THAT WORKS.

What We Do.

We take the time to understand your business and your aspirations, your market and your product or service. We help define what makes your brand great. Our approach is simple. We create inspirational brand stories that connect businesses with their audiences.



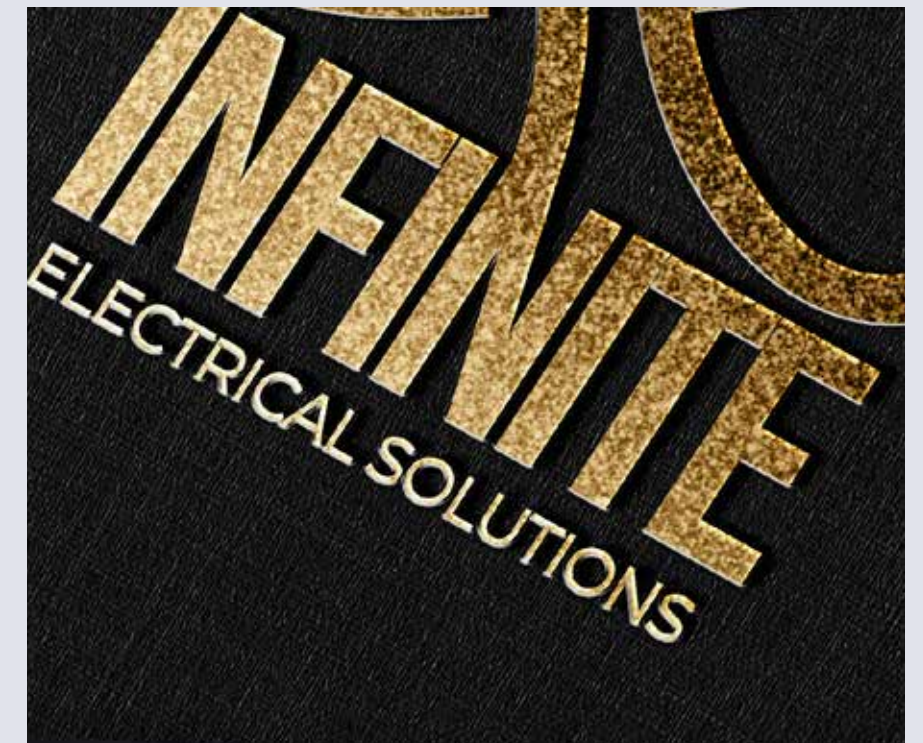
PLAN

Regardless of the size of project, from a simple logo concept to the 360 campaign we always have a plan to follow. Well planned concepts always deliver the desired outcome. As they say, if you fail to plan, you are planning to fail.



CREATE

With the ideas firmly in hand, the creative team and copywriters start to work out the concepts. Research and background information are handed over from the account manager and photography acquired as needed.



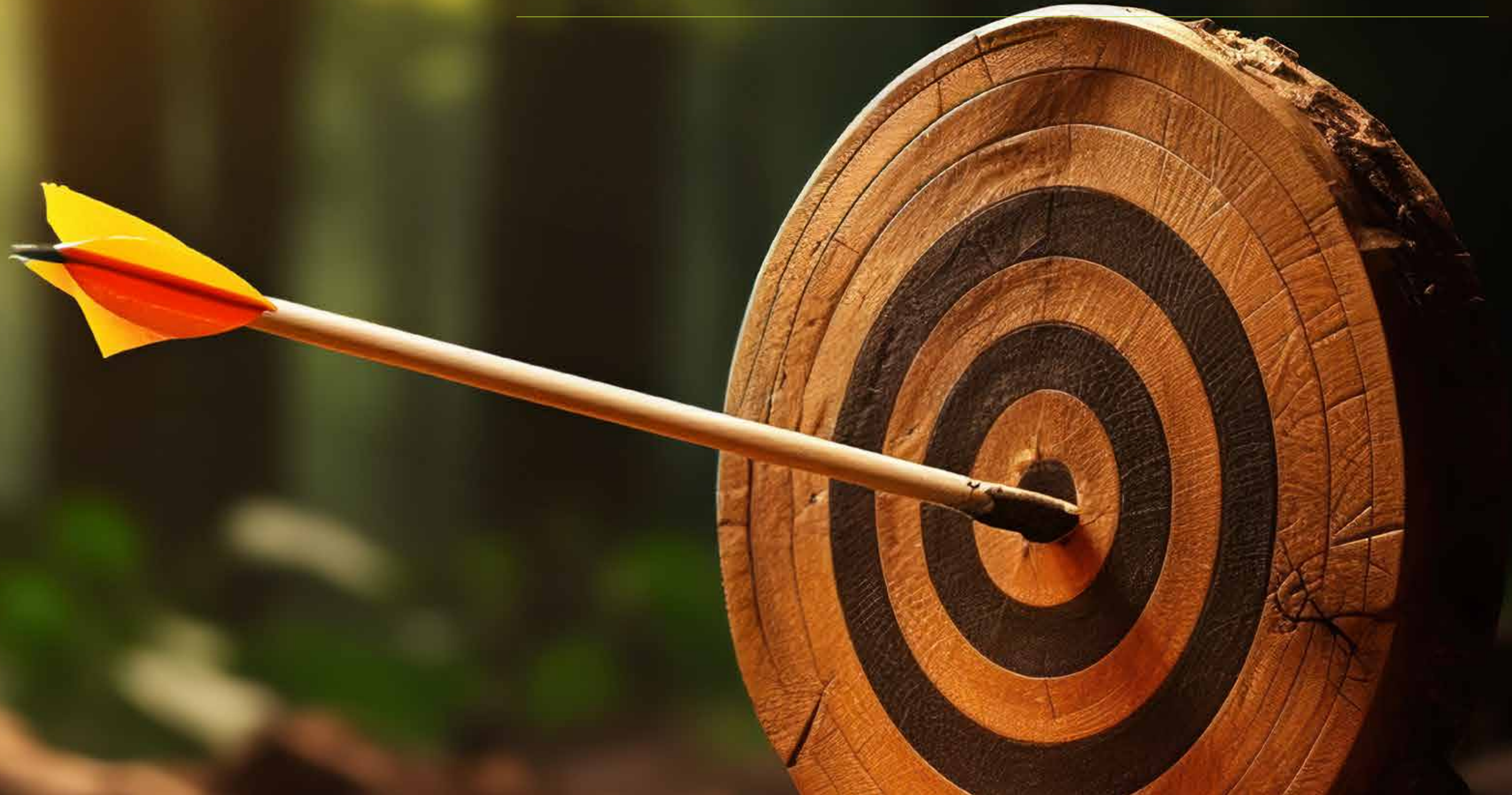
DELIVER

After creating visually exciting & compelling designs, we present them in the way the intended audience will receive them to give you an appreciation of how impactful your new designs are and will be.

Since 2019
BEYOND CREATIVITY STUDIO.

THE ULTIMATE VISION.

To be the premier global creative agency and training hub, known for driving exceptional brand growth and empowering the digital leaders of tomorrow equipped with in-demand tech skills. To Directly enable 10,000 Unique Brands to get known, loved and trusted by 2050.



MISSION STATEMENT.

At **BEYOND CREATIVITY**, we aim to create memorable brand identities, develop impactful strategies, seize opportunities in the digital economy, build functional tools, and design compelling marketing collateral.



WHAT SETS



apart as a Branding & Creative company?

Founded in 2019, BC embarked on a journey with a steadfast commitment: never to compromise on excellence. Armed with extensive market knowledge even before our inception, we understood from day one what it takes to thrive in our industry.

Over the years, our journey has been one of continual growth and refinement. Collaborating with esteemed partners, we've navigated challenging markets, contributing to their triumphs and witnessing our own evolution in tandem. With each success, our expertise deepened, and our standards soared higher.



Our ethos can be distilled into four guiding principles:

1



Uncompromising Excellence

We hold ourselves to the highest standards, never settling for mediocrity.

2



Passion and Experience

Our team is fueled by both passion and experience, a winning combination that drives sustainable

3



Ethical and Transparent

Integrity is at the core of everything we do, fostering trust and transparency in all our partnerships.

4



Partners of Success

We are more than service providers; we are committed partners in the success of our clients, dedicated to achieving their goals alongside them..

Great pride through

CORE VALUES

These aspects define who we are

Creativity

We thrive on pushing the boundaries of innovation in every project. Creativity is the essence of our work, driving us to deliver unique and compelling solutions that captivate and inspire.

Innovation

We continually evolve and embrace new technologies to provide cutting-edge solutions. Innovation means not just keeping up with trends but setting them, ensuring our clients stay ahead in a competitive market.

Leadership

Leadership is the bedrock of progress. Continuously evolving, we invest in our growth as leaders, ensuring our relevance and efficacy in steering towards a brighter

Christ-Centered

Our Christ-centered approach guides our actions with values of compassion, integrity, and humility. We strive to embody honesty, ethical conduct, and a sense of purpose in all our interactions, fostering a culture of respect and

Empowerment

We believe in the transformative power of education and skill development, providing opportunities for personal and professional growth, especially for those from under-served communities.

Sustainability

Sustainability is a core principle, guiding us to adopt responsible business practices that respect both people and the planet. We aim to create sustainable solutions

Dependable

Our commitment to delivering on promises defines us. With a resilient “Can Do” spirit, we foster teamwork and collaboration, cementing enduring partnerships with our clients built on trust and reliability.

Ethical

Integrity is our cornerstone, both in business and relationships. We uphold ethical standards, respecting each other and nurturing transparent, trustworthy connections with all stakeholders.

Accountable

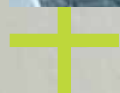
Taking ownership of our actions, we stand accountable as individuals and as an organization. Beyond our boardrooms, we are active participants in the communities we serve, fulfilling our responsibilities as

THE BEYOND Creativity PHILOSOPHY



At Beyond creativity, curiosity drives us. We are committed to discovering the most effective ways to connect with our clients' target markets. This means we are constantly exploring, learning, and experimenting with innovative solutions. Our philosophy is rooted in identifying goals and taking responsibility for executing cross-platform strategies to achieve them. We ensure that we stay within budget and deliver ahead of deadlines, with creativity as our hallmark.

BC has evolved alongside its clients, the marketplace, and technology. Our experience and capabilities enable us to advise and guide our clients to success more efficiently than traditional trial and error methods. Our passion is merging the latest marketing techniques with strategic thinking and highly creative execution. This philosophy drives us to help our clients achieve their goals effectively and innovatively.



EXPLORE WHAT WE DO!

Beyond Creativity is built on a foundation of diverse, high-quality services designed to meet all your creative needs. Our expertise spans across various domains, ensuring that every aspect of your brand is meticulously crafted and effectively communicated.



BOOST YOUR SALES
WITH A BUSINESS WEBSITE TODAY

THE BEST PRICES

- Website re-designing
- Website Development
- Custom programming
- Search Engine Optimisation (SEO)
- Customized Website
- Website management
- Consultation

Get in touch 0783741120

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www.beyondcreativityug.com



GO PRO
with our **Graphic Design**

Services

- Logo Design
- Social media Flyers
- Magazines
- Branding
- T-shirt prints & Design
- Digital paintings
- Web design
- Infographics and many more.

WORK WITH US TODAY!



SOCIAL MEDIA MARKETING

To attract a larger consumer base, it is important that you create a brand awareness first where your potential buyers are well aware of your brand.



BRANDING DESIGN.



Client : Tulye
Date : 23 - 04 - 2022



Tulye

We specialize in crafting powerful brand identities that resonate globally and endure the test of time in competitive markets. Our services include:

- Logo design
- Voice-overs
- Visual creation
- Brand guidelines development

Image By
Mbaleka Jonas.



Image By
Beyond Creativity.

WEB DESIGN.



Client : International Christian School

Date : 23 - 04 - 2022

International Christian School

Design Experience dynamic, user-friendly, and responsive websites that effectively engage your audience. Our website design services feature:

- Dynamic website development
- Responsive design
- Compelling storytelling through websites





MULTIMEDIA

Client : Infinix

Date : 23 - 04 - 2022

Oraimo & others

Engage your audience with captivating multimedia content. Our services include:

- Videography
- Photography
- Intuitive content creation



DIGITAL MARKETING.

Client : Various Clients
Date : 23 - 04 - 2022



Various Projects

Stay ahead in the digital realm with our comprehensive solutions. Services include:

- Website design and maintenance
- Stunning artworks
- Targeted marketing strategies



TRAINING.

Students : Community people

Date : 23 - 04 - 2022

Fundamentals of Photography

Empower yourself and your team with the latest digital and creative skills through LevelUp

- Digital skills training
- Creative skills training
- Script Writing



www.beyondcreativityug.com



SCRIPT WRITING.



About Script Writing

Craft compelling scripts that enhance narratives and captivate audiences:

- Engaging script development

Image By
Beyond Creativity

Location, East Africa



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BEYOND
Creativity

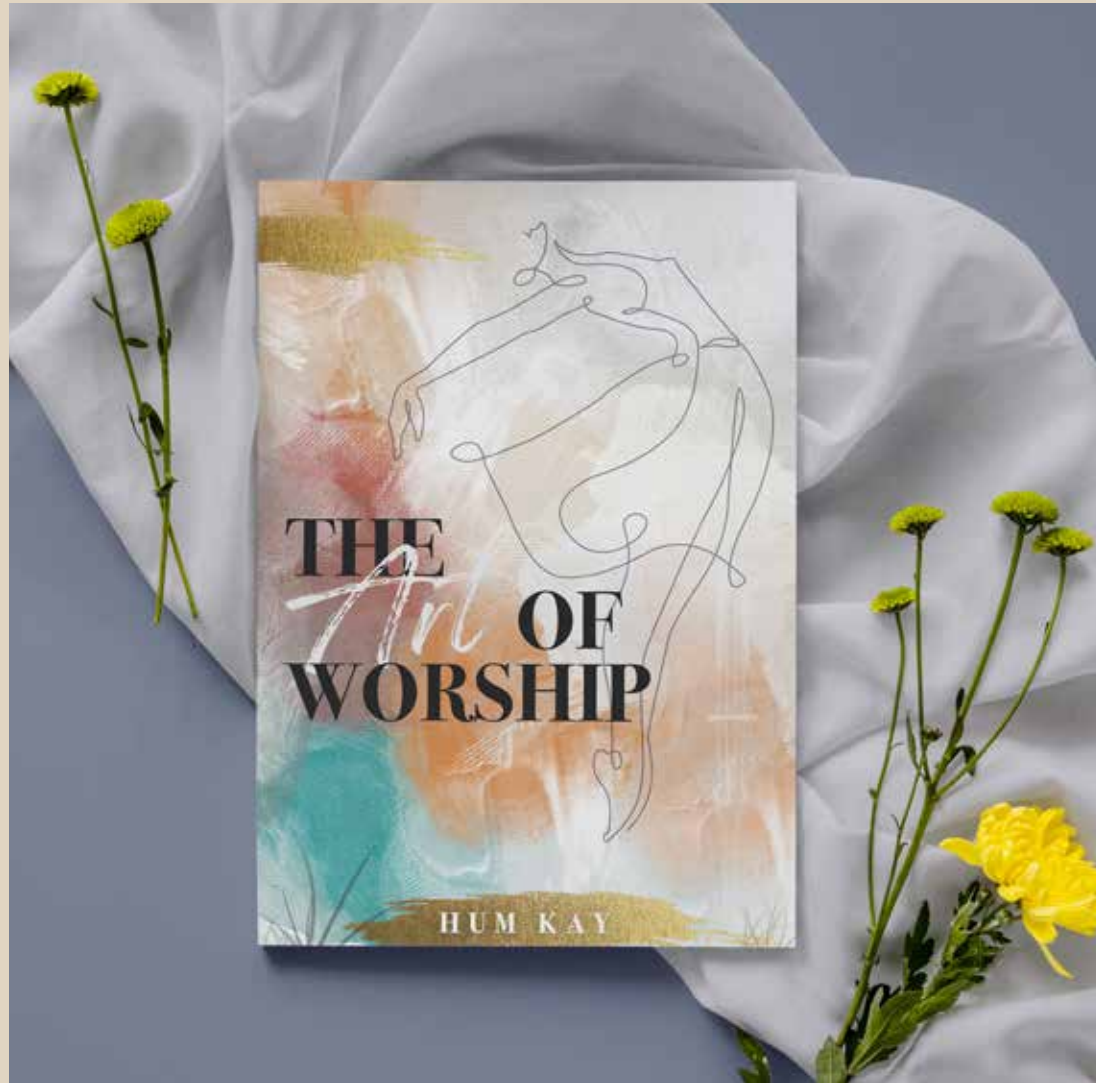
Looking for the best visual presentation for your products?

**WE OFFER
THE BEST**

PRODUCT SHOTS
FOR YOUR BUSINESS

Angel
in
Disguise
FRAGRANCE
BODY MIST

GROW
YOUR
BUSINESS
TODAY!



Client : Fresh Dairy
Date : 23 - 04 - 2022

Various Projects

Let us handle the complexities of social media for you:

- Social media strategy development
- Content creation (e.g., reels)
- Community management



THE LevelUp TRAINING



Empowering Tomorrow's Creatives

WHAT WE DO.

In response to the educational disruptions caused by the COVID-19 pandemic, we launched LevelUp to address the growing need for digital skills among the youth, especially those in underserved communities like Kamwokya, Naalya, Kansanga, Munyonyo and Nateete.

In Africa, over 500 million youths face unemployment, often leading to desperation, crime, and drug use. At Beyond Creativity, we see a clear solution: embracing the digital future. Unfortunately, many talented and passionate young people in underprivileged communities lack access to basic digital tools. We know you share our empathy and vision. We've found where to start—join us today!

Our immersive two-month LevelUp Program empowers underprivileged youths with essential digital skills and an entrepreneurial mindset. This hands-on learning experience ensures participants are not just absorbing information, but actively applying their new skills in real-world scenarios. The LevelUp Program is completely free, ensuring that financial barriers do not prevent talented youths from accessing these life-changing opportunities.

Join us in making a real difference. Experience the power of hands-on learning and help equip the next generation with the skills they need to thrive in the digital economy and transform their futures. Together, we can make an enduring impact.

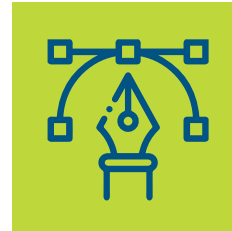
Mission

To equip youths starting in Uganda with tech skills while availing them opportunities to succeed.

Since 2019

BEYOND CREATIVITY STUDIO.

Students / Participants Dive Into;



Graphic Design

Learn the principles of design, color theory, typography, and composition. Students will use industry-standard software to create logos, brochures, posters, and social media graphics. By the end of the course, participants will be able to craft stunning visuals that captivate audiences and communicate effectively.



Photography

Explore the art and science of photography, including camera operation, lighting techniques, and composition. Participants will learn to capture powerful images that convey emotion and tell stories. The course includes practical sessions on portrait, landscape, and product photography, as well as photo editing using software like Adobe Photoshop and Lightroom.



Website Design/

Understand the fundamentals of web design, including HTML, CSS, and JavaScript. Students will build dynamic, responsive websites that provide excellent user experiences. The curriculum covers wireframing, UX/UI principles, and the use of popular content management systems like WordPress. Graduates will be able to create websites that not only look great but also tell compelling stories and engage visitors.



Videography

From pre-production to post-production, students will learn the entire video creation process. This includes scriptwriting, storyboarding, camera operation, lighting, sound recording, and video editing. Using tools like Adobe Premiere Pro and After Effects, participants will create high-quality videos that tell impactful stories with precision and creativity.

PROGRAM STRUCTURE



Recruitment

We actively reach out to communities, identifying and enrolling young talents eager to learn and grow.

Training & Skilling

Our comprehensive, hands-on curriculum covers socio-emotional skills, workplace competencies, and technical skills in graphic design, photography, videography, and web development.

Career Advancement & Placement

We provide pathways for our graduates to secure employment, freelance opportunities, or further their careers

Success Stories

We highlight individual success stories of participants who have transformed their lives through our programs, showcasing the tangible impact of our training.

MORE THAN 80% JOB PLACEMENT FOR TRAINEES.

IMPACT STORIES MARK OUR ACHIEVEMENTS

LevelUp has already made a significant impact, transforming the lives of many young people. Take, for instance, Mwesigwa Benjamin and Okello Adrian, who turned their passion for photography into a livelihood. Or Mwesigye Timothy, whose swift learning in graphic design has set him on a path to success. These stories are just a glimpse of the transformative power of our program.

First Cohort Success:

Starting with a handful of students during the pandemic, we have grown to train dozens of youths, equipping them with the skills needed to thrive in a digital world.

Community Impact:

By focusing on the less privileged youth in Kamwokya, we are creating a ripple effect of positive change, fostering a community of empowered young individuals ready to make their mark.

Our Impact Stories

Our participants in the LevelUp program are strictly young people between the ages of 18-25 who are interested in learning digital skills, and are dire need to earn a living or create employment opportunities for other youths with earned skills. We also reach out to the less privileged youth in poverty struck communities. It is through this program that many youths earn a sense of purpose, and growth. The participants are so motivated since they see many of their fellows work with Beyond Creativity and earn a living from their skills, and support their communities and families. LevelUp goes beyond just the class, we are a brother-sister keeper. We are creating safe spaces for creatives to dream, believe, and create opportunities for life success. We have a well-defined program and projects under LevelUp that ensure acquired skill and self-sustainability for each of the students. ■

1. Mwesigwa Benjamin
2. Mwesigye Timothy
3. Okello Adrian
4. Sifu David



4 Students



8 Creative Workshops



200Hrs Class Sessions



5 Mentors



1 Cohort

FEEDBACK.



Stacey Nelson

“Say goodbye to the uncertainty of third-party websites when searching for competent web designers. At Beyond Creativity, I found more than just a solution. I discovered a reliable partner who offers comprehensive services, serving as my one-stop shop for all my web design needs. That’s precisely why I continue to choose them for my projects.”

Anti-Corruption League



Shadrack Kuteesa

“We’ve worked with Beyond Creativity as our official graphics designer for over 2 years. We are satisfied with the service we get from them. The creativity, excellence and timely delivery of work is exceptional.”

CEO Vine Ent



Hum Kay

“Speaking as a delighted client, I can’t help but sing praises about the exceptional talent I’ve encountered with BC designers. Their prowess in graphics and design is unmatched, earning them a rightful place among the finest in the field. Experience their brilliance firsthand and witness what sets them apart from the competition.”

SOW Africa



Brian Muhumuza Bishanga

“This creative team has transformed my view on life in general. From our first meeting during a Gash Luxe shoot with Baby Gloria and Sheilah Gashumba, where they captured behind-the-scenes magic, I knew they were the perfect partners. These vibrant youth are punctual, humble, and attentive to every detail. Their intentional approach has elevated our graphic work and boosted client retention, making my team the best to-go-to it’s ever been.”

BM Publications



Contact.

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Calling all creatives! Are you eager to refine your skills and turn your dreams into reality? Embrace the journey with us and become part of our vibrant community. Together, let's nurture your talent and unlock endless possibilities.

Join our creative family and let's make magic happen!



www.beyondcreativeug.com