



COMPANY PROFILE





ABOUT

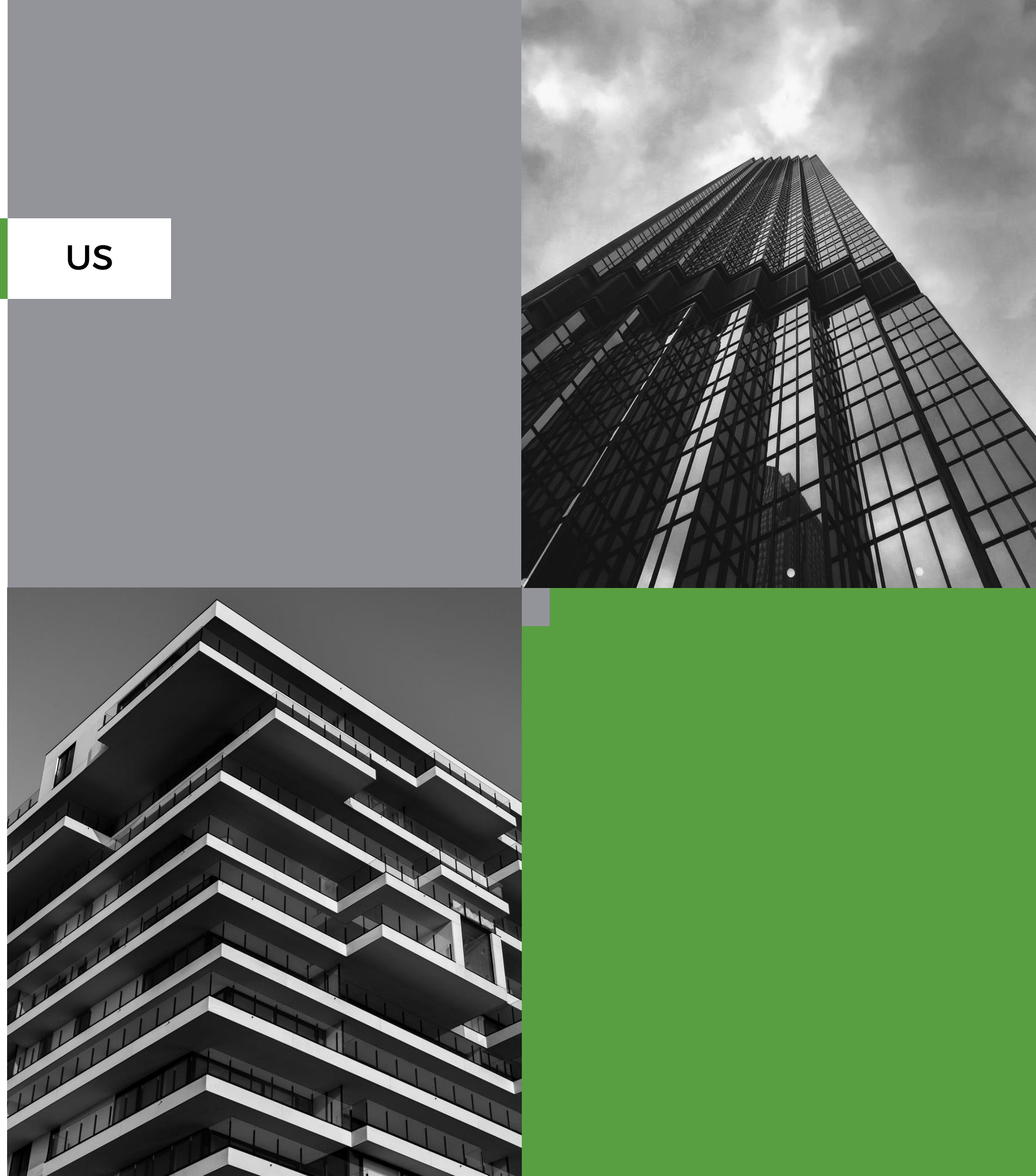
US

Prime Time Media is a registered company in Malawi and a well-known creative media firm. We are a progressive multimedia agency specializing in innovative content and strategy development, creative production, and distribution.

With extensive experience designing and implementing effective behavior change communication strategies, we focus on promoting social development outcomes that enhance the quality of life and well-being in developing countries.

Our greatest strength lies in our team of experienced and talented professionals who specialize in message development, content creation, animation, creative writing, project management, and monitoring and evaluation. We provide our partners and clients with effective, evidence-based solutions that possess valuable artistic depth and are culturally relevant and sensitive.

Our approach emphasizes collaboration, allowing us to hear your thoughts and feedback on our work. You'll work directly with our team, fostering a close working relationship to deliver clear, high-quality, and





We have been operating for nearly 10 years and have partnered with over 15 organizations, both locally and internationally. Our focus is on providing tailored media and communication solutions that enhance people's lives and well-being, especially in rural areas.

Our production process is thorough and meticulous, involving several key steps: audience analysis, message development, creative brief development, script writing, content collection, recruitment and orientation of artists, production, pre-testing, final production, dissemination, and, finally, monitoring and evaluation.



VISION & MISSION



To be the premier communication and digital media agency in Malawi, driving innovation and impact through strategic storytelling and cutting-edge content that connects brands and audiences locally and globally."

Vision

Mission

Our mission is simple yet ambitious—to empower businesses in Malawi to thrive and succeed in the digital age. We combine our deep industry knowledge, data-driven approach, and innovative thinking to craft strategies that drive results and exceed expectations. Through our expert team and diverse services, we aim to inspire, engage, and elevate our clients' brands, ensuring meaningful connections with their audiences across all media platforms.

OUR SERVICE OFFERING

Communication Strategy Design & Implementation

Tailored strategies for effective communication campaigns. Strategy development and implementation.

Content Creation

Production of infographics, motion graphics, documentaries, jingles, radio/TV spots, public service announcements, mini radio dramas, full radio dramas, radio programs, and TV programs.

Digital Advertising

Targeted online ad campaigns across various platforms such as Google ads, social media ads and Search engine marketing.

Digital Marketing

Development of digital marketing strategy and implementation, social media management, SEO, and online marketing campaigns.

Video & Photography Production

High-quality videography, Animation videos, and photography services for corporate and commercial needs and also at events.

Public Relations & Media Relations

Managing client's reputation and relationships with the local media.

Media Training, Orientation Sessions. Developing Press Kits. Organizing and Coordinating Press Briefings, Writing Press Statements. Training Staff on Media Relations. Media Monitoring and Analysis

Event management

Development of event concepts from start to finish and implementing as per clients needs. We produce visual outlook of the event in 3D design and implement all planned aspects of the event.



OUR CLIENTELE

In this section, we will provide a list of our clients alongside the assignments we have completed over the years, highlighting our successes and achievements..

Graphic Communications: 2022



At the threat and scare of polio in 2022c, Prime Time Media was engaged in Graphic communication to support the production of 4 radio spots, 1 video spot, and 1 animation video. These materials were promoting the Polio vaccine under a project that was funded by the Global Vaccine Initiative in collaboration with UNICEF and WHO.

OUR CLIENTELE



**Save the
Children**

Save the Children Malawi (2021-Present)

Prime Time Media successfully secured a competitive framework agreement with Save the Children, which was first awarded in 2021 and is annually renewed based on our performance. Since its inception, our partnership with Save the Children has been instrumental in designing and producing impactful media content. We have created over 150 Radio Spots, 40 Radio Jingles, 40 Radio Mini-dramas, and 70 Radio Programs in multiple languages including Chichewa, Tumbuka, and Yao for various Save the Children projects. Moreover, our collaboration extends to supporting Save the Children in message development, ensuring that the content we produce aligns seamlessly with the organization's goals and objectives.



Ministry of Finance Malawi (2022)

Prime Time Media secured a contract to design and produce 16 audio and 16 visual pieces for the Ministry of Finance's "Chuma Cha Dziko" Program. This initiative aimed to promote transparency and prudence in the use of public resources. Under this contract, Prime Time Media successfully delivered 16 TV adverts and 16 Radio adverts through DAI, a consultancy firm based in Belgium, Europe.

OUR CLIENTELE

Titukulane Project Malawi (2023-Present)



A consortium project funded by the United States Agency for International Development (USAID) through CARE and partners including Emmanuel International, International Food Policy Research Institute (IFPRI), National Smallholder Farmers Association of Malawi (NASFAM), Save the Children, and WaterAid. Prime Time Media has designed and produced 45 Radio Drama pieces, 40 radio programs, 8 Radio Jingles, and 20 Radio spots airing on 5 community radio stations in Malawi.



Ministry of Health Malawi (2021)

Designed and implemented the Ministry of Health's 2022 Polio Vaccination Awareness Campaign tools: Radio Spots, Radio Jingles, TV Spots, and Animation videos under the Global Polio Eradication Initiative with funding from UNICEF and World Health Organization.

OUR CLIENTELE



Telekom Networks (TNM) Malawi (2023)

We worked with Malawi's pioneer mobile network where primetime designed and implemented a social media campaign for TNM Pamtsetse, an unlimited data package that provides uninterrupted internet access to customers for a day, week, or month. Working with local celebrity influencers, the campaign reached over 700,000 people across Malawi.



Financial Inclusion and Entrepreneurship (2023)

Production of animation video for the general public to learn about increase access to financial services, promoting entrepreneurship and capabilities among MSMEs in Malawi including addressing Covid-19 Implications by the Reserve Bank of Malawi with support from World Bank

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OUR CLIENTELE



Designing and Creating Social Media Content (2023)

Designing and Creating Social Media Content for the Reserve Bank of Malawi under the Financial Inclusion and Entrepreneurship Scaling Media Project. These include Radio Spots, Animation for TikTok, and Facebook. We produced 5 radio spots and 2 animation videos for this assignment that were successfully delivered to our client.

MEET THE TEAM



CEO AND CREATIVE DIRECTOR

1

Edward Kankhomba is the CEO of Prime Time Media and is known for his exceptional expertise as a Creative Director, alongside a deep understanding of Malawi's diverse audiences. His leadership is characterized by a strong track record in developing transformative media experiences, crafting culturally relevant narratives, and driving behavior change communication.

Some of Edward's key skills include: creative vision and strategy and a proven ability to develop and execute innovative creative concepts, visual styles, and tones. Content Design and expertise in creating visually stunning and engaging content, along with narrative development.

Edward's hands-on experience in multimedia production and behavior change communication further cements his role as an excellent Artistic Director. As the founder of Prime Time Media, he has collaborated with various partners and clients, including UNICEF, TNM, Save the Children, and various Malawi government ministries and departments. His efforts have led to the successful delivery of hundreds of multimedia productions, including radio dramas and TV spots.

MEET THE TEAM



DAMIANO CHISIKWA-PROJECTS MANAGER

2

Damiano, our Project Manager, has extensive experience in strategic communication, multimedia production, project management, and team leadership. His key skills include Strategic Communication, with proven expertise in developing communication strategies; Multimedia Production, where he has experience in producing high-quality videos, photographs, and radio programs; and Project Management, where he efficiently manages projects, teams, tasks, budgets, and stakeholder engagement. Additionally, his Team Leadership abilities have resulted in leading high-performing teams effectively.

Damiano also specializes in Social Behavior Change Communication, focusing on designing and implementing SBC programs. His proficiency in both English and Chichewa further enhances his communication capabilities.

Damiano boasts over 13 years of experience in strategic communication and multimedia production, coupled with proven project management and leadership skills. His strong understanding of Malawi's cultural context and familiarity with international organizations such as UNICEF, USAID, DFID, Africa CDC, and GIZ ensures that all assignments are executed with high-quality deliverables. He has successfully managed integrated projects, including COVID-19 response and vaccination campaigns, overseeing stakeholder engagement, partnership development, and resource mobilization.

MEET THE TEAM



**STEVEN NG'OMBA-VIDEOGRAPHER AND GRAPHIC
DESIGNER**

3

Steven Ng'omba's exceptional videography, animation skills, extensive experience, and passion for creating engaging visuals shape and guide the audiovisual productions at Prime Time Media. His key skills include 2D/3D Animation and expertise in creating captivating animations using various techniques and graphic design. He is proficient in designing visually stunning graphics, illustrations, and visual elements, including characters and scenery.

Steven has a knack for crafting engaging characters, landscapes, and environments, as well as implementing interactive animations and data visualization. He has a proven ability to work effectively with creative directors and teams. With over nine years of experience as an animation consultant, Steven has delivered high-quality work to various clients. Notable projects include the Equality Gender and Economic Justice Network (2023-2024), where he created and produced 10 2D animated episodes, and Oxford University (2021-2022), where he developed four episodes of an animated series focused on beliefs about efforts, among many other creations over the years.

MEET THE TEAM



CHARLES SIMBI-CREATIVE WRITER

4

Charles Simbi is an accomplished Creative Writer with extensive experience in crafting engaging scripts and narrative content for a variety of multimedia projects. His skills in research, collaboration, and visual storytelling make him an ideal candidate for Prime Time Media. Charles is particularly proficient in scriptwriting, having a track record of creating captivating, informative, and concise scripts tailored for animation videos.

He has a knack for researching key messages, statistics, and pertinent information, ensuring that narratives are rich and informative. As a strong team player, he has collaborated effectively with creative directors, storyboard artists, and other essential stakeholders. Additionally, he is adept at creating visual storyboards and refining narratives to enhance communication and clarity. Over his career, Charles has written hundreds of scripts for radio spots and has displayed remarkable creativity across diverse formats, including radio dramas, comic books, TV dramas, radio spots, poetry, and short stories.

His impressive portfolio boasts over 700 thirty-minute dramas, 200 five-minute dramas, 160 ten-minute dramas, 90 twenty-minute dramas, one movie, eight instructional videos, numerous poems and short stories, five comic books, and more than 300 radio spots, PSAs, jingles, and a twelve-episode TV series. Notably, Charles is the creative force behind two award-winning radio drama series in Malawi, "Zimachitika" and "Tilitonse," both of which have resonated deeply with audiences in rural and urban communities alike.

MEET THE TEAM



SILVIA ZIMBIRI-SOUND ENGINEER

5

Silvia Tamandani Zimbiri's extensive experience in sound engineering, audio post-production, and music composition and she has been instrumental in the client services that we render here at Prime Time Media.

She possesses a diverse skill set, including Audio Recording and Editing; Proficient in recording, editing, and mixing audio. Sound Design; Skilled in creating and implementing sound effects, FX, and Foley. Music Composition; Capable of composing and producing original music. Audio Post-Production: Experienced in audio post-production for film, television, and animations. Equipment Operation; Familiar with professional audio equipment and software.

Silvia Tamandani Zimbiri has worked as a sound engineer at Prime Time Media for three years and has produced over 100 audio pieces, including radio programs, radio spots, and jingles.

CREATIVE WORK

AUDIO-VISUAL PRODUCTION



FOR Audio-visual Samples, visit
<https://www.youtube.com/@PrimeTimeMediamw>

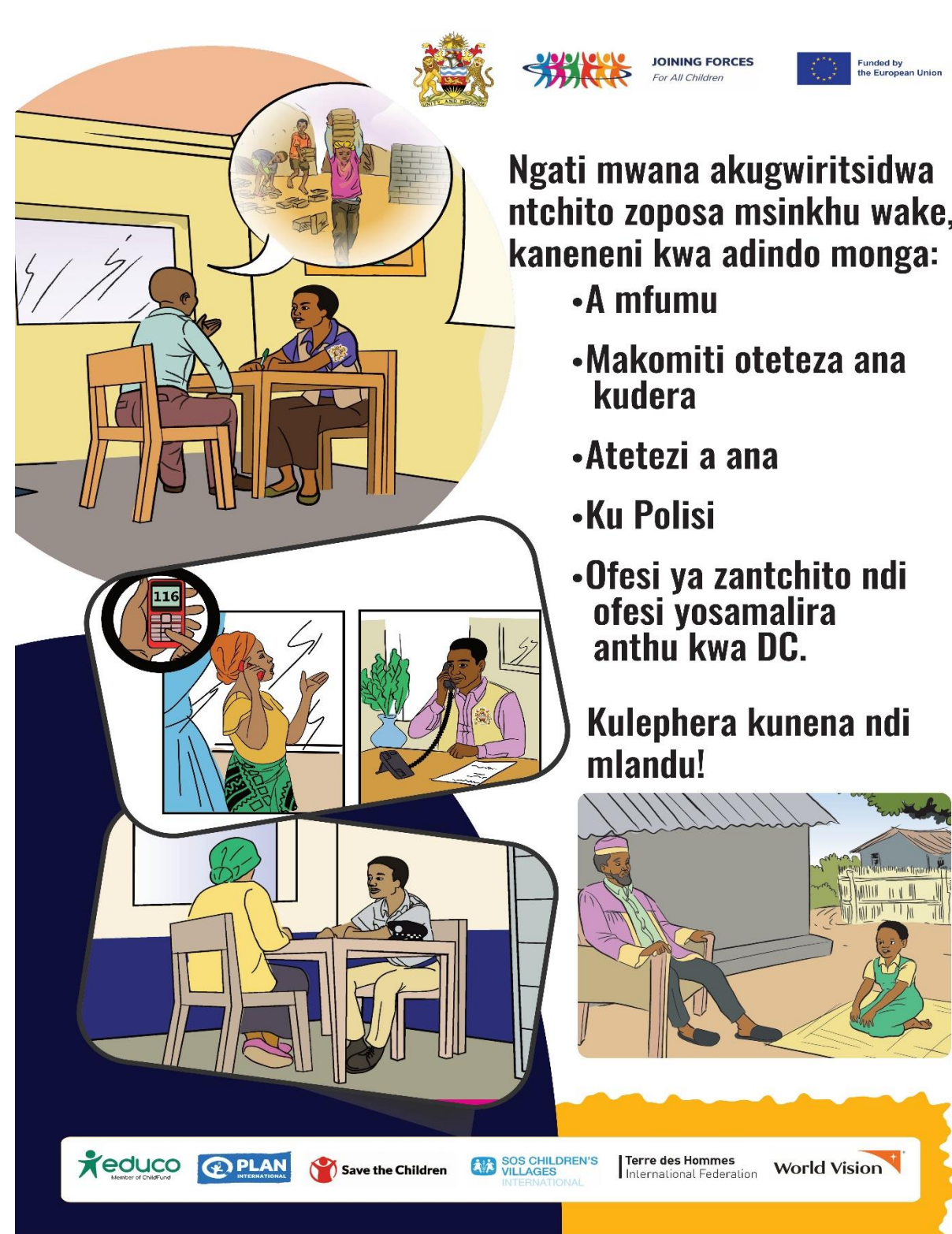
CREATIVE WORK SAMPLES

3D DESIGNS - ISRAID & DSTV



CREATIVE WORK SAMPLES

Illustration Posters



The Posters were designed for Joining Forces, an alliance of the 6 largest child-focused international NGOs

CREATIVE WORK SAMPLES

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11. The registration will be submitted to UBR for approval, and an email will be sent to the contact person, once the registration has been approved.

Registration Request received

Your registration request has been received and is being processed. You will receive an email once the process is complete.

via Administrator


Figure 1: Partner's registration Request Received Email

datasharing.malawiub.org
Telephone: +265 1788 888

Partner / Organization Registration

UBR Data Sharing app Partner/Organization Registration process






Data Sharing App FAQs




Data Sharing App FAQs

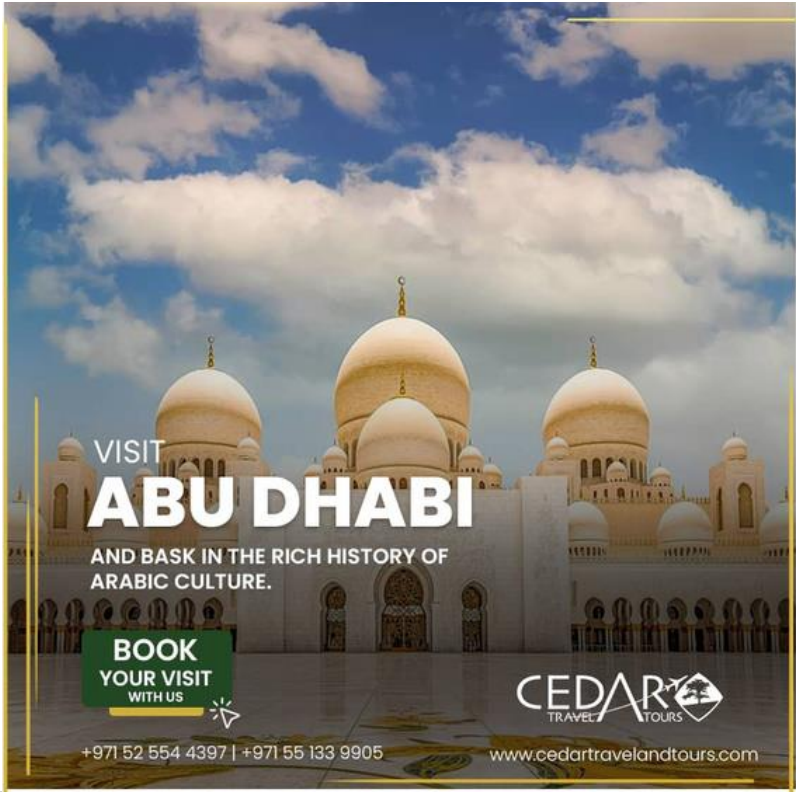


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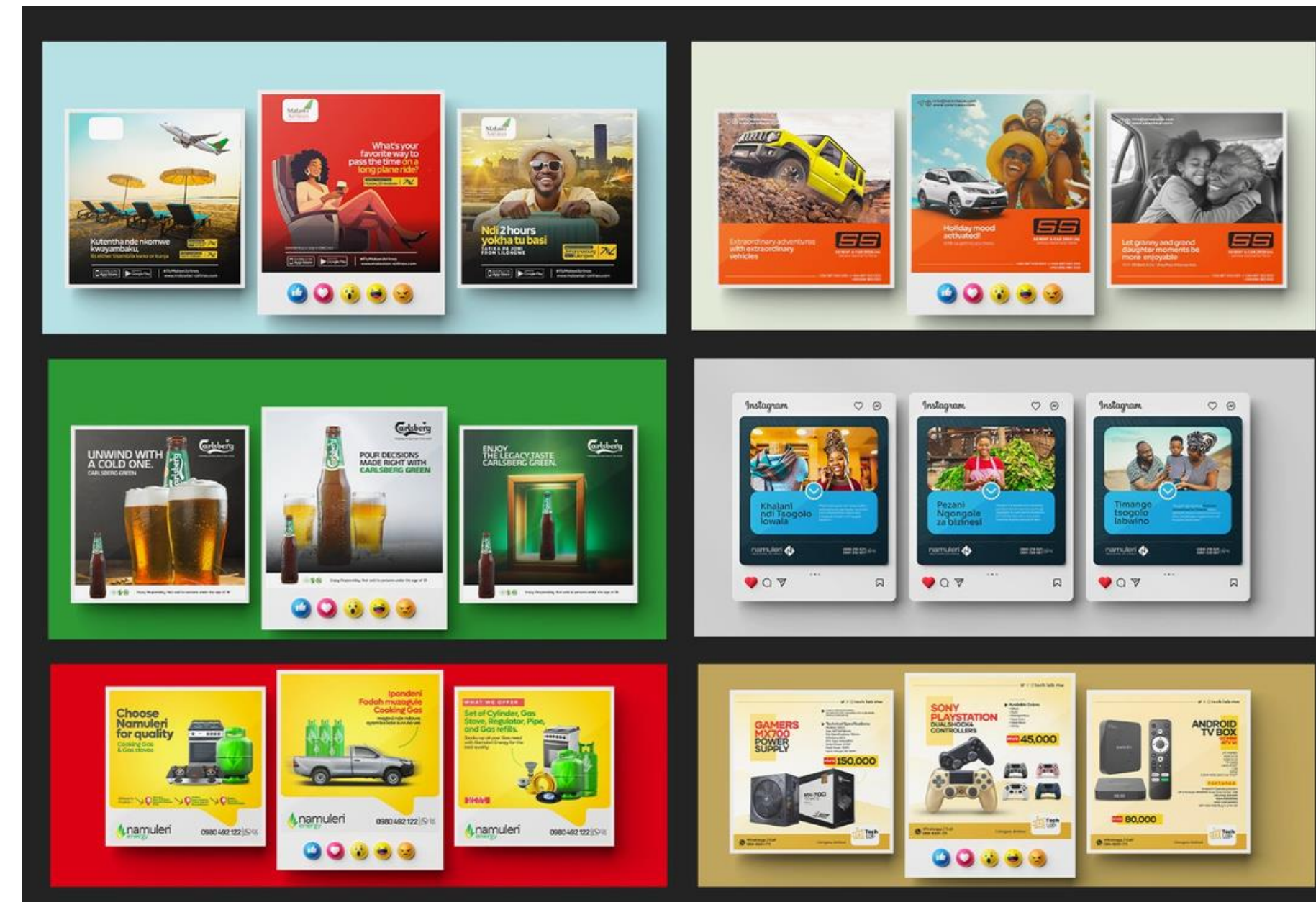
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List of Clients:



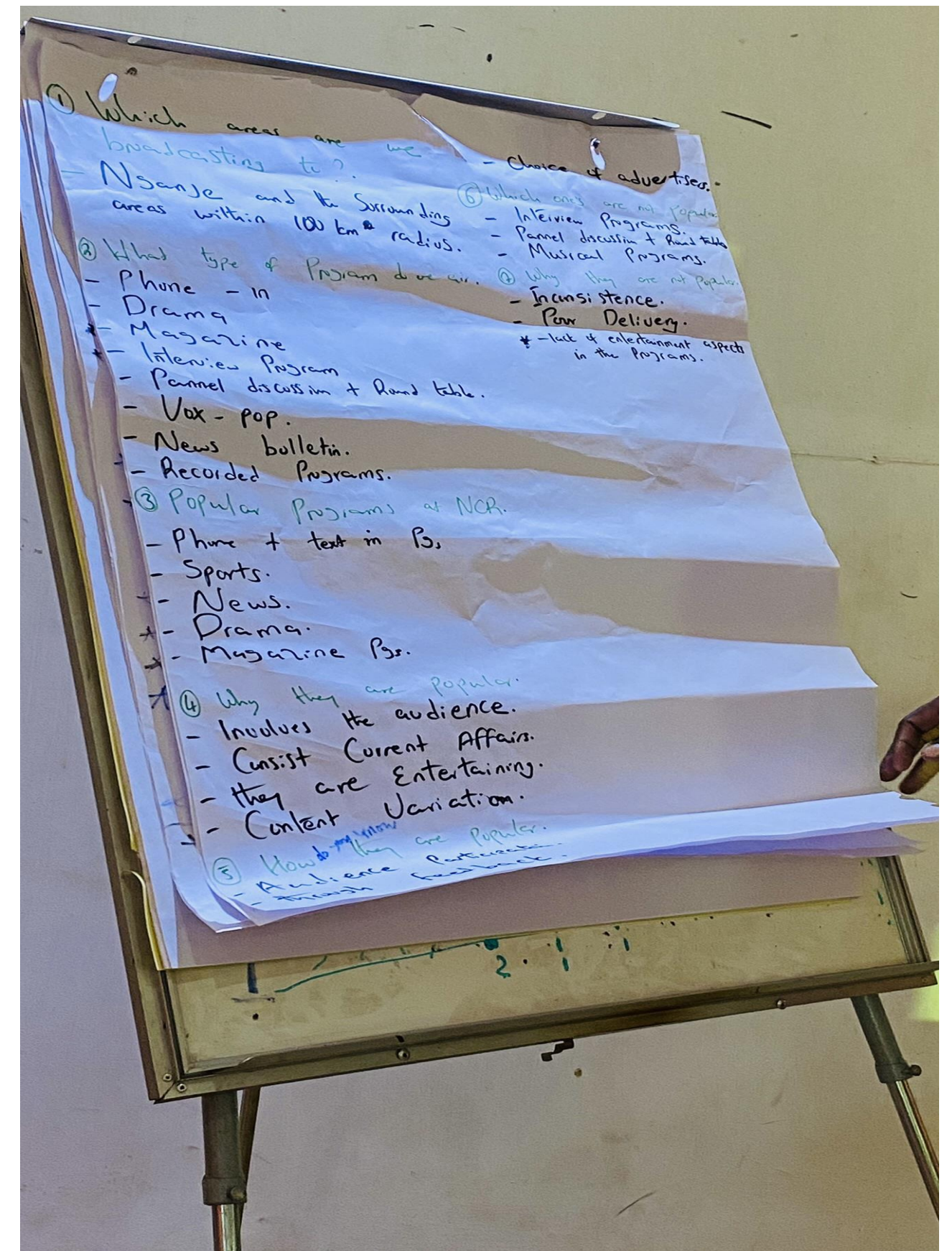
CONTACT US

We look forward to working with you

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THANK YOU

