



# STUDIO 19

"Telling Africas Stories"



# THIS IS OUR STORY

We are a full-service, creative agency founded in 2015 in Tanzania.

From our beginnings to date, our efforts have always been fueled by three main passions: To **tell good stories**, to **get them to the right people**, and **to transform people's lives**.

We believe in the **transformative power of stories** and we seek to **enlighten**, **entertain** and **inspire**. Our stories challenges assumptions, raise awareness, re-orient people's perspectives and **focus energies towards transformation**.

OH, HELLO THERE!



# OUR MISSION

“To contribute towards individual and community transformation –one content, one story, one impact at a time.”



# WHAT WE DO

## CREATE

We design and produce campaigns and content aimed at raising awareness about current societal issues and exploring the frontiers we need to address



## EMPOWER

We empower individuals and organizations to utilize storytelling for impact by providing them with tools and skills to contribute towards transformation

# OUR PARTNERS

We team up and collaborate with organizations and Individuals who shares the same values and works towards transformation.

## Development Organizations



AGA KHAN FOUNDATION

## Education and Research Institutions



## Government and its Agencies

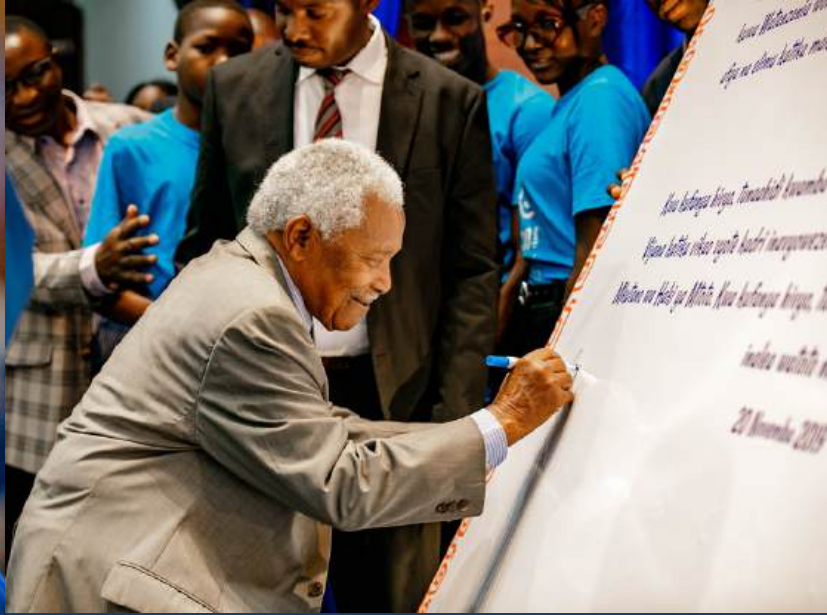


## Business Community

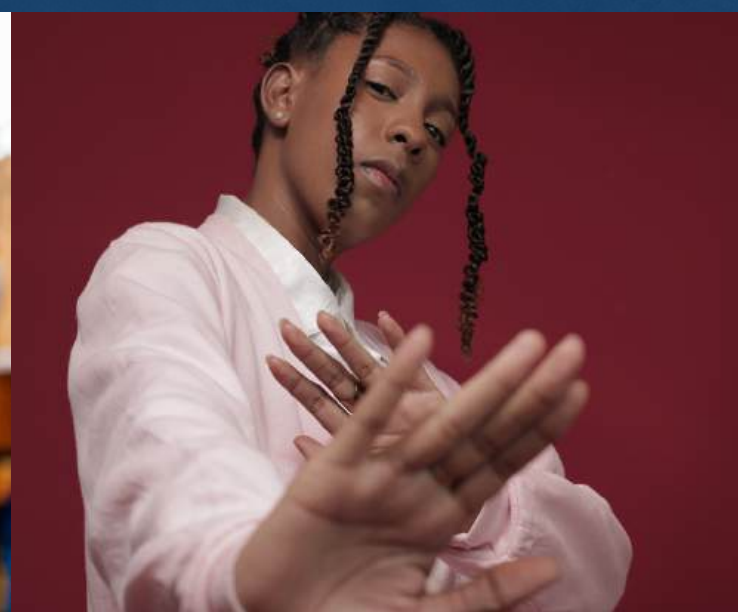




# OUR FOOTPRINT



# “IMPACT STORY TELLING”





# 19:: CREATE

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# COMMUNICATION CAMPAIGNS

# IBUA 'Youth Financial Inclusion' campaign

The focus of this campaign is on both girls and boys of 16 to 24 years of age. Aimed at

- Assisting the Government and Financial Service Providers to think of this age group as a potential market for various financial services.
- Start a dialogue about what this age group is facing in terms of financial inclusion and what their actual needs are.

Our goal was to make the campaign interesting to youth so that they will want to be part of it, search for it in the various media that it will be aired on, and be impacted by the campaign.

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## Services

[Drama \(Video & Radio\)](#)

[Comedic Skits \(Video & Audio\)](#)

[Mini Documentaries](#)

[MVU](#)

[Debate](#)

[Story Kijiweni](#)

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## Impact

Reached 7.7M





# MOHCDEC & GIRL EFFECT: UJANJA KUCHANJA

Awareness campaign aimed at empowering audiences to take up the vaccine; COVID-19 vaccinations as being a critical way to Protect yourself from getting sick and Protect your loved ones.



**Chanja ulinde mishe zako**  
Kwa maelezo zaidi tembelea tovuti yetu.  
[www.elimuyaafya.co.tz](http://www.elimuyaafya.co.tz)



**Chanjo ni salama na imethibitishwa**  
Kwa maelezo zaidi tembelea tovuti yetu.  
[www.elimuyaafya.co.tz](http://www.elimuyaafya.co.tz)

Ujanja kuchanja  
Jilinde Tulindane

ElimuYaAfya | elimuyaafya | @elimu\_ya\_afya | #UjanjaKuchanja



**Mshirikishe umpendae**  
Pata taarifa sahihi tembelea tovuti yetu.  
[www.elimuyaafya.co.tz](http://www.elimuyaafya.co.tz)

Ujanja kuchanja  
Jilinde Tulindane

ElimuYaAfya | elimuyaafya | @elimu\_ya\_afya | #UjanjaKuchanja

# MACHINGA CAMPAIGN



Type: Communication Campaign  
Client: FSDT  
Contact Person: Victor Kyando  
Email Address: victor@fsdt.or.tz

[WATCH  
SAMPLE HERE](#)

Machinga campaign was about amplifying the conversation around machinga, their pain points, showcasing how important they are to the overall economy and raising public interest. The campaign was also to ensure that the Agenda and how well to best serve the machinga was included in the budget reading of 2022/2023.

## OUR ROLE

- We worked to amplify the conversation around machinga. Highlight their pain points to the general public.
- These communications were done through static posters, comic strips, videos, gifs and story kijiweni on social media while interacting and monitoring feedback.

## TOOLS

- Story Kijiweni
- Comic Strips with Masoud Kipanya
- 

## IMPACT

- Increased awareness about who the machinga are and how best to serve them.
- Education on how to deal with challenges
- Spark constructive dialogue around the content
- Lead to follower growth on social media accounts and increased engagement



# Zero-Waste Campaign

The campaign was on climate-smart infrastructure, innovation, and education – featuring panel sessions, masterclasses, and exhibitions related to resilient urbanisation in Tanzania. For URTZ 2019, 250+ gathered at the National Museum and House of Culture in Dar es Salaam to exchange knowledge and participate in a dialogue on sustainable, climate-smart solutions for improved resilience in Tanzania

Our goal was to promote changes that can be made at the community, producer, and government levels to transform our resource lifecycles for improved resilience

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## Services

- Communication campaign
- Creation of an interactive exhibition space
- Audiovisual support
- Conference Branding (Design and Setup)
- Venue Coordination and onsite management







# UN WOMEN 16 DAYS OF ACTIVISM



Type: Communication Campaign  
Client: UN WOMEN  
Contact Person: UN Women Procurement Tanzania  
Email Address: [unwomen.org](mailto:unwomen.org)

[WATCH SAMPLE HERE](#)

Our team worked closely with the client to create a dynamic and detailed social media content calendar for the 16 days of activism to help Un women achieve the objectives of raising awareness, mobilizing support to the end of violence against women and girls, and having it recognized as a human rights violation that has an impact on society as a whole.

By creating rich multimedia content, unique hashtag campaigns, strategic keyword use, sharing and retweeting pertinent news, interacting with and monitoring feedback, and utilizing influencers who will make VAWG a public agenda and increase the reach among the target audience,

## OUR ROLE

- We worked to amplify the conversation surrounding violence towards women and girls. While highlighting the effects of it, ways to prevent it and how to get help to the general public.
- These communications were done on social media through static posters, videos, gifs and influencer engagement while interacting and monitoring feedback.

## IMPACT

- Increased awareness about the violence that is still happening towards women and girls in Tanzania
- Education on how to get help for victims
- Spark constructive dialogue around VAWG in general
- Lead to follower growth on social media accounts and increased engagement

**WOMEN  
AND GIRLS**  
should feel safe  
in public spaces.



**TAKE ACTION TO PREVENT  
VIOLENCE AGAINST WOMEN & GIRLS**

- Take a stand publicly
- Engage in activities & events to raise awareness in your community
- Support women's rights activists



Say it  
with us:

**ZERO  
TOLERANCE**

for VIOLENCE and  
HARASSMENT  
in the workplace

# UNICEF: BINTI CAMPAIGN



Client: Unicef Tanzania  
Type: Communication Campaign

[WATCH  
SAMPLE HERE](#)

Amplify the voices of Tanzania's most prominent activists and leaders shining a light on the journey to end child marriage, and why the future for girls can be bright in Tanzania.

Girls are the future of the nation and the pervasive malpractice of early marriages will diminish their positive contributions to society.

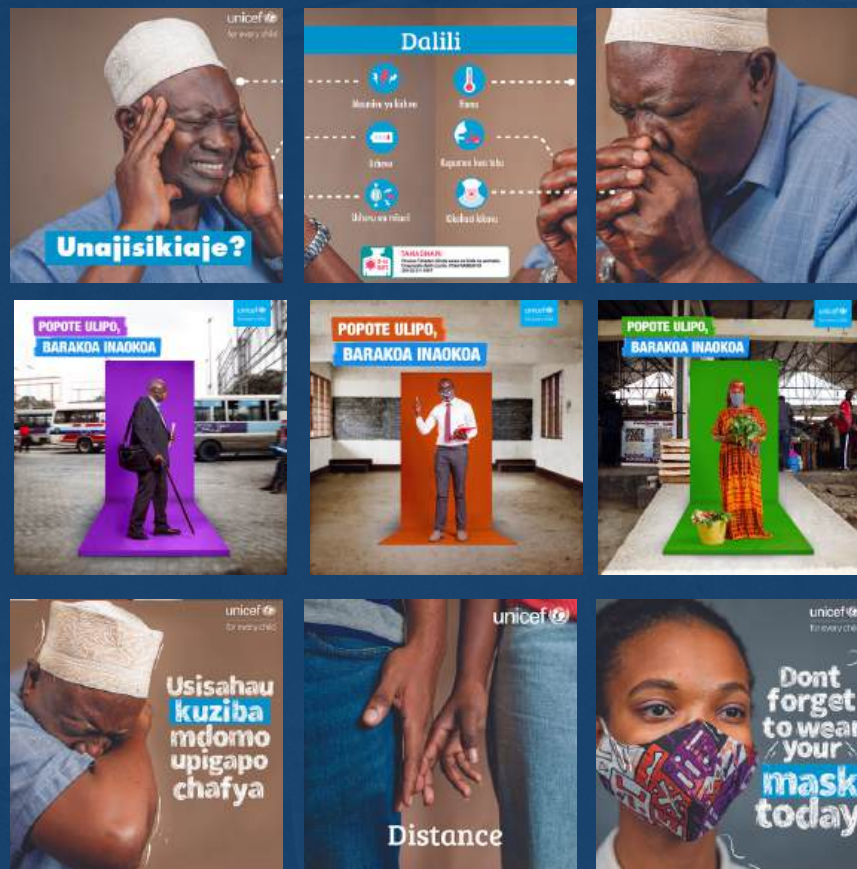
Thus, this campaign aims at eliminating child marriages and pushing for girls' to reach new heights.

## OUR ROLE

- We worked to amplify the conversation around child marriages in Tanzania and how it affects the growth, development and future of young girls.
- This was done through reels and posters which were posted on social media while interacting and monitoring feedback.

## IMPACT

- Increased awareness about the dangers of child marriages.
- Increased push on eradicating child marriages in Tanzania.
- Sparked constructive dialogue around child marriages and how it affects young girls' futures.



# UNICEF: COVID VACCINATION AND PREVENTION

Social media content to provide confidence and encourage people to get the COVID-19 vaccine while also combating misinformation about COVID-19.

Spread of Bacteria - Kids react

Influencer on a bus - Meena Ally





# CONTENT CREATION



# Mamboleo:: Education

A short film on education, aimed at youth and young adults who are in the verge of finding their footing in the world,

Challenges some of their assumptions and provides a platform for discussion and thought provoking conversations around Education



Mambo Leo

A short film on education, aimed at youth and young adults who are in the verge of finding their footing in the world, Challenges some of their assumptions and provides a platform for discussion and thought provoking conversations.





# HER LAND RIGHTS

-When Asiah's husband died, their youngest child was just a newborn. He left her with their house and farmland in Mlanda village. However, she did not have a title deed for the property, putting her in a difficult position. USAID conducted a proper land survey of Mlanda using a technology called Mobile Applications to Secure Tenure. The mobile application empowers community members to map and document their own land and resources.

Our goal was to capture how the mobile application works, as well as showcasing the impact it has on changing lives of villagers - especially women and youth by collecting data that can be used to show land boundaries and rights.



## OUR ROLE

- Videography
- Photography

# WATCH SAMPLE HERE

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## A PATH TO HIGHER EDUCATION AND EMPLOYMENT FOR REFUGEES

### CLIENT: TED

Studio 19 worked with TED to produce Powerful testimonies from Refugees living in refugee camps in Rwanda and Kenya, backed with powerful b-rolls we were able to showcase how the Global Education Movement (GEM) initiative is helping refugees living in these camps get bachelor Degrees and create pathways towards employment. A path to higher education and employment for refugees video.

### OUR ROLE

- Videography
- Photography



**WATCH  
SAMPLE HERE**

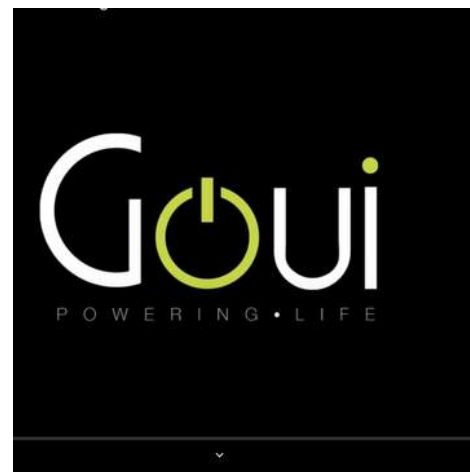
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# “Powering Life Project” - KISAMBI & MBALA village with Goui

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Studio19 produced a documentary for Goui's second Powering Life project in Kisambi and Mbala village. The documentary showcased the installation of electrical solar systems to homes in the villages. Powering Life is a project that aims to give electricity to villages around Tanzania that are considered off the grid.



**WATCH  
SAMPLE HERE**

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# IUCN

## The International Union for Conservation of Nature

“Towards a Blue Future in the Tanga-Pemba Seascape Initiative” focused on helping coastal communities develop those resources in a way that is sustainable and that provides economic opportunities for women and youth.

The initiative brought inclusive, integrated, and sustainable approaches to economic growth, while developing new work streams, like small-scale fisheries, waste recycling, aquaculture or tourism, beekeeping and technical skills in blue economy sectors, strengthening value chains, and tackling regional bottlenecks.

### OUR ROLE

- Videography

# WATCH SAMPLE HERE

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# UN WOMEN EASTERN & SOUTHERN AFRICA REGIONAL OFFICE

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Documented (documentary, photography, and written publication) the key results, lessons, and impact of phase 1 of Women Count in Tanzania and Uganda; The videos and photography focused on the three outcome areas of the Women Count programme and highlighted Women Count's COVID-19 approach, the gaps that were there during the implementation period, and the vision and plans for Phase 2 of the programme.

## Links

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[Tanzania Highlights](#)

[Uganda Highlights](#)



**Sadananda Mitra**

Programme Specialist, Gender Statistics,  
UN Women



**I Barungi**

Research Fellow,  
Research Centre

# EVENTS SERVICES



# CHINA TRADE WEEK TANZANIA 2022

19 Events was tasked with the event Management and preparation and implementation of the media and communication plan for before and during the event of Trade Week - Tanzania event that took place between the 26th-28th of September, 2022 at the Aga Khan Diamond Jubilee Hall in Dar es Salaam. Whereby the Guest of Honour was Hon. Exaud Kigahe, Deputy Minister of the Ministry of Investment, Industry and Trade.

Raise awareness on the 1st CTW Tanzania hybrid event, successfully conduct 500 B2B matchmaking meetings, successfully sign more than 100 deals and raise awareness of the upcoming bigger exhibition in 2023.

Type: Hybrid Event  
Client: MIE

## OUR ROLE

- Overall Event Management
- Coordination of brand design, captioning and copywriting.
- Coordinating communication efforts before the events to raise awareness of the Launch and support Invitation efforts to get more people following the Launch and attend the virtual event.
- Media engagement and monitoring

## IMPACT

- A well organized hybrid event with more than 400 Participants
- 259K+ Newspaper reach
- 141,453 Social Media Impression

[WATCH  
SAMPLE HERE](#)





# LAKE VICTORIA CHALLENGE TRIAL AND SYMPOSIUM - MWANZA TANZANIA

19 Events assisted UN Women Tanzania together with the Ministry of Health, Community Development, Gender, Elderly and Children (MoHCGEC) to execute activities in Dodoma and Simiyu that brought together women entrepreneurs from regions such as Geita, Tabora, Shinyanga, Morogoro, Kagera, Arusha and Mwanza, to show how they are contributing to the development in Tanzania, their communities and families. The intergenerational focus was to celebrate gains made since 1995 and to discuss how to collectively strengthen actions to close existing gaps for the realization of the 2030 Agenda in Tanzania.

Client: World Bank Country Office,  
Tanzania  
Venue: Malaika Beach Resort,  
Mwanza, Tanzania

## OUR ROLE

- Event branding,
- coordinating daily logistics of transporting drone teams and their equipment between Mwanza and Juma island which is 20km away
- Demonstrations at the venue, live streaming all proceeding to YouTube, venue coordination and onsite management, attendee registration and communication, and vendor management.

[WATCH  
SAMPLE HERE](#)







# FOSS4G - Annual International Gathering 2018

A one-week international conference (27 August to 2 September 2018) held at Julius Nyerere International Conference Centre (JNICC), Dar es Salaam. The conference brought together over 1,100 programmers, thinkers, designers, and practitioners from around the world to promote and discuss Free and Open Sources.

Type: Physical Event  
Client: OSGEO  
Contact Person: Mark Iliffe  
Email Address:  
markiliffe@gmail.com

## OUR ROLE

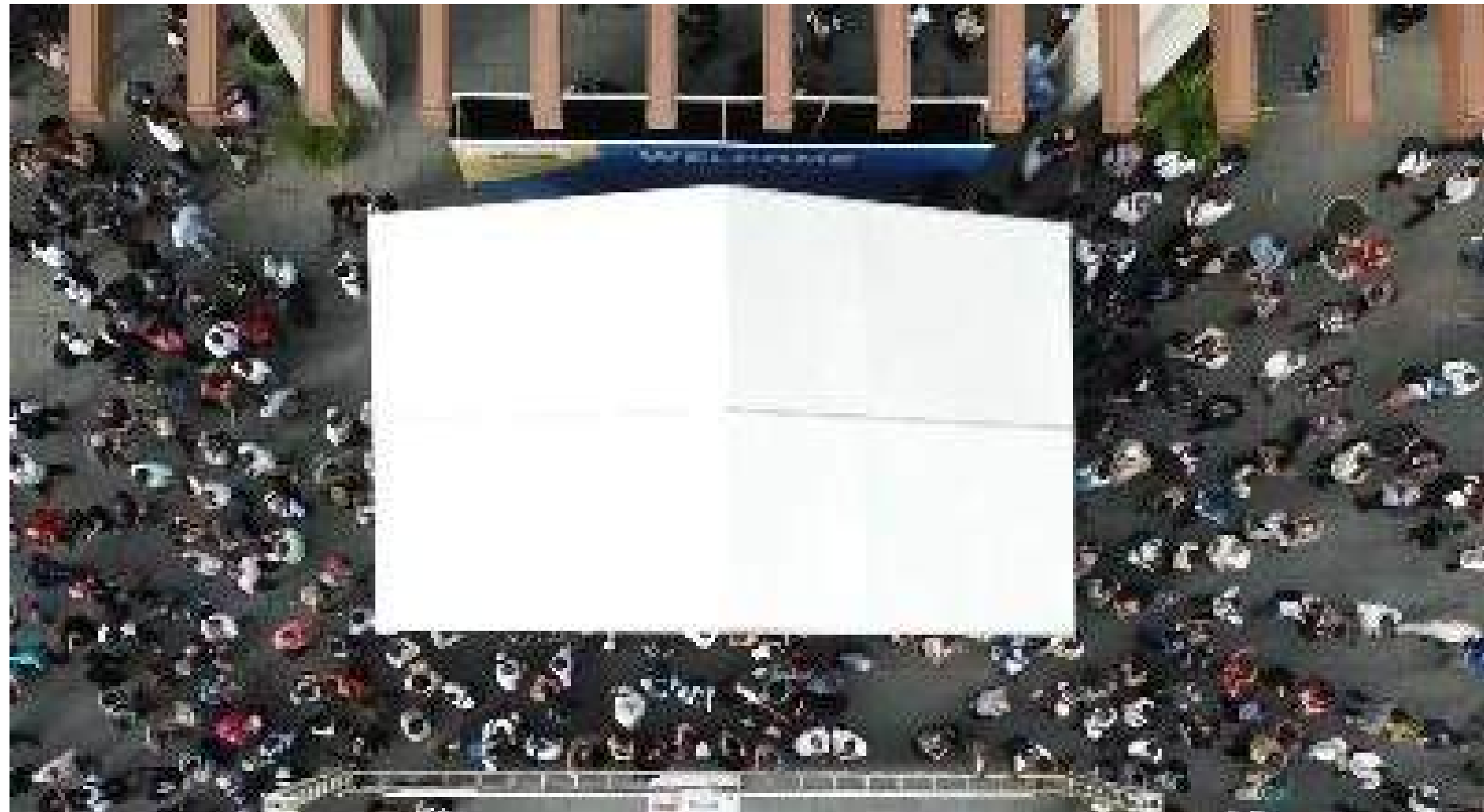
- Communication and registration of the 1000+ attendees,
- Design and branding for the event
- Management of accommodations and transportation for all attendees
- Event Documentation
- Organized two gala nights and entertainment during the gala
- Excursions organization

## IMPACT

- A well organized event physical event with more than 1,000 Participants
- 54 Sessions conducted
- 141,503 Social Media Impression

**WATCH  
SAMPLE HERE**





# 25 Wiki Indaba Africa conference

Together with the Wikimedia User Group of Uganda from the 5th - 7th November 2021, we organized the first ever virtual wiki Indaba conference. Wiki Indaba 2021 was the biggest wikimedia event Africa, that attracted more than 400 participants from all over Africa and Abroad.

Type: Virtual Event  
Client: WikiMedia Uganda User Group  
Contact Person: Erina Mutua  
Email Address: erinamukuta@gmail.com

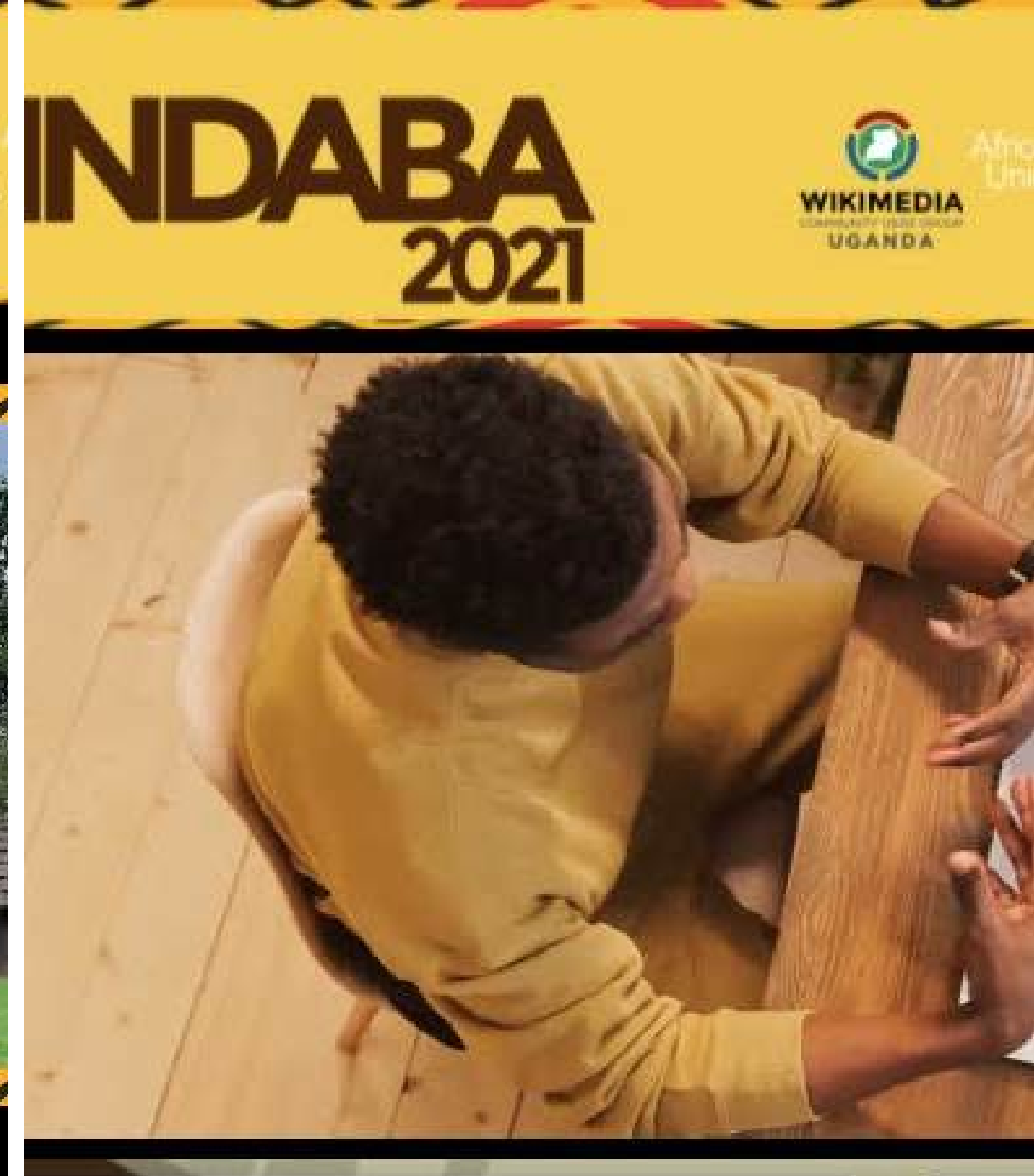
[WATCH  
SAMPLE HERE](#)

## OUR ROLE

- Communication and registration of the 400+ attendees,
- Design and branding, Communication and engagement strategy
- Technical Setup of the Virtual Platform
- Event Documentation for the event's multiple sessions together with a welcome video and a farewell video)

## IMPACT

- A well organized event virtual event with more than 400 Participants
- 54 Sessions conducted
- 141,503 Social Media Impression



**WIKIINDABA 2021**

WIKIMEDIA COMMUNITY UGANDA African Union WIKIMEDIA FOUNDATION ATR Africa Tech Radiom

**UGANDA**  
THE PEARL OF AFRICA

**WIKIINDABA 2021**

WIKIMEDIA FOUNDATION WIKIMEDIA COMMUNITY UGANDA African Union ATR Africa Tech Radiom

**SPEAKER**  
Erina Mukuta

**SPEAKER**  
SA  
Sandra Aceng

**SPEAKER**  
Matthias Ivan Mulumba

**WIKIINDABA 2021**

WIKIMEDIA COMMUNITY UGANDA African Union WIKIMEDIA FOUNDATION ATR Africa Tech Radiom

**HOST**  
Mohamed Sadat Abdulai

**SPEAKER**  
Mahir Morshed

**SPEAKER**  
Tochi Precious

**SPEAKER**  
Sadik Shahadu

**WIKIINDABA 2021**

WIKIMEDIA COMMUNITY UGANDA African Union WIKIMEDIA FOUNDATION ATR Africa Tech Radiom

**WIKIINDABA 2021**  
RESET + RETHINK  
VISIONS OF THE FUTURE

**SPEAKER**  
Anass

**SPEAKER**  
Erina Mukuta

**SPEAKER**  
Łukasz Garczewski

My Sch



**19 :: EMPOWER**

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# OUR MISSION

.... is to expand and empower a new wave of talented and driven storytellers to produce effective multimedia content that contributes towards community transformation and help them share their stories with the world.

**19rental** is an equipment rental platform, aimed at improve accessibility of tools to story tellers.

The aim is to offer affordable, quality and professional equipments, by democratizing access to professional storytelling tools, we not only supports the practical needs of content creators but also contributes to a more vibrant and diverse storytelling landscape. This approach encourages innovation and creativity, allowing a wider range of voices to be heard and stories to be told.

We offer wide range of equipments suitable for different aspects of storytelling, such as filmmaking, photography, and audio recording from cameras, lenses, lighting equipment, audio recorders, microphones, and more.

# 19RENTAL





# MJASIRI

The Mjasiri Platform is a dedicated platform for impact storytellers, where individuals and organizations come together to share narratives that drive positive change.

Our primary focus is to provide a hub for storytellers to not only connect with a like-minded community but also amplify their efforts on a global scale.

We foster **collaboration**, enabling users to work together on projects that have the potential to create significant impact. Moreover, we emphasize the importance of measuring the real-world impact of these stories, ensuring that they effectively contribute towards positive societal change.

**Our ultimate goal** is to **empower impact storytellers**, equipping them with the tools and support needed **to amplify their efforts on a global scale.**

Through the Mjasiri Platform, we aim to be a driving force behind the positive change these stories inspire, connecting people and ideas that can shape a better future for all.





# LETS CONNECT

We believe in working together and would love to hear from you.

PHONE NUMBER

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WEBSITE

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# “TELLING AFRICAS STORIES”

