



## Company Profile

blue **Sequence** RC: 971946

Web Development • Branding • Advertising

Registered in England and Wales. Number 0744592

## Overview



Blue Sequence Limited was registered in England and Wales in the year 2010 and in Nigeria in the year 2011. We are creative gurus, enthusiastic intellectuals and pragmatic designers who love telling stories that ignite and affirm the relationship between an organisation and its audience.

**W**e are ultimately inspired by our collaborations with clients who value design and demand a competitive edge in the marketplace by clearly delivering their vision to their audience because we believe that elevated positioning, economic success and market presence

for companies comes through a design culture that is developed from strategic thinking, a smart approach, creative insight and a passion for craftsmanship. Consequently, our intuition and experience is combined to create an authentic brand story ■

## Services >>

Our strong understanding of core branding techniques enables quintessential service delivery that invigorates people into a relationship with brands to rejuvenate and elevate businesses.



### Web development

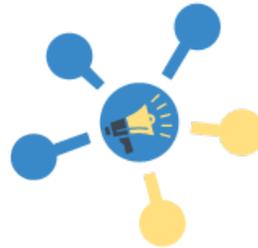
We undertake unique and challenging business requirements and work within clients' economical resources to transform any online vision into reality. Our unique creations and expertise in usability and web accessibility standards enable cognitive and stylish user friendly interfaces that convert interactions with the web into experiences that are emotional and unforgettable.



### Branding

We create expressions for brands that are unique, unambiguous and consistent, and initiate

participation through a series of activities that are designed to inform, engross, transform and motivate businesses. We nurture brand growth through design development, identity creation and rejuvenation.



### Advertising & Marketing

We foster brand affinity through a continuous marketing dialogue which results in an interactive and intimate relationship between a brand and its audience. We initiate and sustain this relationship through web site and blog development, landing pages, sales promotions, branded e-mails, newsletters, socialmedia, event design, sponsorship, product and services launches.

## Services <<



### Content development

Our strategic content development process is an upfront research analysis that creates innovative content which attracts attention and helps our clients communicate effectively in the digital sphere. These include but not limited to contents for site optimisation to population of social media channels. Our capabilities include photography, animation, copy writing and editorial development



### Product development

We have a proven, process-driven approach to product innovation, design and development and employ systematic methods to guide the processes involved in new product launches. We partner with companies to

create digital products with new or different characteristics that offer new or additional benefits to the customer. Our work includes content websites and subscriptions, web applications suites, script installations, e-commerce bundles and consulting services.



### Corporate Communication

Corporate communication helps an organisation manage its culture, identity and perceptions by explaining its mission and combining its visions and values into a cohesive message to stakeholders. We create corporate brochures, annual reports, e-newsletters and other correspondences to help enhance the performance and reputation of an organisation because the success of a company is closely intertwined with effective communication..

Clients >>



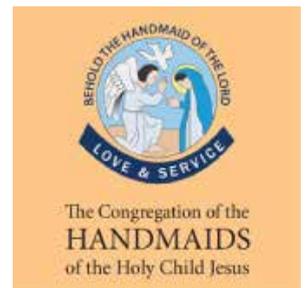
First Master Retailers



HANDMAIDS  
INTERNATIONAL CATHOLIC SCHOOL AGUDA



The Claretians  
Missionaries



## Leadership >>

Nothing makes the team happier than seeing a successful project through from concept to completion.

### Anthony Eguono Creative Director/CEO

Anthony is a passionate designer of interdisciplinary skills in design and marketing. He is a dedicated professional with a career span of over twenty years and is adept at managing intricate creative projects. He co-founded Blue Sequence in 2010 after a five-year career at Roxby Media UK.

His experience in all aspects of design ranges from branding, identity, packaging and pre-press to interactive media. He is also accomplished in marketing and has a sound understanding of business strategy. His active contribution is significant to the direction and style of all creative expressions of Blue Sequence.

He holds diplomas in Computer Science and Photography and earned a BSc in Business Studies with Marketing from the University of West London.

### Anayochi Odom Operations Director

Anayochi translates company goals into implications for objectives, performance, quality, speed, reliability, flexibility and cost, and drives continuous change by monitoring and improving overall performance.

She ensures that a positive culture is created for work. She also works closely with all clients, helping them articulate their vision, then ensures flawless execution of each project.

Prior to co-founding Blue Sequence in 2010, her career had spanned over 14 years in Banking and IT. Notably, Hallmark Bank PLC and the Nigerian Deposit Insurance Corporation (NDIC). She is a member of the British Computer Society, is Cisco and ITIL certified, has a BSc in Microbiology, an MBA in Operations and Production Management, and a Master's Degree in Computing and Information Systems from the University of Greenwich, London.

## Leadership <<

### Barbara Osueke Head, Human Resources

Barbra leads the team responsible for acquiring, developing, mobilising and rewarding the company's workforce.

Since joining Blue Sequence in 2010, she and her team have successfully worked to create programs and offerings that further Blue Sequence's high commitment and high-performance culture.

She joined Blue Sequence after a fifteen -year career span in IT and Banking. During her stint in the IT industry, she was actively involved in various software development, training and implementation projects spanning Human Resources, Insurance and Banking.

While in the banking Industry, she held several senior human resources positions, including executive recruiting, personnel policies and administration, communications, training and development.

She earned a Bachelor's Degree in Computer Science and Mathematics from the Federal University of Technology Owerri, and has various professional accreditations to her name.

### Winifred Ofuruiche Head, Business Development

Winifred is responsible for bringing the company's financial management solutions for businesses and consumers to market across a variety of channels, ranging from telesales, retail stores, resellers and alliances to mobile communication companies.

She leads Blue Sequence's marketing efforts in social media, mobile and the web, as well as overseeing the company's corporate communications. Her responsibilities also span strategy, product management, professional services and customer care.

Before joining Blue Sequence in 2010, her career had spanned over fifteen years in various operations and marketing managerial positions in the Banking and Food and Beverage Industries.

She holds a Bachelor of Technology Degree in Food Science and Technology, and a Master's Degree in Project Management from the Federal University of Technology Owerri. She also holds a Post Graduate Diploma in Computer Science from the University of Lagos.

## Leadership <<

### Ifeyinwa Agholor Head, Information Technology

Ifeyinwa has a passion for using technology to enable business success and has over 20 years of experience working in senior IT positions. She is a Solutions-focused Information Systems Analyst with broad-based experience in the deployment of software and hardware solutions, database programming, reporting and SQL data manipulation. She has proven expertise in system development life cycle and software development methodology and practice, quality analysis testing and web development.

She also has extensive knowledge to successfully analyse an organisation's critical reporting and support requirements, identify deficiencies and potential opportunities, and develop

innovative solutions for increasing reliability and improving productivity through procedural documentation and processes.

Before joining Blue Sequence in 2010, Ifeyinwa was IT Director at American Computers, Antioch, and prior to that held various IT management positions at Valutech card solutions, Franklin; GTECH Corporation, Nashville, and the State of Tennessee.

Ifeyinwa is a member of the institute of Chartered Secretaries and Administrators, (ICSA) London, holds a Bachelor's Degree in Library Science from Abia State University Nigeria, and majored in Computer Information Systems and Networking Technologies from Nashville State Technical College, USA. She also holds a Master's Degree in Health Informatics from North Eastern University, Boston.

## Process

Our extensive research in consumer behaviour and brand loyalty stimulates four phases which help to create or augment brands that communicate and influence its audience

### Gather



#### Research & Identify

By determining trends, taking into cognizance competition and observing activities, we facilitate our ability to evaluate the gap between a company and its goals and bring to light the synthesis of the relationship between a brand and its audience.

### Express



#### Plan & Simplify

While we attempt to think out of the box, we also take into consideration established guidelines in creating images that are not only unique and striking, but also sustain the brand in its delivery through all channels for effective communication.

### Deliver



#### Create & engage

We ensure that design solutions establish an audience's connection with a brand through various channels by the assimilation of a brand's message and the engaging in a conversation with it, thereby nurturing confidence in it.

### Lift



#### Gauge & Perfect

We build brand equity by the continuous analysis of how effective a brand's message comes and cuts across. This continuous process of gauging, weighing, enhancing and unveiling variations to perfection, keep brands elevated.

## Capabilities >>

### Account Management

- Strategic Planning
- Brand Positioning
- Marketing Plan Development
- Project Management
- Research

### Creative, Design + Production

- Concept Development
- Copywriting
- Corporate and Promotional Videos
- Print Production
- Direct Mail and Production (List Purchasing)
- Collateral Materials Design and Production
- Sales Support Tools
- Sales Promotion
- Signage, Point-of-Purchase

### Print

- Brochures
- Packaging
- Newspaper & Magazine Ads
- Publication Inserts
- Catalogues
- Rack Cards
- Direct Mail
- Annual Reports

### Print Production + Traffic

- Production Supervision
- Project Tracking and Monitoring
- Consultative Services
- Account Planning
- Co-op Planning, Development Management
- Affiliate Marketing
- Cause-Related Marketing
- Branding

### Research

- Advertising / Customer Tracking Studies
- Attitude / Awareness Tracking Studies
- Growth Opportunities
- Market Analysis
- Competitive Analysis
- Creative Testing

### Media Planning + Placement

- Radio, Television & Print
- Outdoor / Billboards
- Indoor Advertising
- Electronic, Digital & Online
- Interactive Marketing

## Capabilities <<

### Relationship Marketing

- Database Design and Management
- User Group Program Development
- Community and Subscription Building
- Database Marketing
- Partner Programs
- One-to-One Marketing
- Direct E-marketing
- Direct Mail
- Direct Marketing
- Direct Response

### Public Relations + Promotions

- Trade and Consumer Media Relations
- Press Kits
- Media Training
- Event Planning & Promotions
- Crisis Management
- Strategic Partnering
- Media Relations
- Viral Marketing
- Social Media / Social Networking / Blogging

### Identity

- Logos
- Signage
- Business Collateral
- Illustrations

### Internet Marketing + Multimedia

- Website Design and Development
- Website Updates
- Website Hosting
- Content Management Systems (CMS)
- Strategic Consulting
- Search Engine Optimization / Strategy
- Online Advertising
- RSS Feeds
- Google Analytics / Analysis
- Mobile Marketing
- E-commerce Development and Management

## Capabilities <<

### Agendas

- Arrange for Celebrity Appearances, Speakers and Entertainment
- Coordinate Activities of Event Personnel
- Solicit and Secure Sponsorships
- Leverage Co-op and Partnering Opportunities
- Public Relations and Marketing
- Photography and Videography
- Speech Writing
- Presentation Development
- Verbal, Written and Electronic Communications
- Develop Website, Social Media Campaigns
- Negotiations
- Budget Management
- Staff Management

### Event Planning + Execution

- Coordinate Logistics and Accommodations
- Procurement of Contractors
- Hospitality Marketing Seminars
- Conduct Research
- Themes and Décor
- Location and Site Scouting
- Invitations and Management of Attendees
- Site Supervision
- Event Evaluations and Surveys

### Tradeshow Exhibits + Collateral

- Concept, Design and Production
- Coordinate Logistics
- Develop Sales Collateral
- Promotional Items
- Content Development

### Resource Library Development + Management

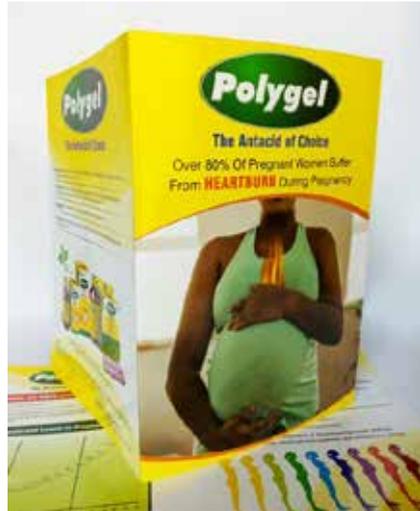
- Needs Assessment
- Photography
- Videography
- Audio
- Identity Collateral
- YouTube Channel Clips
- Archiving Solutions
- Style Guides

Work >>



## Shalina Healthcare

Work <<



## Shalina Healthcare

Work <<



**Citydia**

Work <<



**Citydia**

Blue Sequence

Work <<



## Caverton Helicopters

Work <<



## Caverton Marine



Work <<



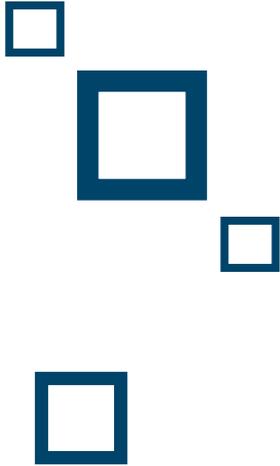
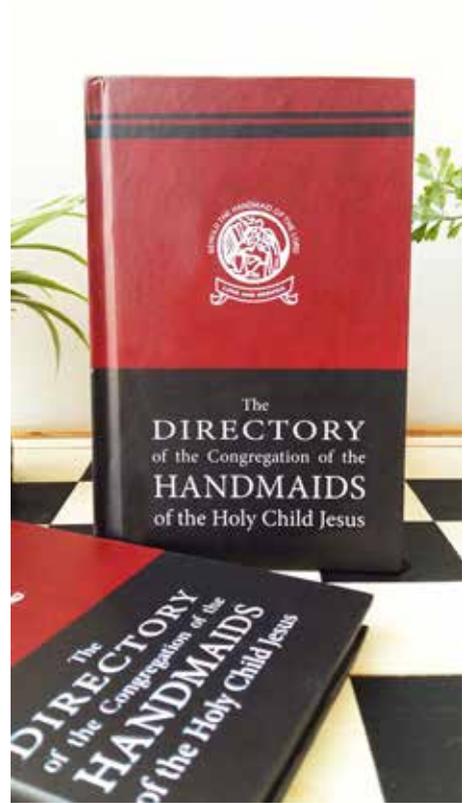
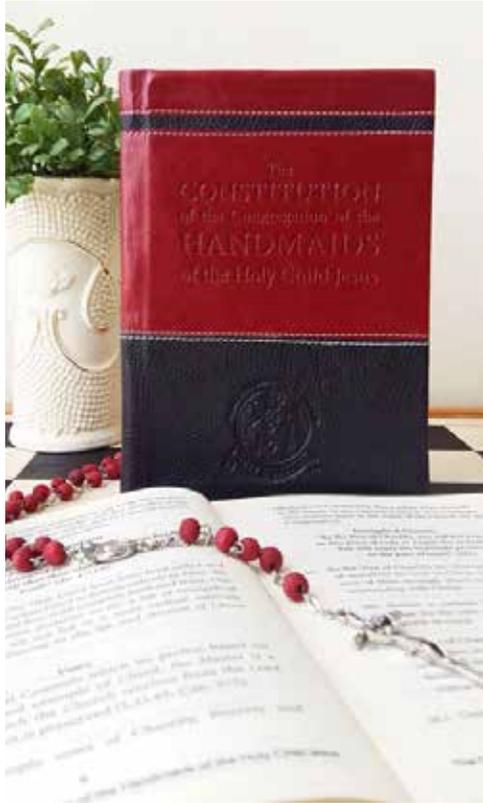
## First Master Retailers

Work <<



**American Cleaners**  
**[www.americancleanerz.com](http://www.americancleanerz.com)**

Work <<



## Handmaids of the Holy Child Jesus

## Our Heart

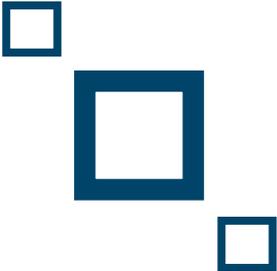
We are a design culture developed from strategic thinking, a smart approach, creative insight and a passion for craftsmanship.

## Our Mission

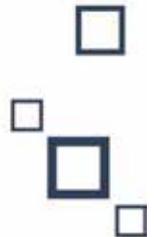
We aim to develop ideas and deliver them with integrity by incorporating design, technology and strategy to provide a full range of integrated brand consulting, creative and design services to help materialise and revitalise brands.

## Our Vision

We are committed to simplifying intricacies, designing with purpose and inspiring audiences so as to reinvigorate a business, brand, culture, products and market presence.



blue Sequence





## Contact

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