



PIVOT·PATH

MARKETING STRATEGISTS AND CREATIVE STORYTELLERS.

CAPABILITIES STATEMENT

PIVOTPATHDIGITAL.COM

PivotPath, Limited is an award winning global brand marketing & communications agency serving municipalities, intergovernmental organizations, and community organizations across West Africa and North America. Our mission is to provide innovative and effective communications strategies and implement solutions that help organizations tell their stories and positively promote social unity.

With 80+ years of collective strategic communications experience, we help teams understand and embrace Mother Tongue, providing them with the ability to engage stakeholders with distinctive empathy and authenticity. Our team understands the complexities of educating multicultural communities. By partnering, we become your communication liaisons, creating compelling campaigns and visual imageries, overcoming those barriers to educate, engage and empower populations.

CORE COMPETENCIES

- ✓ Strategic Communications & Implementation
- ✓ Branding & Brand Positioning
- ✓ Traditional & Digital Marketing
- ✓ Market Research & Community Assessments
- ✓ Advertising, Media & Public Relations
- ✓ Videography, Photography & Graphic Design
- ✓ Thought Leadership & Training

"PivotPath provided strategic visual communications expertise to our behavioral change messaging campaign during the pandemic. They were professional and worked collaboratively and innovatively beyond our expectations. Their expertise has tremendously enhanced our digital presence and has created marketing and communication collateral that helped increase our visibility both traditionally and digitally by using forward-thinking strategies."

- Yvonne Aki-Sawyerr
Mayor of Freetown, Sierra Leone

DIFFERENTIATORS

- Notable clients: European Union Delegation to Sierra Leone, Freetown City Council, World Hope International, DAI, UNDP, International Republican Institute, and International Rescue Committee.
- We ask the 'tough' questions and use innovative techniques to understand and share your story and impact.
- A highly diverse, culturally competent, multi-disciplined team of experts with local roots.
- Our mentoring program Young Marketing Professionals Pathways (YMPP) Internship Program, creates the platform for human resource development, knowledge transfer, and the collation of innovative perspectives in story-telling.
- Each year, we offer 50 hours of pro bono services toward social change initiatives within Sierra Leone.
- An active member of the National Association of Government Communicators and Women's Chamber of Commerce.

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