

CYRIL PALAN

WE VALUE A STRONG WORK ETHIC



List of brands represented:

Total, Caudan Waterfront, Phoenix (Ins.), Hawkins, Pirelli, Valspring, Bokomo, Yeo's, AstraZeneca, Ceridian, FIU, DBM, EREIT, MPA, AML...

List of awards:

- Best Published Accounts (PWC) for MPA Annual Report 2002/2003
- Best Radio Talent - AAA 1998, Aquatec
- Gold Award - Best Radio - AAA 1998, Aquatec
- Silver Award - AAA 2002 - Low Budget TV Commercial, Watsonia
- Silver Award - Créatives 2006 "Reunion Island"- Best Event 2006, Test E10 - TOTAL Mauritius Ltd

NOMINATED

- Mauritius Ports Authority - Annual Report 2003/2004 - MPA Pricewaterhouse Coopers Best Published Accounts Awards
- United Parcel Service (UPS) - Outdoor Panel - AAA 2002
- Medical Trading - Sanatogen Radio Campaign - AAA 2004
- Centre de Solidarité - T.V Commercial - Campagne contre l'abus d'alcool envers la jeunesse - Créatives 2004/MBC 40 Years/AAA 2005
- La Laiterie de Curepipe - D'light Design - Packaging - AAA 2005
- Logos Publicity Ltd - Press Advertising Recruitment - AAA 2005
- MBC 40 YEARS: T.V Commercials - 2005
- T & T International - Mine Apollo
- Mopirove Ltd - Savon Bleu
- ABC FOODS - Watsonia

Memberships:

Association of Communication Agencies (ACA)

Name of company: Logos Publicity Limited

Year established: 1987

Number of team members (including freelance, consultants and part-timers):

Full-time: 11
Consultants: 2
Part-time: 1

Annual turnover: Years 2012-2013: Rs26 million

Industry/trade (what does company do?):

Conceive, strategize, design, execute, media-buying and monitoring, communication and PR services.

List of products and services with short description:

Undertake projects that are related to its line of business, according to clients' requests: PR, strategies, design, filmmaking, publishing, concepts that go beyond clients' expectations. Some clients have been serviced by Logos for more than 35 years.

Profile of past work:

- Launch of United Parcel Service (UPS)
- Launch of Condor Flugdienst inaugural landing
- Two Corporate Films for AML - SSR Airport Terminal
- 15 years of Caudan Waterfront and corporate/commercial campaigns
- Promotional campaign for Total (Effimax/MyFleet Card...)
- Design and Publishing: Enterprise Mauritius Directory 2013-2015, MRA
- Corporate Plan 2014-2016. Annual Reports: CHCL, SBI, MPA, WMA, MCB Fund...
- Design of AAA Awards 2002/2003 (Accroche)
- Concept, design and follow-up of TV Programme 'Le Boss' for DBM
- Launching clip for Mauritius Professional Football League

How are you unique?:

Logos is deeply rooted in strong principles, and its core values: Integrity, Vision, Excellence, Team-Work, Creativity, Passion and Commitment. A sense of pride and passion to serve without any discrimination, irrespective of budget size, is engaged in any task we do. Against all odds, in our creative process, we favour a blend with a "glocal" approach, backed with a vision for excellence. Our professionalism and value-for-money policy pays off.

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Elevator pitch:

Logos values a strong work ethic and does not compromise on quality and service. Projects are undertaken with a high degree of professionalism and the end-result, in most cases, fulfills clients' satisfaction. Most of our clients take pride in dealing with us and act as our best sales resource input. Logos has built its clientèle through word-of-mouth recommendations. A branding process for the agency helps boost growth and exposure in a sustainable way.

