



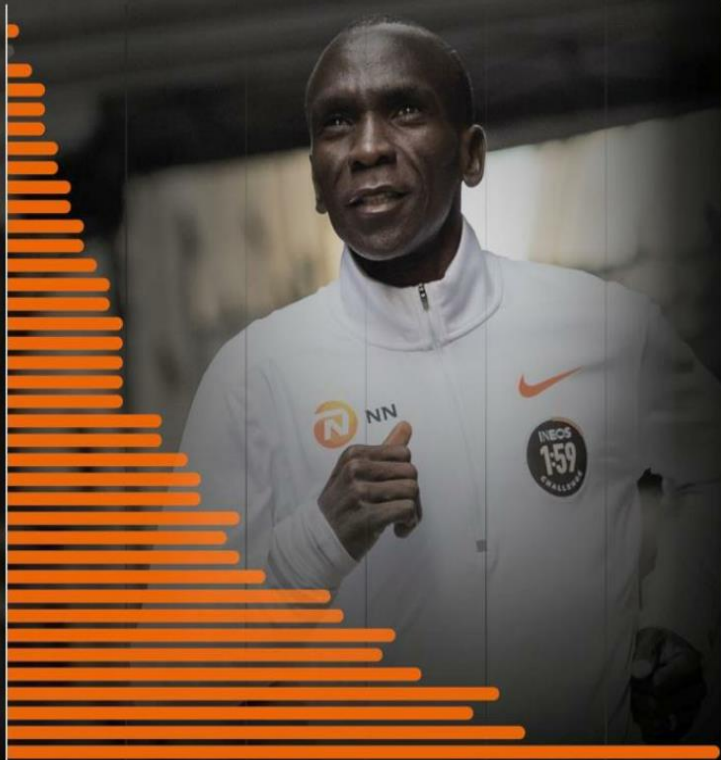
THE RACE TO 1:59

THE PROGRESSION OF THE OFFICIAL MARATHON WORLD RECORD



2 HOURS 2:10:00 2:20:00 2:30:00 2:40:00 2:50:00 3:00:00

- ELIUD KIPCHOGE 2018
- ELIUD KIPCHOGE 2017
- DENNIS KIMETTO 2014
- WILSON KIPSANG 2013
- PATRICK MAKAU 2011
- HAILE GEBRESELASSIE 2008
- HAILE GEBRESELASSIE 2007
- PAUL TERGAT 2003
- KHALID KHANNOUCHI 2002
- KHALID KHANNOUCHI 1999
- RONALDO DA COSTA 1998
- BELAYNEH DINSAMO 1988
- CARLOS LOPES 1985
- STEVE JONES 1984
- ROBERT DE CASTELLA 1981
- GERARD NIJBOER 1980
- SHIGERU SO 1978
- IAN THOMPSON 1974
- RON HILL 1970
- DEREK CLAYTON 1967
- MORIO SHIGEMATSU 1965
- ABEBE BIKILA 1964
- BRIAN KILBY 1963
- ABEBE BIKILA 1960
- SERGEI POPOV 1958
- PAAVO KOTILA 1956
- JIM PETERS 1954
- JIM PETERS 1953
- JIM PETERS 1952
- SUH YUN-BOK 1947
- SOHN KEE-CHUNG 1935
- HARRY PAYNE 1929
- ALBERT MICHELSEN 1925
- HANNES KOLEHMAINEN 1920
- UMBERTO BLASI 1914
- ALEXIS AHLGREN 1913
- THURE JOHANSSON 1909
- JOHNNY HAYES 1908





Digital Advertising Intelligence
Mid-August 2019 Kenya
Pay TV Report
The 1.59 Edition

11th October 2019

ONES & ZEROS



"THEY SAY A CHAMPION IS NOT MADE WHEN HE WINS RACES. IT'S THE SECONDS, MINUTES, WEEKS AND MONTHS WHEN HE PREPARES THAT MATTER."

ELIUD KIPCHOGE

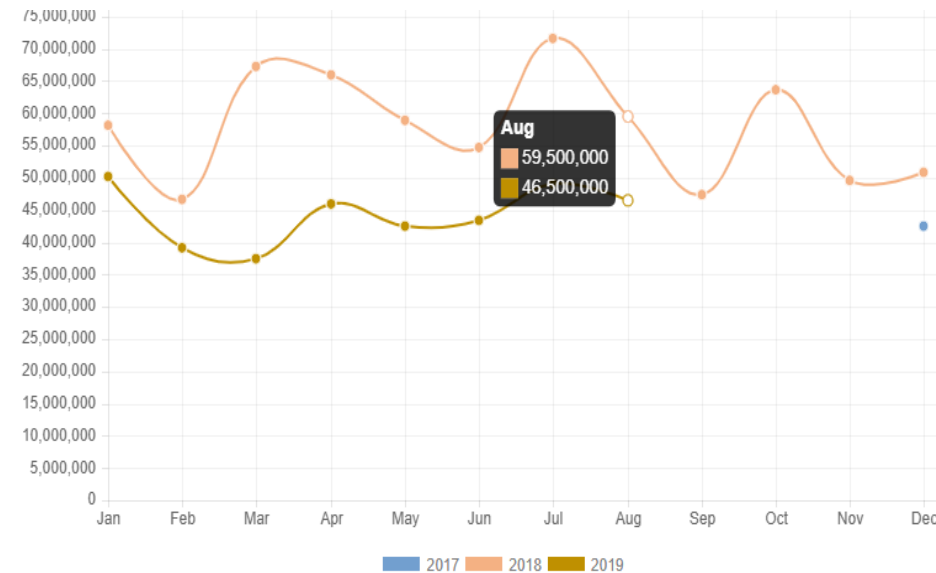
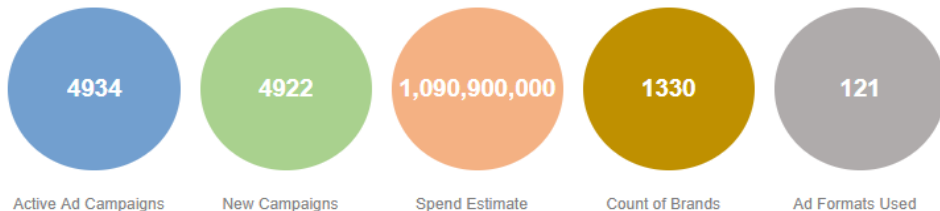


Category

Pay TV

Trends

Lower investment in digi spends so far



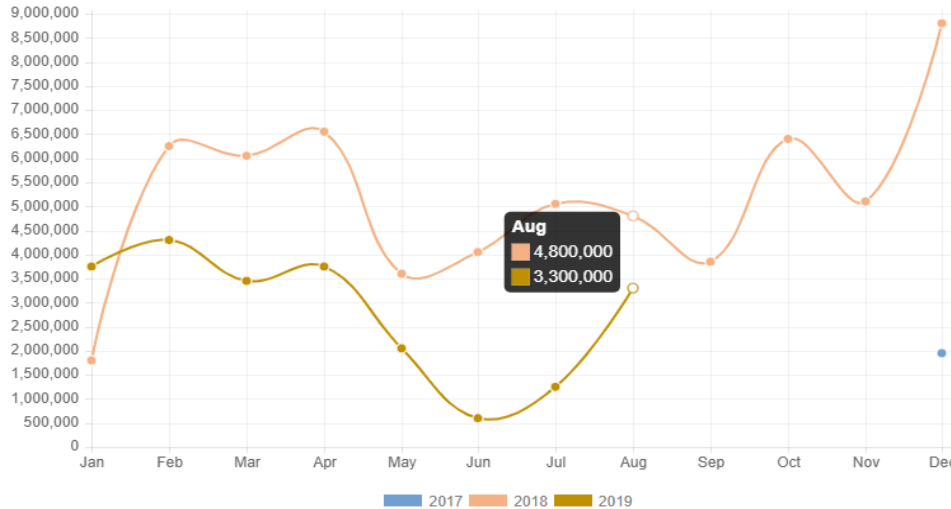
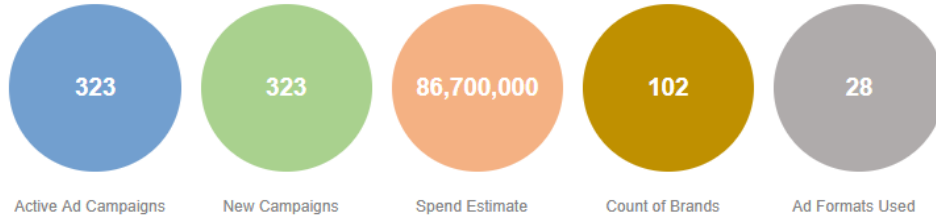
76 Categories

34 Websites

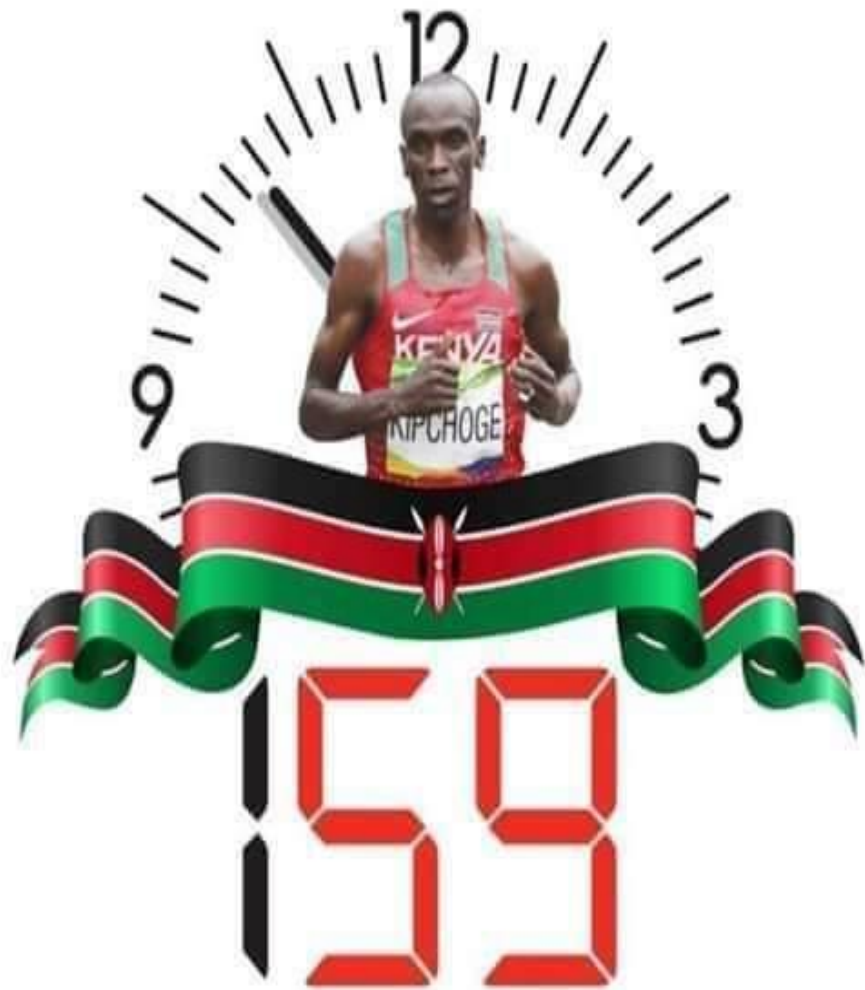
1.09 Billion

Shillings spent in
the 21 months

Pay TV spends bouncing back in '19



102 Brands
323 Campaigns
86.7 Million Shillings spent in the **21** months



#KipchogelNEOSChallenge



SOE Website – Entertainment



45% of digital ads in this platform are YouTube Videos

SOE - Brand	SOE - Sub-brand	SOE - Category	SOE - Sub-category	SOE - Website	SOE - Agency						
Website		Feb-2019	Mar-2019	Apr-2019	May-2019	Jun-2019	Jul-2019	Aug-2019	Line Total	SOE (%)	
youtube.com		3,550,000	2,000,000	2,100,000	650,000	300,000	200,000	1,400,000	39,800,000	45.91	
ads by google		150,000	100,000	0	350,000	150,000	500,000	600,000	12,150,000	14.01	
citizentv.co.ke		0	0	0	0	0	0	200,000	4,500,000	5.19	
nation.co.ke		200,000	300,000	650,000	400,000	100,000	250,000	350,000	4,300,000	4.96	
standardmedia.co.ke		0	0	250,000	150,000	0	0	100,000	4,000,000	4.61	
house.jumia.co.ke		0	0	0	0	0	0	0	3,550,000	4.09	
kenyans.co.ke		0	0	0	0	0	0	0	3,550,000	4.09	
kenyamoja.com		100,000	300,000	300,000	0	0	0	0	3,400,000	3.92	
businessdailyafrica.com		50,000	300,000	150,000	200,000	50,000	100,000	200,000	2,400,000	2.77	
tuko.co.ke		0	0	0	0	0	0	0	2,400,000	2.77	



"IN MY HEART AND MIND, I'VE ANALYSED
AND VISUALISED BREAKING TWO HOURS. I
CAN'T WAIT FOR THE CHALLENGE TO
COME."

ELIUD KIPCHOGE

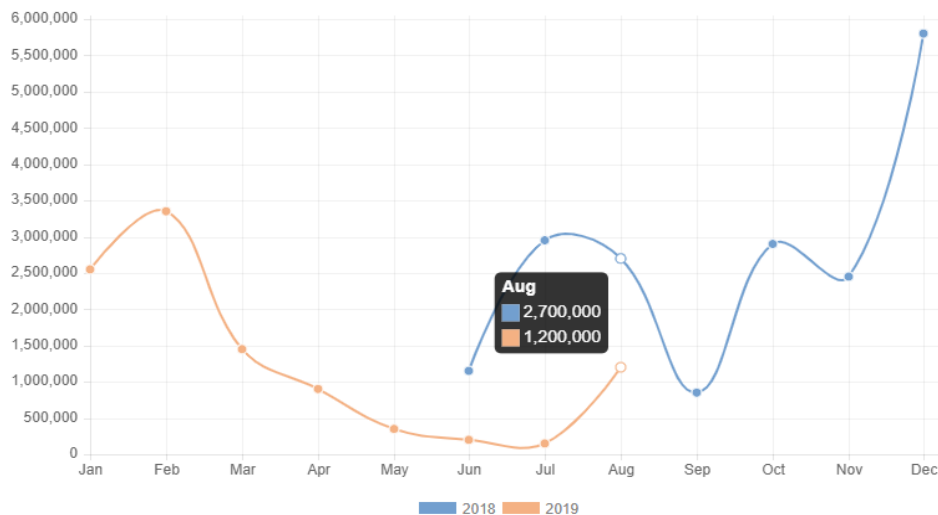


Pay TV
Netflix
Deep Dive

Netflix peaked at 5.5m in Dec '18



Active Ad Campaigns New Campaigns Spend Estimate Count of Brands Ad Formats Used



1 Brand

69 Campaigns

28.9 Million

Shillings spent in

the 21 months

SOE Sub-Brands – Entertainment



All Netflix campaign are channeled via YouTube

SOE - Brand	SOE - Sub-brand	SOE - Category	SOE - Sub-category	SOE - Website	SOE - Agency							
Sub-brand		Feb-2019	Mar-2019	Apr-2019	May-2019	Jun-2019	Jul-2019	Aug-2019	Line Total	SOE (%)		
13 Reasons Why		200,000	50,000	50,000					1,450,000	5.01		
Big Mouth		200,000	50,000	50,000				850,000	2.94			
Elite		250,000	0	50,000				850,000	2.94			
Bright		150,000	50,000	0				800,000	2.76			
Disenchantment		150,000	0	0				750,000	2.59			
Chilling Adventures of Sabrina		150,000	0	0				750,000	2.59			
Troy: Fall of a City		0	0	0	0	0	0	0	700,000	2.42		
Angela's Christmas		250,000	0	0	0	0	0	0	700,000	2.42		
Mowgli: Legend of the Jungle		250,000	150,000	100,000	50,000	0	0	0	700,000	2.42		
The Princess Switch		150,000	0	0	0	0	0	0	650,000	2.25		

Netflix – Creative Messaging



452244

Watch later Share

MOWGLI
LEGEND OF THE JUNGLE

PG-13

MORE VIDEOS

CT437151

Watch later Share

NAPPILY
EVER
AFTER

MORE VIDEOS

0:26 / 0:30

CC YouTube

452254

Watch later Share

MORE VIDEOS
Play (k)

NETFLIX

CT444028

Watch later Share

OUTLAW KING

MORE VIDEOS

0:27 / 0:30

CC YouTube

461017

Watch later Share

Watch free for 30 days

MORE VIDEOS

0:02 / 0:36

CC YouTube

CT421226

Watch later Share

MORE VIDEOS

NETFLIX

0:06 / 0:30

CC YouTube



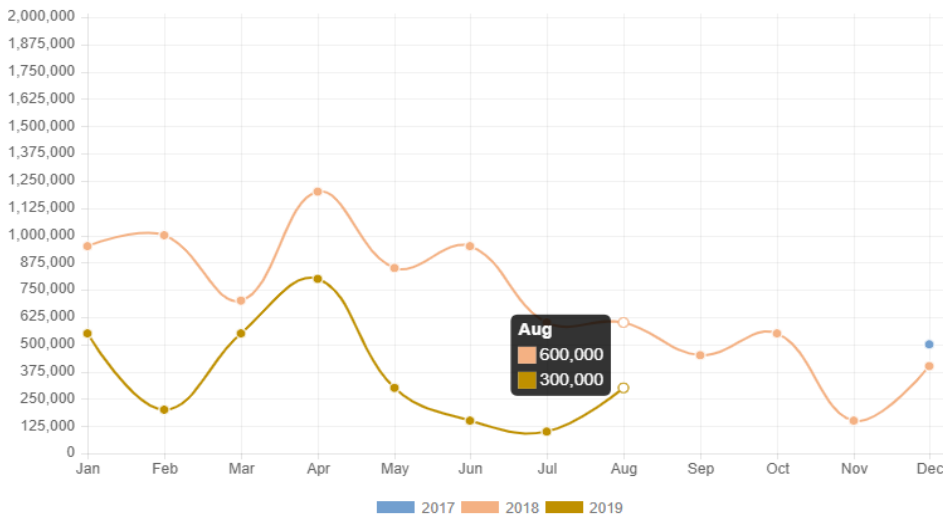
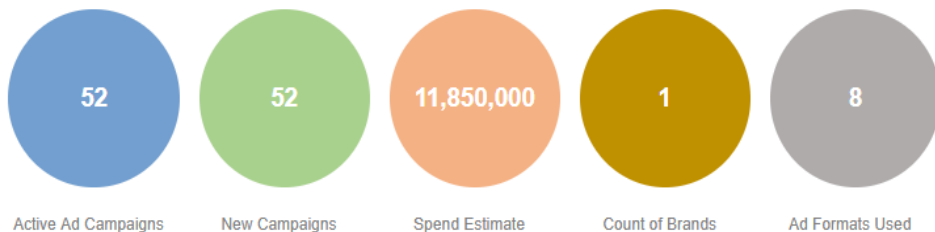
Pay TV MultiChoice Deep Dive



"IT IS NOT ABOUT RECOGNITION OR
RAMIFICATION BUT TO MAKE HISTORY
AND TO PASS ON A MESSAGE THAT NO
HUMAN IS LIMITED."

ELIUD KIPCHOGE

MultiChoice spends peak in April



1 Brand
52 Campaigns
11.8 Million
Shillings spent in
the 21 months

Get Showmax now

GAME OF TUESDAYS
showmax

Win 6 months subscription

Know how >>

DStv 7 DECEMBER - 8 JANUARY CHANNEL 105 DISCOVER MORE

GOtv

GOtv

DStv Only on DStv. Where history is made.

GOLD COAST 2018 COMMONWEALTH GAMES

Twitter Instagram Facebook

KARIBU HOME HII CHRISTMAS!

#KaribuHome

KSH 1999

LEARN MORE

GOtv

DStv Premier League ALL 380 MATCHES

NOW WITH TWICE AS MANY LIVE GAMES ON DStv ACCESS AND DStv FAMILY.

T&Cs apply. LEARN MORE

THE NEW UEFA NATIONS LEAGUE

DStv

LEARN MORE

Front Row Football

GOtv

GET MORE FOOTBALL THIS SEASON ON GOtv MAX

T&Cs apply.

1 MONTH GOtv MAX + DECODER ONLY

KSH 1999

EXPLORE MORE

GOtv

SOE Website – Entertainment



Spends **even split** between Showmax, DStv and GOtv

SOE - Brand	SOE - Sub-brand	SOE - Category	SOE - Sub-category	SOE - Website	SOE - Agency					
Website		Feb-2019	Mar-2019	Apr-2019	May-2019	Jun-2019	Jul-2019	Aug-2019	Line Total	SOE (%)
ads by google		0	0	0	50,000	50,000	50,000	100,000	5,950,000	50.21
youtube.com		200,000	550,000	750,000	200,000	100,000	50,000	200,000	5,150,000	43.46
tuko.co.ke		0	0	0	0	0	0	0	250,000	2.11
mpasho.co.ke		0	0	0	0	0	0	0	200,000	1.69
standardmedia.co.ke		0	0	0	0	0	0	0	200,000	1.69
capitalfm.co.ke		0	0	50,000	50,000	0	0	0	100,000	0.84

WE ARE FIRE & ICE

GOtv



Weekdays at 19:00 CAT.

Season of Good Cheer

Watch all 70 Premier League Games this December

THE BEST LEAGUE THE BEST SHOWS

Upgrade to GOtv Max Today.

[LEARN MORE](#)

GOtv

Live It. Love It.

Watch the best series, movies & kids shows.

Limited offer period

Shaun the Sheep

[Get Showmax now](#)

showmax

TVC's apply

THE WAKALA WILL BE TELEVIEWED

Sponsored by **PAYPORTE**

[LEARN MORE](#)

GOtv

www.gotvafrika.com **Live It. Love It.**

WHAT'S YOUR SECRET LOVE AFFAIR?

Prisoners of Love
05 February @21h00 CAT

E GO HOT LIKE FIRE

Sponsored by **PAYPORTE**

[LEARN MORE](#)

Got DStv Premium?

WE ARE THE PREMIER LEAGUE

HD DECODER
+ DISH KIT + INSTALLATION
+ WIFI ROUTER
+ 10 GB DATA FOR 3 MONTHS
+ 1 MONTH DStv COMPACT

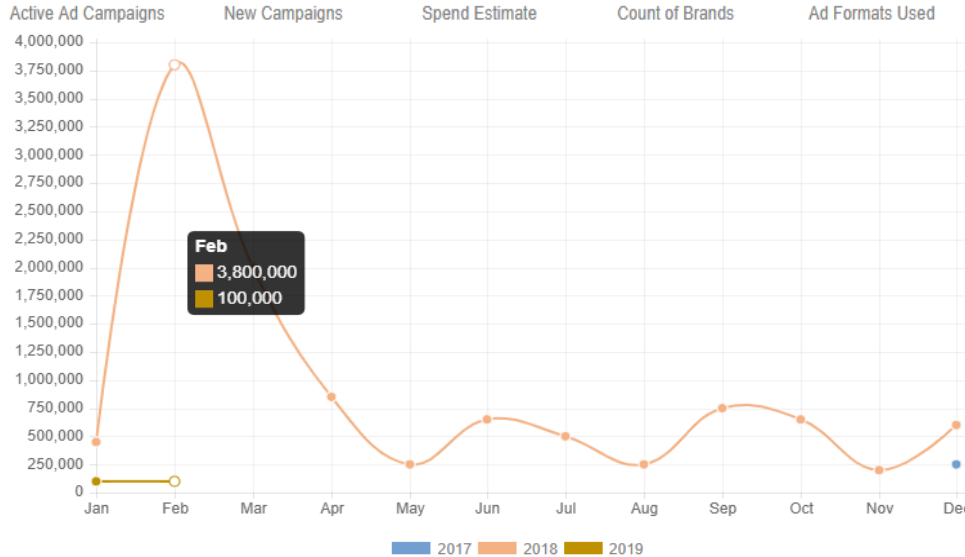
KES 6,499

E  **LIUD**

From Kenya to the world
No human is limited.

 **Safaricom**

Safaricom has been quiet this year



4 Brands

32 Campaigns

11.4 Million

Shillings spent in

the 21 months

16 AUGUST 2019

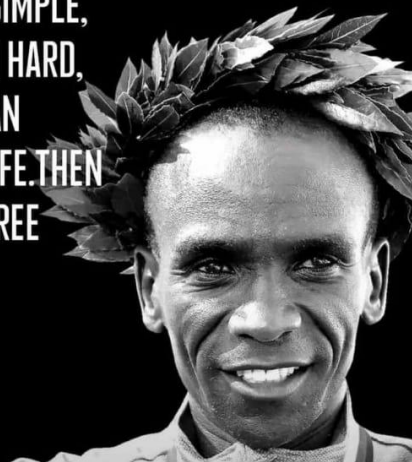
ELIUD'S DIARY



“

YOU LIVE SIMPLE,
YOU TRAIN HARD,
YOU LIVE AN
HONEST LIFE. THEN
YOU ARE FREE

ELIUD
KIPCHOGE



SOE Sub-Brands – Entertainment



BYOB 2 by Blaze and the partnership with Showmax

SOE - Brand	SOE - Sub-brand	SOE - Category	SOE - Sub-category	SOE - Website	SOE - Agency						
Sub-brand		Aug-2018	Sep-2018	Oct-2018	Nov-2018	Dec-2018	Jan-2019	Feb-2019	Line Total	SOE (%)	
Blaze		50,000	400,000	150,000	100,000	200,000	0	0	6,500,000	57.02	
Showmax		150,000	350,000	500,000	50,000	200,000	0	0	3,000,000	26.32	
Twaweza Live		50,000	0	0	0	0	0	0	450,000	3.95	
ViuSasa									400,000	3.51	
Masoko					50,000	200,000	100,000	0	350,000	3.07	
Giga Football Pass					0	0	0	0	350,000	3.07	
International Jazz Festival					0	0	0	100,000	300,000	2.63	
Standard Digital					0	0	0	0	50,000	0.44	





#SafaricomJazz

Every note makes a difference to Ghetto Classics.

Dial 1511



MA SOKO SHOPPING FESTIVAL
 Save Big On
BACK SCHOOL
 JUST SHOP. WE DELIVER
 SHOP NOW >>

France vs Argentina
 Stream today's game live with Kwese iflix and GIGA Football Pass.
 Awarded Kenya's fastest network
 #GIGAFootball
 KShs. **99/-** for 24hrs*
 Dial *544#
 Safaricom Twaweza
 Streaming partner

BYOB TV SHOW SEASON 2 CRIT EDITION
 Tune into KTN, every Monday from 5th February at 8:00 PM
 LEARN MORE
 BLAZE BY SAFARICOM BE YOUR OWN BOSS THE YOUTH NETWORK

BYOB TV SHOW SEASON 2 CRIT EDITION
 Tune into KTN, every Monday from 8:00 PM
 LEARN MORE
 BLAZE BY SAFARICOM BE YOUR OWN BOSS THE YOUTH NETWORK

SOE Website – Entertainment



Kenyans.co.ke and Tuko were preferred local sites

SOE - Brand	SOE - Sub-brand	SOE - Category	SOE - Sub-category	SOE - Website	SOE - Agency						
Website		Aug-2018	Sep-2018	Oct-2018	Nov-2018	Dec-2018	Jan-2019	Feb-2019	Line Total	SOE (%)	
youtube.com		100,000	200,000	500,000	200,000	600,000	0	0	3,800,000	33.33	
kenyans.co.ke		0	250,000	0	0	0	0	0	2,550,000	22.37	
ads by google		150,000	150,000	150,000	0	0	100,000	100,000	2,050,000	17.98	
tuko.co.ke		0	0	0	0	0	0	0	1,600,000	14.04	
standardmedia.co.ke		0	0	0	0	0	0	0	450,000	3.95	
citizentv.co.ke		0	0	0	0	0	0	0	400,000	3.51	
sde.co.ke		0	0	0	0	0	0	0	200,000	1.75	
Eskimi DSP		0	150,000	0	0	0	0	0	150,000	1.32	
capitalfm.co.ke		0	0	0	0	0	0	0	50,000	0.44	
mdundo.com		0	0	0	0	0	0	0	50,000	0.44	

Safaricom – Creative Messaging



CT426015

Watch later Share

TALENT SEARCH MEDICAL CAMPS MUSIC CONCERT

COAST TWAJA!

MORE VIDEOS

1:39 / 1:43
Kenya's Best Network

Safaricom YouTube

CT407017

Watch later Share

BEA

BE YOUR OWN BOSS!

MORE VIDEOS

0:02 / 0:45

Safaricom YouTube

CT442945

Watch later Share

MA SOKO SHOPPING FESTIVAL

BY SAFARICOM

16 OCT - 11 JAN 2019

MORE VIDEOS

0:01 / 0:59

Safaricom YouTube

CT401757

Watch later Share

SAFARICOM INTERNATIONAL JAZZ FESTIVAL 2018

CELEBRATING 10 YEARS

MUSIC THAT MOVES YOU

MORE VIDEOS

0:46 / 0:48

Safaricom YouTube

CT392005

Watch later Share

showmax

Get 3 months of Showmax for Ksh250 with M-pesa.
Limited period offer.

MORE VIDEOS

1:04 / 1:04

M-PESA YouTube

CT420374

Watch later Share

24 hour GIGA Football Pass

MORE VIDEOS
Play (k)

INI 99 bob tu, na unawatch match zote tatu za niyo day

0:24 / 0:34

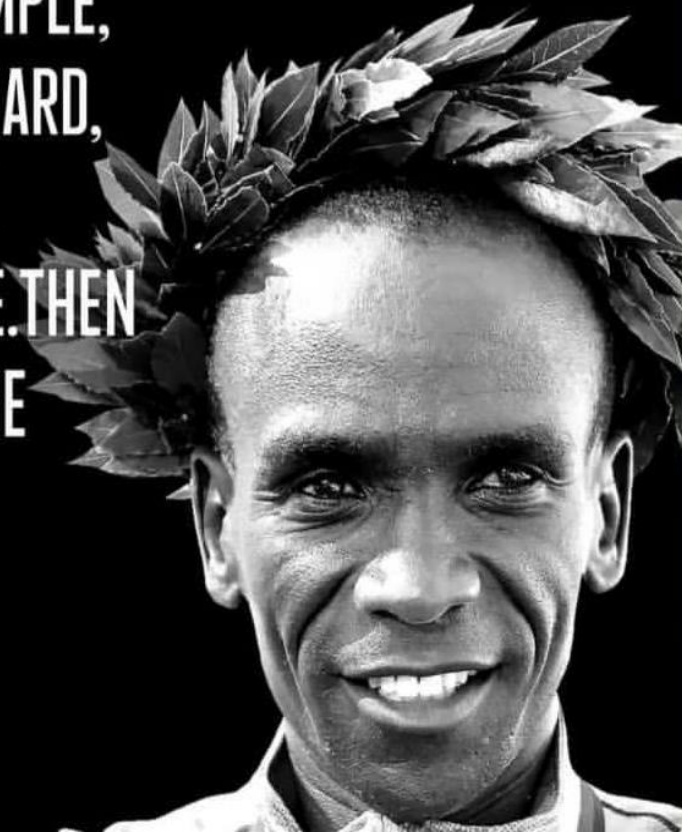
Safaricom YouTube



“

YOU LIVE SIMPLE,
YOU TRAIN HARD,
YOU LIVE AN
HONEST LIFE. THEN
YOU ARE FREE

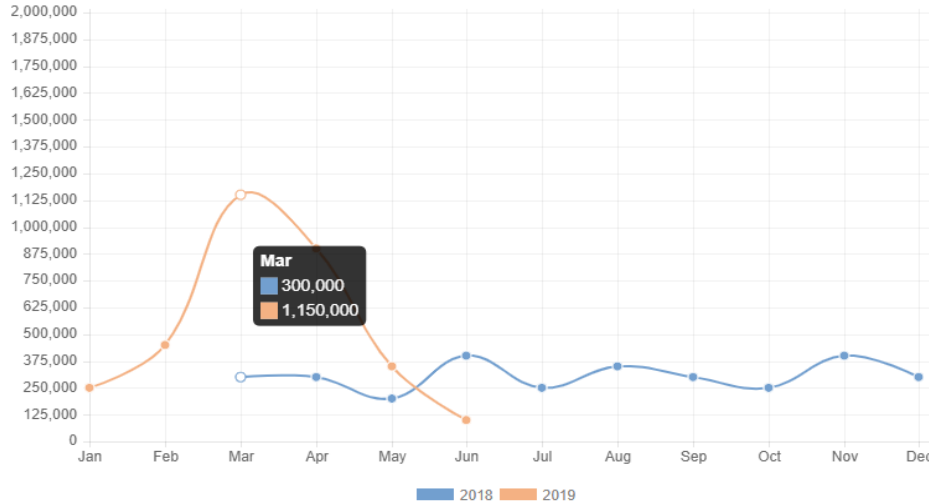
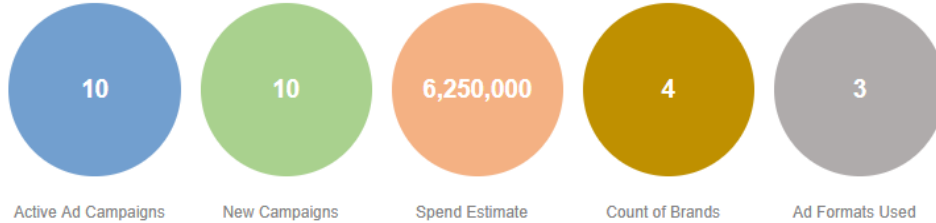
ELIUD
KIPCHOGE



Nation Media Group

Media of Africa for Africa

Nation Media peaked in March '19



4 Brands

10 Campaigns

6.25 Million

Shillings spent in

the 21 months



Watch Churchill Show here »

Every episode this season. Over 50+ shows



LICENSED BROADCASTERS
WATCH WORLD CUP. LIVE AND FREE*

Short Code: 20688
Keyword: WorldCup

Click to subscribe to World Cup SMS alerts →

ntv.nation.co.ke @NTVKenya



21 September 2018

Employer of the Year Awards (EYA)
& Gala dinner

Venue: Radisson Blu hotel,
Upper hill, Nairobi
Time: 6:00 P.M



To book your ticket, call base on: 0700 627 181/7062121 or 0722 633 079 or email: events@the-kenya.org / eya@the-kenya.org



THE NATIONAL
TREASURY AND
PLANNING

BUDGET
STATEMENT



Catch the live reading of the
Budget Statement for the
Fiscal Year 2018/19

from 3pm on ntv

LEARN MORE



INTERNATIONAL
ALBINISM
AWARENESS DAY

Theme: *Shinning Our Light to the world*

Date: June 13, 2018 | Time: 11:00 am- 1:00 PM

Venue: Ruiru Stadium, Kiambu County

LIVE ON



LEARN MORE

SOE Website – Entertainment



Channeled half of the ads via [Kenyamoja.com](https://www.kenyamoja.com)

SOE - Brand	SOE - Sub-brand	SOE - Category	SOE - Sub-category	SOE - Website	SOE - Agency									
Website						Dec-2018	Jan-2019	Feb-2019	Mar-2019	Apr-2019	May-2019	Jun-2019	Line Total	SOE (%)
kenyamoja.com						100,000	150,000	100,000	300,000	300,000	0	0	3,050,000	48.80
nation.co.ke						50,000	50,000	200,000	250,000	250,000	200,000	50,000	1,600,000	25.60
businessdailyafrica.com						150,000	50,000	50,000	300,000	150,000	50,000	50,000	900,000	14.40
theeastafrican.co.ke						0	0	50,000	300,000	200,000	50,000	0	600,000	9.60
ads by google						0	0	50,000	0	0	0	0	50,000	0.80
the-star.co.ke						0	0	0	0	0	50,000	0	50,000	0.80

LIT 360

LIT MEETS
FEATURING
VICTORIA KIMANI

TUNE IN

RE-RUNS
ON SUNDAYS
AT 10PM

airtel | Community Power

ntv

LIT 360

NO MORE FOMO

Get the latest from the music scene directly on your phone

JOIN NOW

LIT 360

THE BADDEST SHOW IN THE 254

LEARN MORE

EVERY THURSDAY AT 10PM
AS SEEN ON SUNDAYS AT 10PM

airtel | Community Power

ntv

LIT 360

LIVE ON THE SPOT
FEATURING
GABU FROM PUNIT

LEARN MORE

airtel | Community Power

ntv

LIT 360

THE BADDEST SHOW IN THE 254

LEARN MORE

EVERY THURSDAY AT 10PM
AS SEEN ON SUNDAYS AT 10PM

airtel | Community Power

ntv



KCB



LIONS' DEN



KCB

THE LIONS ARE BACK
WATCH KCB LIONS' DEN SEASON 3
SEPT 4TH, 8 P.M ON KTN

[LEARN MORE](#)



KTN
Welcome Home

LIONS' DEN



KCB

MEET THE NEW LION.
CATCH KCB LION'S DEN,
EVERY TUES AT 8 P.M. ON KTN.

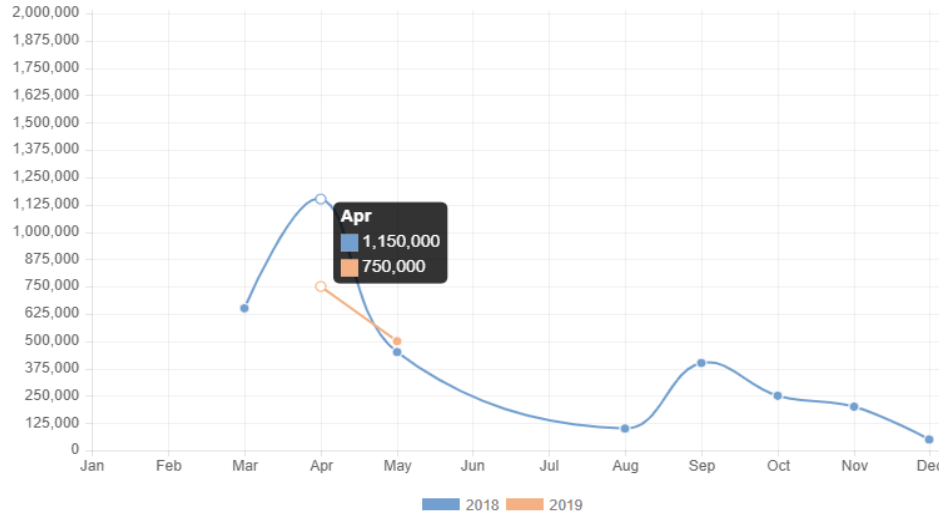
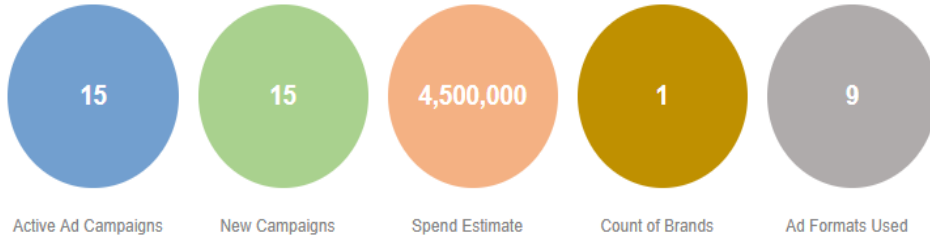
[FIND OUT](#)



KTN
Welcome Home

LIONS' DEN

KCB spends are minimal this year



1 Brand

15 Campaigns

4.5 Million

Shillings spent in

the 21 months

KCB – Creative Messaging



456693

KCB BANK

Watch later Share

ktn

LIONS' DEN

WWW.KCB2JIAJIRI.COM/LIONSDEN/
Apply today

MORE VIDEOS

456693

Watch later Share

DEAL: 3,500,000 Ksh for 40% Equity

MORE VIDEOS

456693

Watch later Share

DEAL: 3.5m Ksh for 25% Equity

MORE VIDEOS
Play (k)

0:09 / 0:30

YouTube

SOE Website – Entertainment



Digital ads channeled via Standard Group sites

SOE - Brand		SOE - Sub-brand		SOE - Category		SOE - Sub-category		SOE - Website		SOE - Agency	
Website	Brand	Aug-2018	Sep-2018	Oct-2018	Nov-2018	Dec-2018	Apr-2019	May-2019	Line Total	SOE (%)	
standardmedia.co.ke		0	200,000	250,000	200,000	50,000	250,000	50,000	1,900,000	42.22	
ads by google		100,000	200,000				0	250,000	1,150,000	25.56	
sde.co.ke		0	0				0	0	750,000	16.67	
youtube.com		0	0				350,000	100,000	450,000	10.00	
nation.co.ke		0	0				150,000	100,000	250,000	5.56	





KCB

Want to take your business to the next level?
KCB Lions' Den Season 3 is here.

[Apply Now](#)

LIONS' DEN



KCB

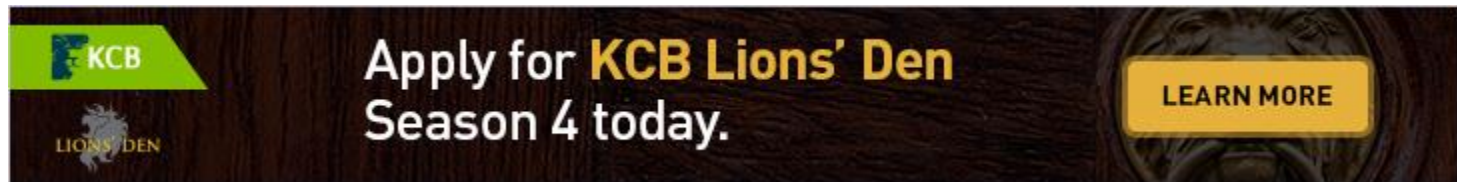
Will you make the cut?
Less than a week to the **May 14th 2018** deadline to apply for KCB Lions' Den

[Apply Now](#)

LIONS' DEN

Don't be caught up in the last minute rush! Submit your business idea by May 14th.

[Apply Now](#)



KCB

Apply for **KCB Lions' Den** Season 4 today.

[LEARN MORE](#)

LIONS' DEN



KCB

FOR THE CHANCE TO GET **FUNDING**

[APPLY NOW](#)

LIONS' DEN



KCB

MEET THE NEW LION. CATCH KCB LION'S DEN, EVERY TUES AT 8 P.M. ON KTN.

[FIND OUT](#)

LIONS' DEN



KCB

Don't be caught up in the last minute rush! Submit your business idea by May 14th.

[Apply Now](#)

LIONS' DEN



KCB

Will you make the cut?
Less than a week to the **May 14th 2018** deadline to apply for KCB Lions' Den

[Apply Now](#)

LIONS' DEN

**Never escape challenges,
run through them.**

#NoHumansLimited

Eliud Kipchoge

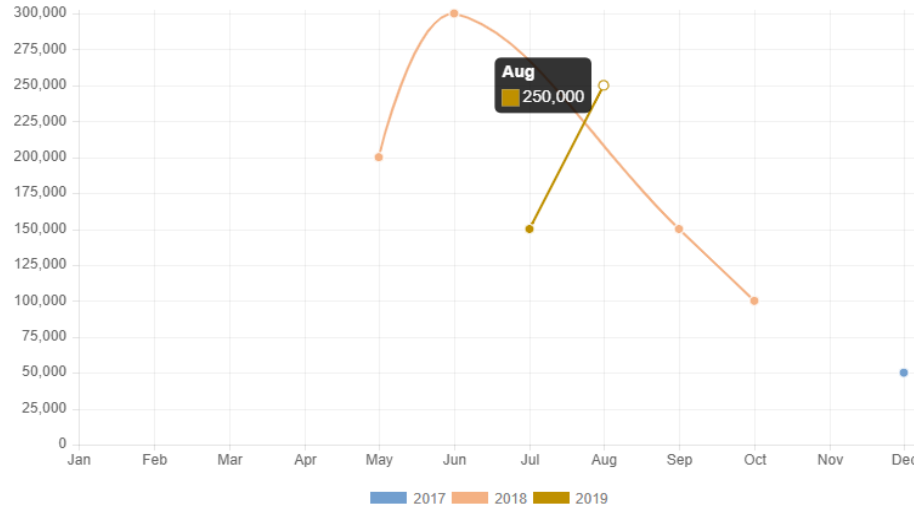
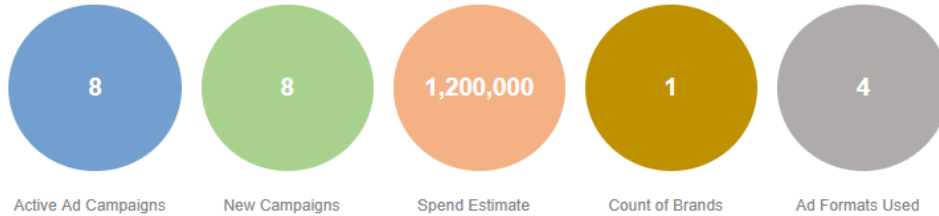


Pay TV Star Times Deep Dive

#KenyaRunsWithEliud

ISUZU

Star Times has been inactive in 2019



1 Brand

8 Campaigns

1.2 Million

Shillings spent in

the 21 months



VIUSASA

This Sunday, from 11.00 a.m, Viusasa presents the breathtaking **London Marathon 2018** LIVE from WHEREVER you are.

[CLICK HERE](#)

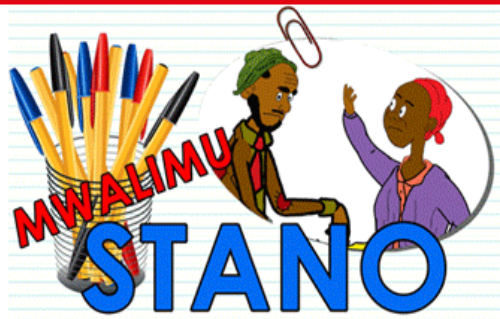
VIUSASA

To subscribe
click **Pay**
or



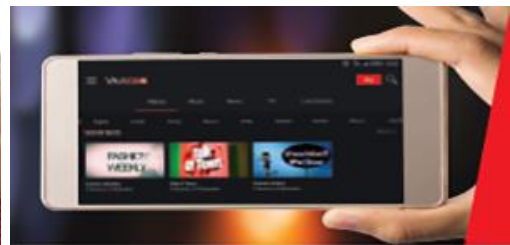
**Account Number -
Your phone Number**

EXCLUSIVE LOCAL SHOWS



VIUSASA

[CLICK HERE](#)



TO DOWNLOAD
VIUSASA
SMS THE WORD
VIUSASA
TO
40984

Download on the
App Store

GET IT ON
Google play



This Sunday, from 11.00 a.m, Viusasa presents the breathtaking **London Marathon 2018** LIVE from WHEREVER you are.

[CLICK HERE](#)

**SOCIAL
MEDIA
WEEK**
NAIROBI

#SMWNAirobi
Nairobi's Premier Digital and Technology Conference

12-15 JUNE 2018
Movenpick . Nairobi

REGISTER TODAY
www.smwairobi.com

**GO
GO
GO**

CITIZEN

VIUSASA



This Sunday, from 11.00 a.m, Viusasa presents the breathtaking **London Marathon 2018** LIVE from WHEREVER you are.

[CLICK HERE](#)

SOE Website – Entertainment



Ads channeled through Standardmedia and YouTube

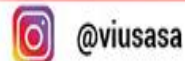
SOE - Brand	SOE - Sub-brand	SOE - Category	SOE - Sub-category	SOE - Website	SOE - Agency					
Website	Dec-2017	May-2018	Jun-2018	Sep-2018	Oct-2018	Jul-2019	Aug-2019	Line Total	SOE (%)	
standardmedia.co.ke	0	100,000	300,000	0	0	0	0	400,000	33.33	
youtube.com	0	50,000	0	150,000	100,000	0	0	300,000	25.00	
ads by google	50,000	0	0	0	0	0	50,000	100,000	8.33	
businessdailyafrica.com	0	0	0	0	0	50,000	50,000	100,000	8.33	
nairobinews.nation.co.ke	0	0	0	0	0	50,000	50,000	100,000	8.33	
nation.co.ke	0	0	0	0	0	50,000	50,000	100,000	8.33	
mpasho.co.ke	0	50,000	0	0	0	0	0	50,000	4.17	
theeastafrican.co.ke	0	0	0	0	0	0	50,000	50,000	4.17	



Save
your data bundles



Download the latest Viusasa App or
update it to save your data bundles



WYRE

WATCH HIS MUSIC HERE



CLICK HERE



WATCH HIS
MUSIC
HERE



GLORIA MULIRO

WATCH HER MUSIC HERE



CLICK HERE

CLICK HERE



NAIBOI

WATCH HIS MUSIC HERE



CLICK HERE



THE LASER GUIDE ON A CAR

IT is not only the pacemakers who will ensure Kipchoge keeps up the speed. An electric car will run in front beaming a fluorescent green laser on the ground ahead of the runners to show where Kipchoge needs to be to break the two-hour barrier. It will also mark lines to show his pacers their position in the formation. There's also a second car, just in case.

THE 41 ELITE PACEMAKERS

KIPCHOGE will not be alone. He will be assisted in his attempt by a team of 41 pacemakers, made up of some of the finest long-distance runners from across the world.

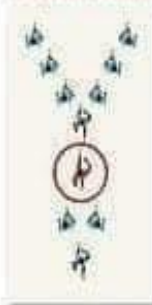
They will not only set the pace for the Kenyan but also flank him in specially designed aerodynamic formations (right) to help shield him from the wind.

Even such elite athletes are unable to keep up with Kipchoge for long. That is why the pacers will rotate twice on every lap.

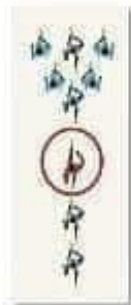
The team of 41 includes: 2016 Olympics 1500m gold medallist Matthew Centrowitz and Kenyan legend Bernard Lagat, who won 2007 World Championships 1500m and 5000m gold and 2004 Olympic 1500m silver.



THE AERODYNAMIC FORMATIONS



THE runners have been practising the best formations to use to protect Eliud Kipchoge from the wind and ensure he gets the easiest ride in his bid for history. Different versions (left and right) will depend on wind direction and strength but the runners will have to be carefully choreographed to ensure Kipchoge isn't impeded.





Key Benefits



1. Compliments your Digital Monitoring goals
2. Real-Time (Daily) Competitor Intelligence
3. Review Competitor Creative Messaging
4. Evaluate Efficiencies of Digital Campaigns
5. Enables you to Deploy Tactical Solutions

ONES & ZEROS

From us to the G.O.A.T.



Josiah Kimanzi
Executive Consultant

+254 721 525 181

kimanzi@onesandzeros.co.ke

