

Mount Kenya University



OFFICE OF THE VICE-CHANCELLOR

OUR REF: MKU/GEN/11-24/325

25th October, 2024

TO WHOM IT MAY CONCERN

Dear Sir/Madam,

RE: LETTER OF RECOMMENDATION

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I am writing to confirm that we have worked with Cape Media as our media and communication agency. The institution has provided creative solutions in answer to our business strategy in the area of Marketing Communications and Media.

Over the years, Cape Media has been instrumental to the University in the areas listed below:

- Communication Strategy.
- Creative Strategy and Big Idea.
- Logo and brand identity.
- Execution of campaigns across all touchpoints, including TV, radio, outdoor, on-ground activations, social media campaigns and publicity.
- Consistent branding of our brand elements.

In addition, Cape Media facilitated the most recent branding exercise for Mount Kenya University, Rwanda to Mount Kigali University. These recent campaigns had an average annual budget of Kshs 55,000,000 (55 Million).

We have had a fruitful relationship with Cape Media for the last 5 years, and we would highly recommend them for any marketing, advertising, and digital/social media communication consultancy services, in addition to their media and activation services.

This recommendation letter is valid for the year 2024/25.

Thank you.

Yours sincerely



Prof. Deogratius JAGANYI
VICE-CHANCELLOR



...DJ/mcm