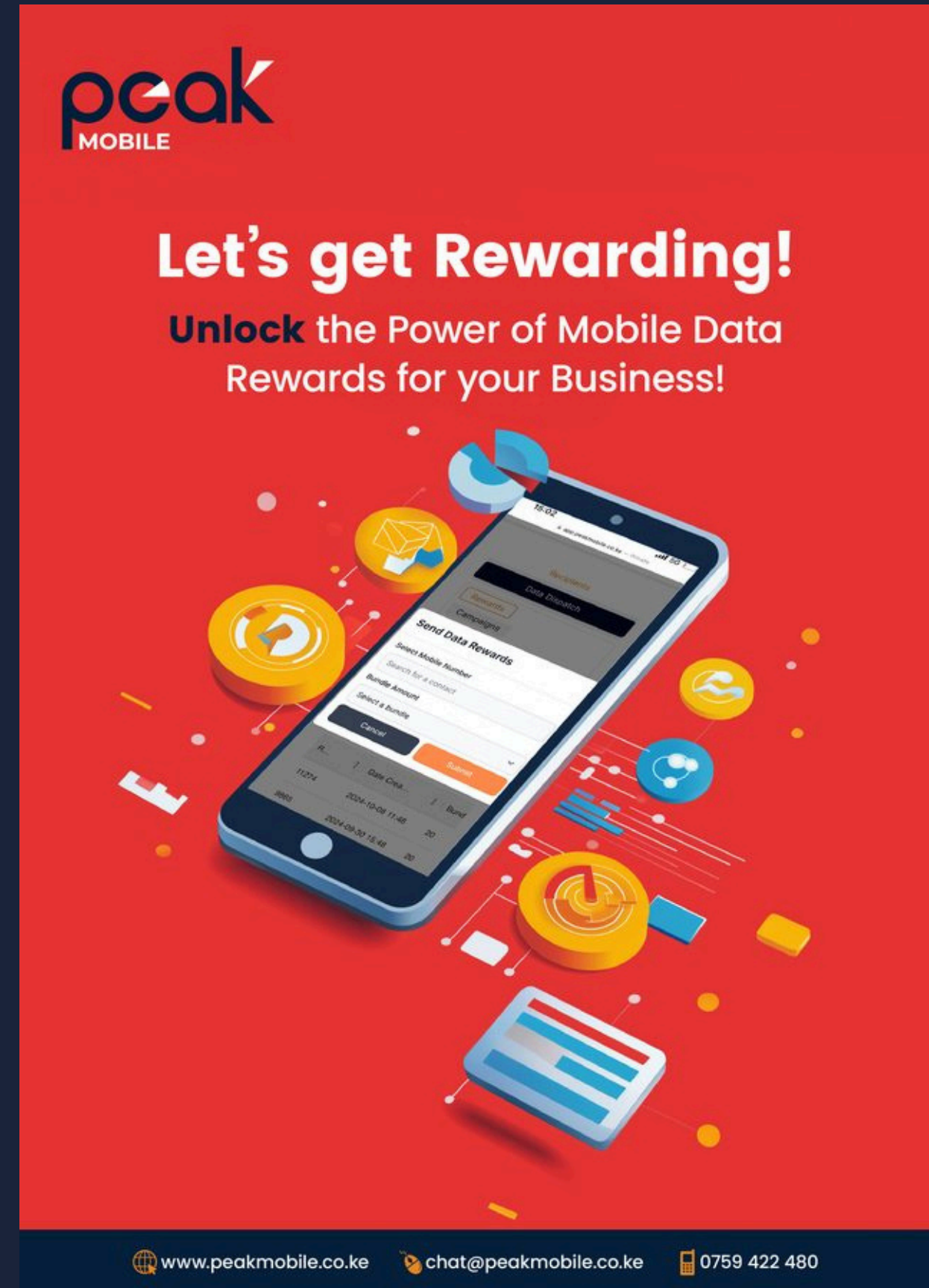


CASE STUDY

Peak Mobile

How VALSIG Solutions designed the key visual system that launched Peak Mobile's Bulk Data Rewards platform across multiple digital formats.

Social Media · Multi-format KV Design · Kenyan Market



The advertisement features a vibrant red background. At the top left is the Peak Mobile logo. The main headline reads "Let's get Rewarding!" in a large, bold, white font, followed by the sub-headline "Unlock the Power of Mobile Data Rewards for your Business!" in a smaller white font. The central focus is a smartphone displaying a user interface for the "Send Data Rewards" platform. The UI includes a search bar for mobile numbers, a "Send" button, and a list of rewards with columns for "Date Cre...", "Bundle", and "20". Surrounding the phone are various 3D-style icons representing data, rewards, and connectivity, such as a pie chart, a gear, a smartphone, and a network diagram. At the bottom, a dark blue bar contains contact information: a globe icon for the website www.peakmobile.co.ke, a chat icon for chat@peakmobile.co.ke, and a phone icon for the number 0759 422 480.

ABOUT THE CLIENT

Peak Mobile — Bulk Data Rewards Platform

Who They Are

Peak Mobile is a Kenyan technology company offering businesses a powerful Bulk Data Rewards platform that enables them to acquire, engage, and retain customers through mobile data gifting.

The platform allows businesses to reward customers — and potential customers — with mobile data bundles, creating a compelling incentive that drives foot traffic, sales, and loyalty in Kenya's highly competitive market.

Peak Mobile engaged VALSIG Solutions to create the key visual system for their launch — a suite of social media assets communicating the platform's value proposition clearly, compellingly, and in a format adaptable across multiple digital channels.

peak
MOBILE

Let's get Rewarding!
Unlock the Power of Mobile Data Rewards for your Business!

R...	Date Crea...	Bund
11274	2024-10-08 11:46	20
9865	2024-09-30 15:48	20

www.peakmobile.co.ke | chat@peakmobile.co.ke | 0759 422 480

REGION
Kenya

SECTOR
B2B Tech / MarTech

PRODUCT
Bulk Data Rewards Platform

THE BRIEF

Launch Peak Mobile with a Bold Visual System

Peak Mobile needed a suite of compelling social media key visuals that could communicate their platform's value — and be adapted across multiple formats for different audiences and placement types.

Design a hero KV concept communicating the platform to business owners

Develop a problem-solution narrative (pain point → data rewards solution)

Create multiple visual directions for testing and iteration

Adapt all KVs across portrait, landscape, and square formats

Highlight three business objectives: Acquire, Engage, Retain



peak
MOBILE

**Is your Business Feeling the
Weight of Intense Competition?**
Retain your Customers with Mobile Data Rewards!

www.peakmobile.co.ke chat@peakmobile.co.ke 0759 422 480

The Visual Direction Journey — Four Key Concepts

01

The Business Hero

"Fuel Your Business with Bulk Data Rewards"

The metaphor of fuelling emphasises the energy injection that data rewards provide. The hero depicts a confident business owner, positioning Peak Mobile as the force behind their success.

03

Competitive Pressure

"Feeling the Weight of Intense Competition?"

A retention-focused message. Background and colour remain consistent while the copy pivots to the problem of customer loss — and positions data rewards as the loyalty tool.

02

Pain-Point to Solution

"Is your Business Growth Stuck in Neutral?"

The concerned facial expression connects emotionally with struggling business owners. Copy identifies the pain point and immediately offers the solution: Acquire New Customers with Mobile Data Rewards.

04

The Confident Solution

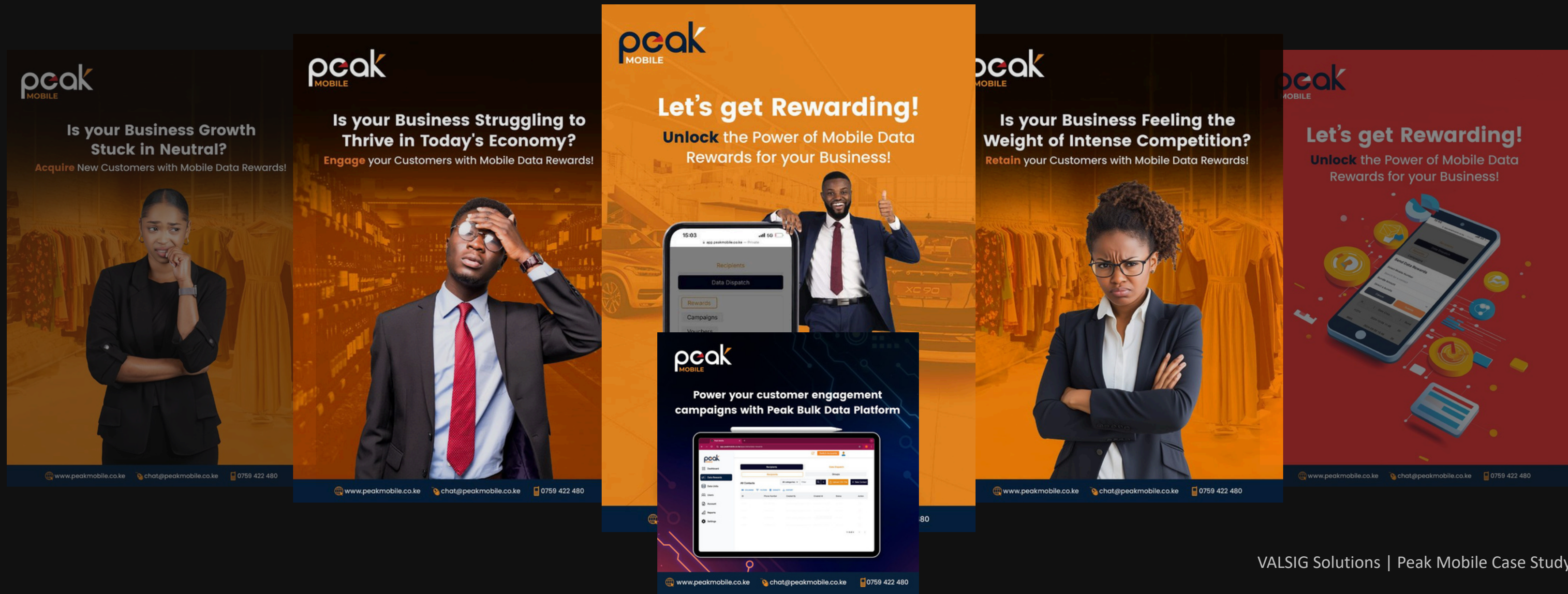
"Let's Get Rewarding! Unlock the Power of Data!"

The positive CTA hero — showing the platform working. Business owner holds the phone displaying a successful Data Dispatch, with the message shifting to empowerment and action.

CREATIVE OUTPUT

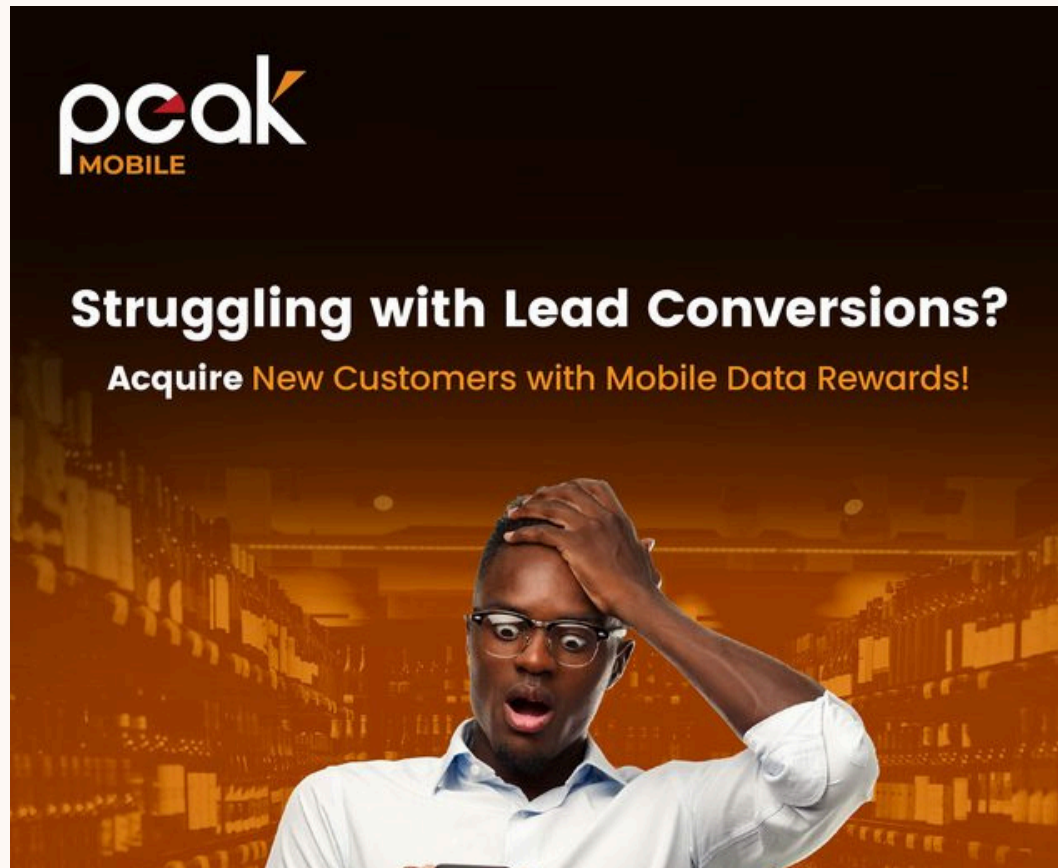
Multi-Format Campaign Visuals

Each key visual adapted across portrait, square, and landscape formats for seamless deployment across all social platforms:

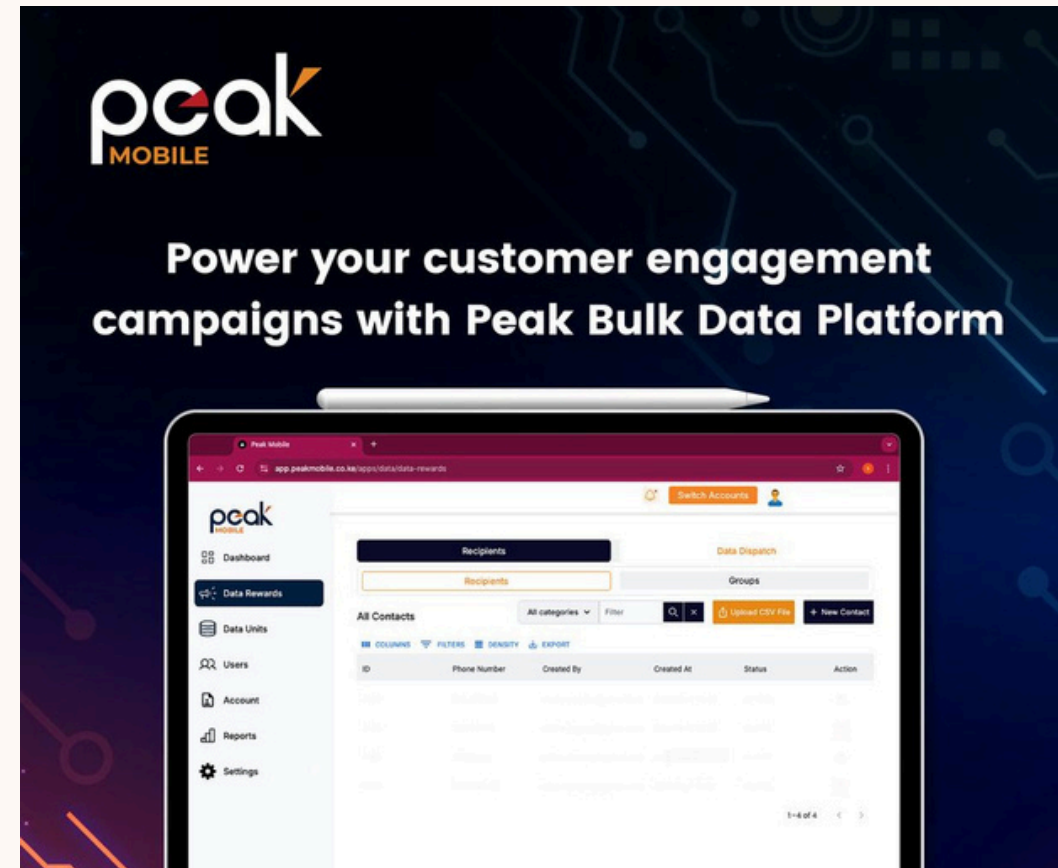


FORMAT ADAPTATIONS

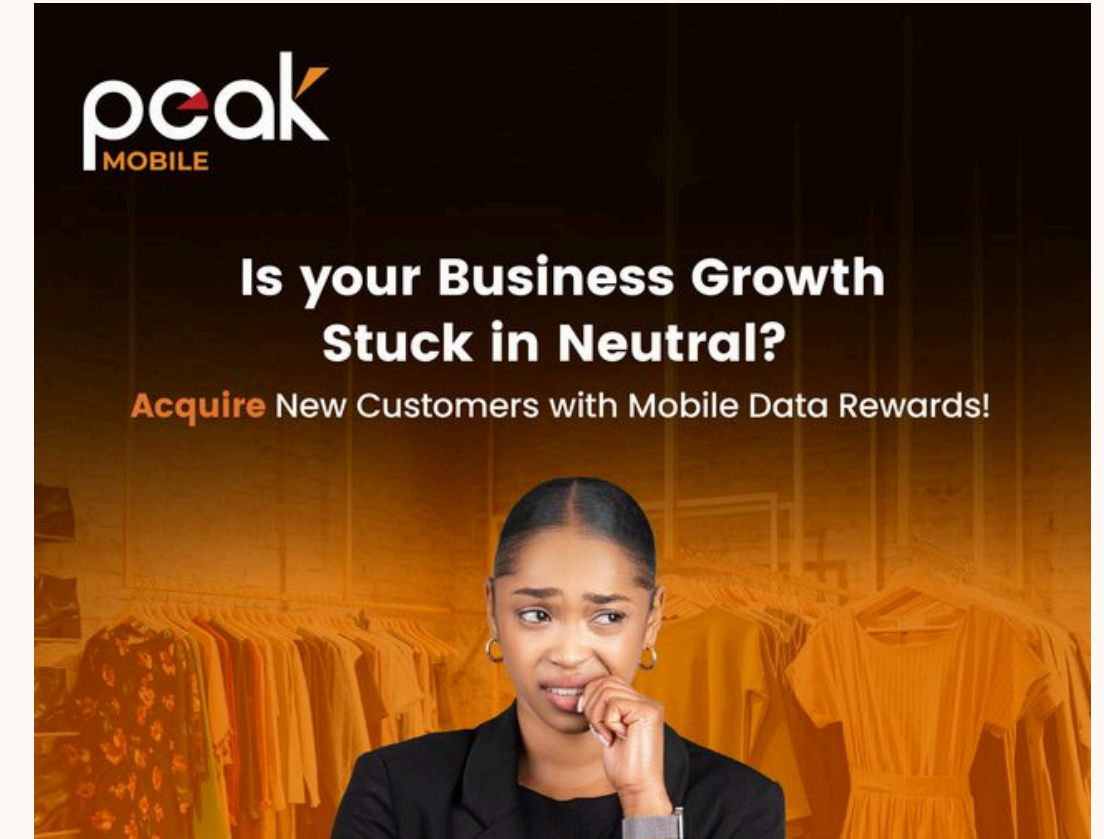
One Concept. Every Format.



Optimised for Instagram Stories, Facebook Stories, and Pinterest. Tall format allows full image with copy above and CTA bar below.



The workhorse format for Instagram feed, Facebook feed, and Twitter/X posts. Balanced layout with peak branding consistently placed.



Used for LinkedIn, YouTube thumbnails, and display advertising. Wider canvas allows image and copy to sit side-by-side for impact.

End-to-End Visual Campaign Architecture

01

Creative Strategy & Concept Development

Developed the overarching creative rationale — including the hero framework, pain-point narrative, and solution messaging across Acquire, Engage, and Retain objectives.

03

Copy Development

Crafted all campaign headlines, sub-copy, and CTAs — including the "Fuel Your Business", "Is your Business Stuck?", "Feeling the Competition?" and "Let's Get Rewarding!" messaging.

05

Iterative Design & Refinement

Managed a structured creative review process — removing gaming references, updating the CTA bar, refining copy volume, and ensuring each visual iteration was optimised for the target market

02

Key Visual Design (KV System)

Designed four distinct KV concepts, each with its own creative direction, messaging hierarchy, and visual treatment — all built on the Peak Mobile brand identity.

04

Multi-Format Adaptation

Adapted each approved KV across portrait (9:16 / 4:5), square (1:1), and landscape (16:9 / 3:2) formats for deployment across all major social and digital channels.

06

Platform-Specific Optimisation

Ensured each format met the specific requirements and audience behaviours of Facebook, Instagram, Twitter/X, and LinkedIn, including boosted / sponsored post considerations.

WHY VALSIG SOLUTIONS

Your Visual Communications Partner



Strategy-led Design

We don't just design — we think. Every visual is built on a creative rationale that connects brand, audience, and commercial objective.



Copy + Creative in One

We write and we design, keeping messaging and visuals in perfect alignment so nothing gets lost in translation between disciplines.



Platform-Native Formats

From Stories to feeds to display, we build every asset optimised for the platform it will live on — not just resized from one master.



Iterative & Responsive

Our structured review process means changes are captured cleanly, versions are tracked, and your campaign stays on time.

Ready to Build Your Next Campaign?

VALSIG Solutions creates compelling visual campaigns for technology companies, startups, and brands in Kenya and beyond — from concept through to every format your audiences need.

VÄLSIG
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