



Agency Presentation #OurWayOfDoingPR

Who we are

The Company

Created in January 2017 as part of a Communications and Media Group founded in 2009

Our Mission

We support our clients to tell their stories, in order to consolidate a positive reputation and a build remarkable brand image

Our vision

To embody a new style of PR agencies:
driven by values, inspired by impact and working to over-achieve

Our team

Comms and media professionals, Human centered, passionate about PR and committed to create positive impact for our clients and partners

A Global Network

Part of Worldcom PR Group, a network of 85 PR agencies in 49 countries, sharing expertise and knowledge

Our expertise

Media Relations

We want to take brands to the next level. We know what the media needs, and when to respond. Our teams are dedicated to exploring all avenues that will enable you to reach your objectives and enhance the value of your brand, in order to communicate more effectively with your consumers.



KOL relations and influence strategies

Opinion leaders are by definition reliable, credible and influential experts. They have the power to influence decision-making, making them an essential element of any public relations strategy. At Tn'koffee, we attach great importance to identifying KOLs relevant to our clients' business, and to building and maintaining relationships with them. We use a variety of tools to identify them, from the most basic to more strategic approaches.



Public & Institutional affairs

We focus our public affairs activities on identifying social value and strengthening interconnectivity with the public sphere. We then engage with key opinion leaders (KOLs) to shape public opinion and policies. These steps are essential in the process of designing innovative and effective public strategies.



PR & Digital Influence

By acting as a third party, the influencer's messages to his or her community do not appear to be advertising. In a way, influencer marketing is a cross between testimonials and product placement. It's more direct than product placement, but not as blatant as a testimonial.



Crisis Management

Crisis management is an important part of public relations management. A crisis can come from any source, at any time, for any reason. At Tn'koffee, we take care to avoid it, or at least to be prepared to manage it.



Our expertise



60+
Solid references

80+
Press conferences

50+
PR Events

600+
Press releases

50 000+
Media coverage

180+
Influencer
collaborations

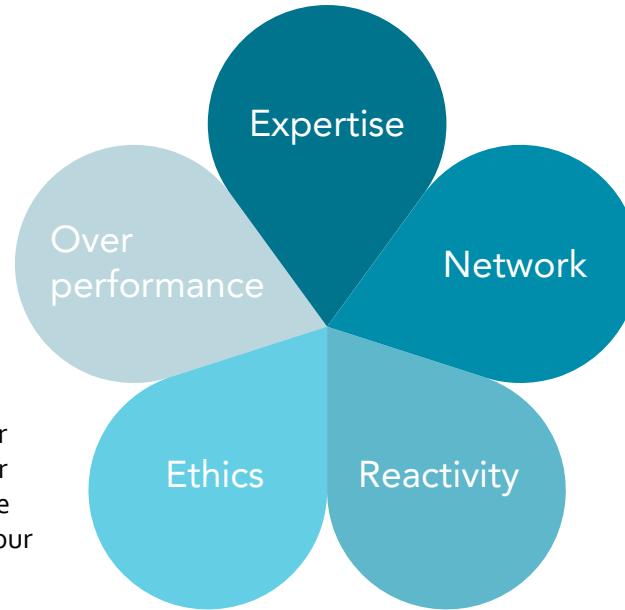
35+
Tech Seminars

30+
Online PR events

16+
Business sectors

Our culture

11+ years in comms and media, continuous education through trainings, peer learning and best practice exchange within our professional networks



We are result-oriented and prefer over-achieving to delivering. We are linked with our clients by the power of achievement not only the obligation of reporting




Membership in key professional networks, and solid relationships with influential KOLs in several fields

Business ethics is fundamental to our business, to limit business risk for our clients and partners, ensure a positive reputation of our company and retain our talents

Our reactivity is part of our culture. The saying "Time is Money" gets even more sense when it comes to PR

Africa, our playground



-  Central Office in Casablanca
-  Regional office in Dakar
-  Operations in 15 African countries and 2 Middle Eastern countries

Worldwide, Our network of experts

Member of the Worldcom PR Group, a network of **85 PR agencies in 49 countries and 115 cities**, sharing their expertise and knowledge of their markets.



Some References

Manufacturing



Technology



Retail



Tourism & Hospitality



Education / Consultancy



Public institutions



Real Estate



Other sectors





LET'S TALK ABOUT IT!

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