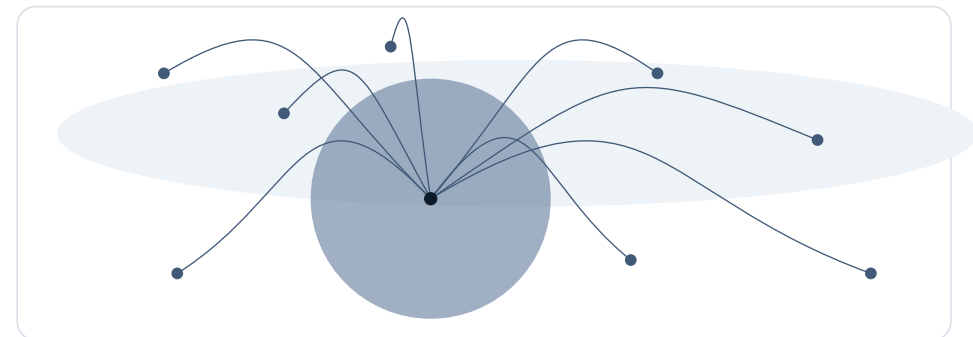
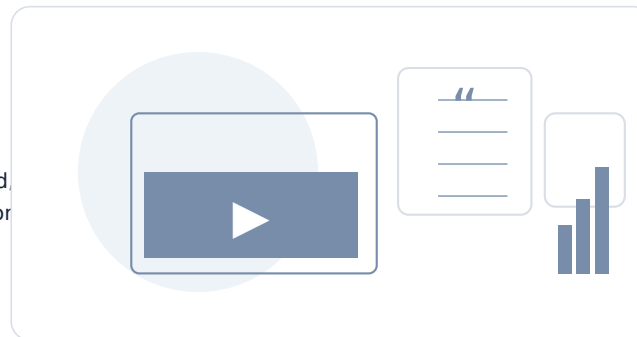


Client Value Visibility Report

A consolidated, client-readable report showing visibility delivered, estimated reach and media-equivalent value.

What this report answers

This report shows where the stories appeared, which markets they entered, what PR value or money saved was created, what reach can reasonably be estimated, and how the execution proof can be checked.



Client-first message

InAfrika's value is not only securing media links, but translating client work into public stories people can understand, trust and share across markets. Built around the client's mission, not agency hype.



44+

documented article, broadcast, video and campaign links consolidated



7+

African markets and regional platform audiences represented



USD 108K-202K+

delivered / estimated media-equivalent PR value for shown campaigns



8M-12M+

reported reach for Global Fishing Watch campaign alone

Featured campaigns



PR value here means estimated paid-media value saved or earned for the client: what comparable visibility could have cost if bought as advertising, sponsored content, digital placement or broadcast-linked exposure.

Client value dashboard

A simple view of money saved / media value, estimated reach, organisation base and markets reached.



USD 56K-103K

Reported value

Global Fishing Watch + Aga Khan campaigns with source estimates



USD 52K-99K

Indicative added value

Works, GovTech, Education, Pathfinder and Minerals link evidence



USD 108K-202K+

Combined shown value

Delivered / estimated value across the consolidated portfolio



USD 40K-100K

Projected package

ALMA AU Health Summit planning option, not counted as delivered

Client / campaign	Base / anchor	Sector	Evidence	Markets reached	Est. reach	PR value / money saved	Basis
 Global Fishing Watch	Global / campaign anchored in Kenya	Ocean governance	13 assets / 10 placements	East Africa, West Africa, blue-economy platforms	8M-12M+	USD 30K-57K	Reported
 Aga Khan Hospital, Dar es Salaam	Tanzania - Dar es Salaam	Specialist healthcare	8 media items	TZ, KE, RW, ZM, NG	5M-8M est.	USD 26K-46K	Reported
 Tanzania Digital Government / GovTech	Tanzania	Digital public services	10 links	TZ, KE, RW, ZM, Pan-African	6M-10M est.	USD 15K-30K	Indicative
 Ministry of Works - Tanzania	Tanzania	Infrastructure / trade corridors	5 links	EA, UG, KE, ZM, NG	5M-9M est.	USD 12K-22K	Indicative
 Ubongo Kids / Education Reading Campaign	Tanzania - regional education narrative	Education & learning	6 links	TZ, EA, ZM, NG	4M-7M est.	USD 14K-26K	Indicative
 Pathfinder Tanzania	Tanzania	Women's health	3 links	Tanzania	1.5M-3M est.	USD 6K-12K	Indicative
 Ministry of Minerals - Tanzania	Tanzania	Minerals / value addition	2 links	East Africa, Zambia	1M-2.5M est.	USD 5K-9K	Indicative
 ALMA - AU Health Summit package (proposal)	Pan-African / Ghana context	Malaria accountability	4-9 target platforms	Ghana + continental	To confirm	USD 40K-100K projected	Projected

Our geographic footprint



Tanzania



Kenya



Ghana



Zambia



Rwanda



Nigeria



East Africa
(EA region)



Continental
(Pan-African)

Execution links - Featured campaigns

Representative published links and proof points across campaigns.

i Every 'Open' button corresponds to a published article, video or platform mention.



Global Fishing Watch

Ocean governance

Outlet	Market	Coverage evidence	Link
The Citizen	Tanzania	Ocean governance and marine protection	Open
Daily News	Tanzania	Blue economy and ocean management	Open
The Guardian	Tanzania	Coastal protection and fisheries transparency	Open
Citizen Digital	Kenya	15 countries adopt Mombasa Declaration	Open
The EastAfrican	East Africa	Regional ocean governance	Open
The Standard	Kenya	Coastal and marine governance	Open



Ubongo / Ubongo Kids

Education media

Outlet	Market	Coverage evidence	Link
Daily News	Tanzania	The missing hours in Tanzania's education story	Open
The Guardian	Tanzania	Educational media reinforcing learning	Open
The Citizen	Tanzania	The missing hours in Tanzania's education story	Open
The EastAfrican	East Africa	Africa's reading crisis debate	Open
Zambia Monitor	Zambia	Education debate back home	Open



Pathfinder International

Women's health

Outlet	Market	Coverage evidence	Link
The Citizen	Tanzania	Investing in women's health	Open
Daily News	Tanzania	Women's health investment and the economy	Open
The Guardian	Tanzania	Closing women's health gap	Open



Tanzania e-Government Agency (eGA)

Digital government

Outlet	Market	Coverage evidence	Link
The Star	Kenya	GovTech tier recognition	Open
Daily News	Tanzania	Digital government systems deepen	Open
The Guardian	Tanzania	GovTech maturity status	Open
Mwananchi	Tanzania	Recognition for digital use	Open
The Citizen	Tanzania	Tanzania joins global leaders in digital government	Open
Zambia Monitor	Zambia	Top GovTech rating	Open

Regional health and infrastructure



Aga Khan Hospital, Dar es Salaam

Specialist health

Outlet	Market	Coverage evidence	Link
Vanguard	Nigeria	Weight gain may be sign of bigger health problems	Open
Daily News	Tanzania	Specialist care grows as lifestyle diseases increase	Open
The Guardian	Tanzania	Experts warn over delayed treatment of lifestyle diseases	Open
The Citizen	Tanzania	Doctors highlight when weight becomes a health risk	Open
Zambia Monitor	Zambia	Closer option for weight and kidney complications	Open



Ministry of Works - Tanzania

Infrastructure

Outlet	Market	Coverage evidence	Link
The EastAfrican	East Africa	Regional transport and trade connectivity	Open
Daily Monitor	Uganda	East Africa infrastructure push	Open
The Star	Kenya	Road links and infrastructure reach	Open
Zambia Monitor	Zambia	Regional connectivity and trade corridors	Open
Vanguard	Nigeria	Trade logistics for roads and corridors	Open



Ministry of Minerals - Tanzania

Outlet	Market	Coverage evidence	Link
The EastAfrican	East Africa	Mining revenues and value addition plans	Open
Zambia Monitor	Zambia	Minerals revenues and value addition plans	Open

AFRICAN LEADERS
MALARIA ALLIANCE



ALMA - Public-health visibility support proposal

Support media visibility for ALMA's malaria leadership, advocacy and impact across African markets.



Proposal includes target outlets, key messages, themes and sample story angles.

[View proposal](#)


Source note: execution links were taken from the submitted InAfrika reports and converted into client-readable proof summaries.