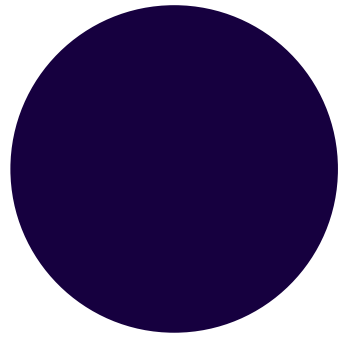




GRAPEVINE
EXECUTIVE

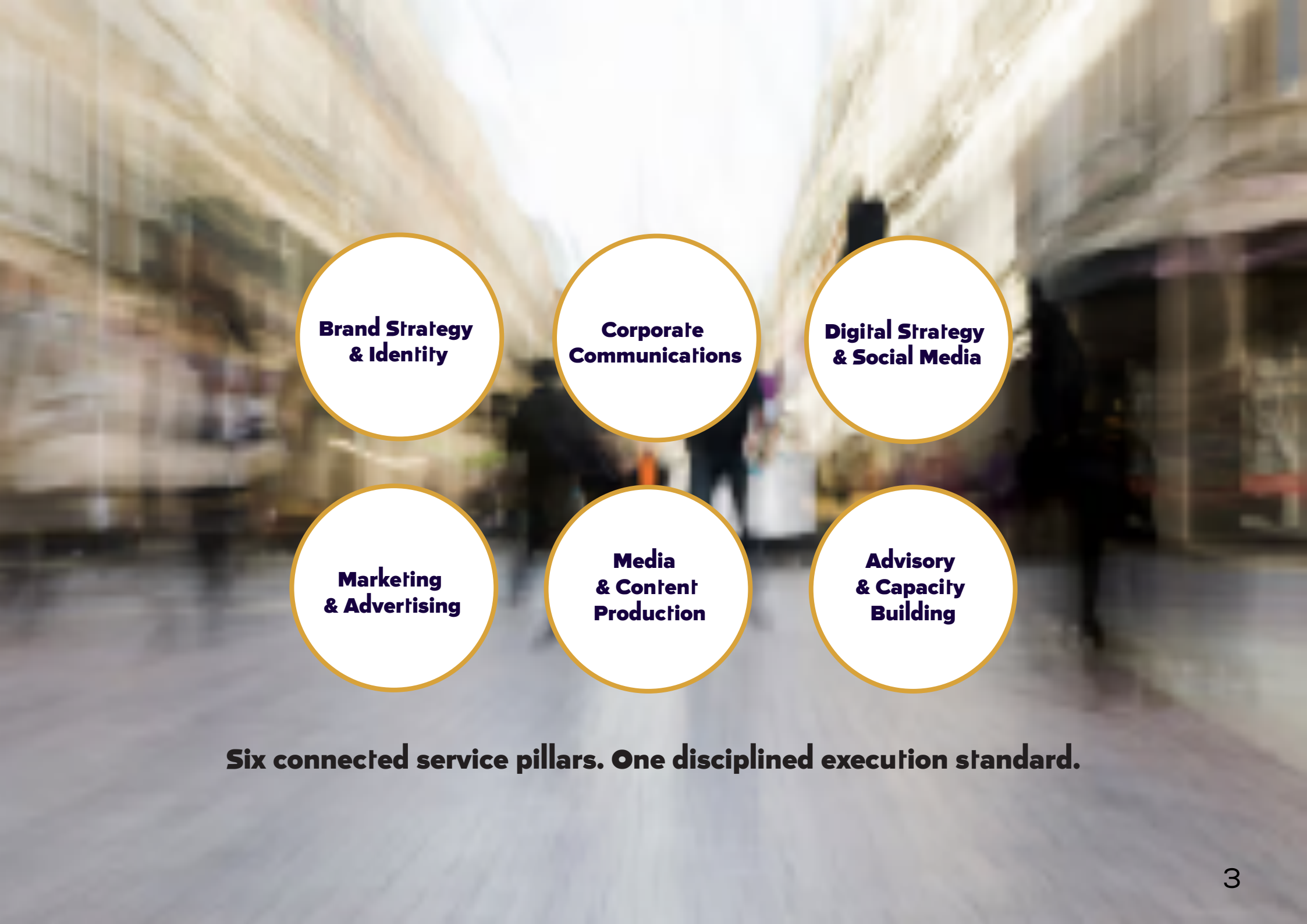
CORPORATE SERVICES BROCHURE



We craft captivating brand stories, shape powerful communication strategies, and deliver exceptional marketing solutions.

We are the architects of success, helping businesses thrive and leave a lasting impact in the corporate world.

Grapevine Executive is a strategy, communications, branding, and creative execution company helping institutions, businesses, and leaders build visibility, shape reputation, communicate with clarity, and grow with executive discipline.



**Brand Strategy
& Identity**

**Corporate
Communications**

**Digital Strategy
& Social Media**

**Marketing
& Advertising**

**Media
& Content
Production**

**Advisory
& Capacity
Building**

Six connected service pillars. One disciplined execution standard.

WHO WE ARE

Grapevine Executive is a strategy, communications, branding, and creative execution company helping institutions, businesses, and leaders build visibility, shape reputation, communicate with clarity, and grow with executive discipline.

OUR HISTORY

R-Child Records begins audio production - voice overs, sound engineering projects and music albums for recording artists.

R-Child Records rebrands to Grapevine Executive. We expand our service scope to include graphic design & printing.

GVX adds Video Production, P.R, Branding, Advertising, Web Design. Social Media and Digital Impression Management.



INDUSTRIES WE SERVE

Banking, Finance & Fintechs | Government & NGOs | Real Estate | Insurance | Education | Food & Beverage
Entertainment | Energy | Telecommunications | Health & Wellness | Transportation | SMEs | Beauty & Fitness

OUR PHILOSOPHY

We believe every serious brand must be built with clarity, guided by strategy, expressed with creativity, and protected by disciplined communication. At GVV, we do not separate beauty from purpose. We believe design must speak, communication must carry authority, and visibility must be backed by substance.

OUR BRAND STATEMENT

Grapevine Executive is a strategy, communications, branding, and creative execution company helping institutions, businesses, and leaders build visibility, shape reputation, communicate with clarity, and grow with executive discipline.

OUR VISION

To become a leading West African strategy, communications, and brand execution house trusted by institutions, businesses, and leaders for clarity, creativity, influence, and excellence.

OUR MISSION

To help brands and institutions define who they are, communicate with authority, build meaningful visibility, and execute ideas that strengthen trust, reputation, and growth.

OUR MINDSET

- We think strategically. We communicate clearly.
- We create with purpose.
- We execute with discipline.
- We protect the standard.
- We build brands that are seen, trusted, and remembered.

Clarity before Visibility

A brand must know what it stands for before it asks the market to notice it.

Strategy before activity

We do not confuse noise with movement. The work must be guided by clear thinking.

Execution with discipline

Ideas are only useful when they are delivered with consistency, timing and quality control.

Reputation with care

Communication must build trust, protect credibility and strengthen public confidence.

OUR CORE SERVICES

● Brand Strategy & Identity

We help brands define who they are, what they stand for, and how they should be seen, remembered, and trusted.

- Brand positioning
- Identity systems
- Messaging architecture

● Digital Strategy & Social Media

We help brands build structured digital visibility through strategy, content planning, platform management, and consistent audience engagement.

- Digital strategy
- Content calendars
- Social media management

● Media & Content Production

We produce the visual, audio, written, and digital assets brands need to communicate professionally across platforms.

- Video production
- Photography direction
- Scripts and voice-over

● Corporate Communications

We shape clear, credible, and disciplined communication for institutions, businesses, leaders, and public-facing brands.

- Executive messaging
- Stakeholder communication
- Reputation support

● Marketing & Advertising

We create campaigns that move brands from visibility to action, connecting products, services, and messages to the people who matter.

- Campaign concepts
- Product launches
- Promotional planning

● Advisory & Capacity Building

We provide strategic guidance, training, and support that help teams think better, communicate better, and execute with greater discipline.

- Brand advisory
- Staff training
- Communications coaching

SERVICE DEPTH

Our strength is in how our services work together to help brands **define, communicate, activate** and **protect** their value.

Brand Strategy & Identity

We help brands define who they are, what they stand for, and how they should be seen, remembered, and trusted.

- Brand positioning
- Identity systems
- Messaging architecture
- Naming and brand language
- Visual direction

Corporate Communications

We shape clear, credible, and disciplined communication for institutions, businesses, leaders, and public-facing brands.

- Executive messaging
- Stakeholder communication
- Reputation support
- Internal communications
- Public statements

Digital Strategy & Social Media

We help brands build structured digital visibility through strategy, content planning, platform management, and consistent audience engagement.

- Digital strategy
- Content calendars
- Social media management
- Campaign planning
- Audience engagement

SERVICE DEPTH

From **campaign development to production and advisory**, GVX helps clients move from strategy to visible action.

Marketing & Advertising

We create campaigns that move brands from visibility to action, connecting products, services, and messages to the people who matter.

- Campaign concepts
- Product launches
- Promotional planning
- Advertising copy
- Market-facing activation

Media & Content Production

We produce the visual, audio, written, and digital assets brands need to communicate professionally across platforms.

- Video production
- Photography direction
- Scriptwriting
- Voice-over production
- Campaign content assets

Advisory & Capacity Building

We provide strategic guidance, training, and support that help teams think better, communicate better, and execute with greater discipline.

- Brand advisory
- Staff training
- Communications coaching
- Strategic consultation
- Execution support

HOW WE WORK

GVX follows a structured process that protects the quality of the thinking, the clarity of the message, and the discipline of delivery.

01 DISCOVER

We listen, research, audit and clarify the real challenge.

02 DEFINE

We shape the strategy, message, audience, tone and direction.

03 DESIGN

We build the creative route, campaign system and execution plan.

04 DEPLOY

We launch the approved work across the right channels and touchpoints.

05 MEASURE

We review performance, feedback, delivery and market response.

06 REFINE

We improve the work so the brand grows with discipline and consistency.

WAYS TO WORK WITH US

Our work can be structured as retainers, projects, campaigns, advisory engagements or production support depending on what is necessary to position your brand where it needs to be.

● **Brand Management Retainers**

Ongoing strategic, communication, creative and digital support for brands that need consistent visibility and executive discipline.

● **Corporate Communications Support**

Reputation-sensitive messaging, stakeholder communication, executive statements and institutional communication support.

● **Media Production Projects**

Video, photography, scripts, voice-over, radio/audio, reels, campaign content and corporate communication assets.

● **Campaign & Product Launch Projects**

Planning, message development, creative execution and rollout support for product, service and brand campaigns.

● **Digital & Social Media Management**

Content planning, caption development, asset coordination, publishing schedules, platform management and reporting.

● **Training & Capacity Building**

Practical training for teams in customer communication, brand discipline, digital conduct and professional service delivery.

INDUSTRIES WE SERVE

Our service portfolio supports institutions, SMEs, established brands and market-facing organisations across diverse sectors.

Banking

Finance

Fintechs

Governments

NGOs

Real Estate

Insurance

Education

Food & Beverage

Entertainment

Energy

Beauty & Fashion

Telecommunications

Health & Wellness

Transportation

SMEs

REGIONAL PRESENCE

GVX works from The Gambia with growing client relationships, collaborators, market insight and execution support across West Africa.

THE GAMBIA

Home base, strategy, creative direction, client leadership and execution control.

SIERRA LEONE

Strategic planning, operations support, local content insight and market-facing coordination.

LIBERIA

Strategic collaboration, market development and brand growth opportunities.

NIGERIA

Creative, digital, production and specialist support for regional growth.

WEST AFRICA

A wider operating lens for brands that need relevance beyond one market.

LEADERSHIP AND SENIOR SUPPORT



Abiye T. Romeo
Founder & Chief Strategist

Leads GVX's strategic vision, brand direction, and creative standard.



Yulie D. W. Romeo
Director, Communications & Operations

Oversees communications, operations, and internal coordination at GVX.



Erica Baidoo
Director, Client Portfolio & Digital

Manages client portfolio support, digital strategy, and content execution.



Davida J. Williams
Strategic Planning & Operations, Sierra Leone

Leads strategic planning and operational coordination for GVX's Sierra Leone-facing work.

WHY GVX?

GVX works from The Gambia with growing client relationships, collaborators, market insight and execution support across West Africa.

Strategic Clarity

We help brands understand what to say, who to say it to, and why it should matter.

Corporate Discipline

We treat brand communication as a responsibility, not just a creative activity.

Regional Awareness

We understand that communication must respect culture, market behaviour and local trust.

End-to-End Support

We connect strategy, content, production, digital delivery and advisory support.

Creative Execution

We bring ideas to life through design, content, media, campaigns and storytelling.

Standards that Protect Trust

We build work that strengthens reputation, not noise that weakens credibility.

BRANDS, INSTITUTIONS & TRUSTED RELATIONSHIPS

Credibility is stronger when it is shared. These relationships reflect shared work, collaboration, institutional engagement, media partnership, strategic alignment or professional good standing with GVX.



WHAT CLIENTS CAN EXPECT

When clients engage GVX, they are not only buying deliverables.

They are working with a disciplined partner for communication, visibility, reputation and growth.

A CLEAR BRIEF

We define the work before we execute it.

A STRATEGIC ROUTE

We connect every activity to business and communication goals.

A MANAGED PROCESS

We coordinate timelines, content, approvals and delivery.

A PROFESSIONAL STANDARD

We protect the credibility of the client and the quality of the work.

A STRONGER PUBLIC FACE

We help brands communicate with more clarity, consistency and confidence.



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EXCEEDING
EXPECTATIONS

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