



Strategy. Communication. Execution.



PRESS KIT 2026

gvexecutive.com

WEBSITE

info@gvexecutive.com

MEDIA ENQUIRIES

A PRESS KIT DESIGNED FOR JOURNALISTS, PARTNERS, EVENT ORGANIZERS, INSTITUTIONS
AND PLATFORMS ENGAGING WITH GRAPEVINE EXECUTIVE

COMPANY SNAPSHOT

Built for brands that need clarity and authority.

Grapevine Executive, also known as GVX, is a strategy, communications, branding, marketing and creative execution firm based in The Gambia.

GVX helps institutions, businesses, SMEs, NGOs, charitable organisations and leaders define their message, strengthen visibility, manage perception and execute with strategic discipline.

The firm exists for brands that need more than scattered content, isolated campaigns or surface-level visibility.

COMPANY SNAPSHOT

**A full-spectrum
executive strategy
and communications
house.**

POSITIONING

From scattered visibility to strategic influence.

01

Unclear Communication

Messages that confuse, dilute, conflict or fail to connect.

02

Weak Positioning

Brands that lack distinction in the market.

03

Inconsistent Visibility

Presence that feels scattered across touchpoints.

04

Execution Gaps

Ideas that never become visible impact.

APPROVED DESCRIPTIONS

Use this language when writing about **GVX**.

Preferred descriptor: strategy, communications, branding and creative execution company. Avoid describing GVX as only a social media agency, graphic design company or marketing vendor.

Short Description

Grapevine Executive is a strategy, communications, branding and creative execution company helping institutions, businesses and leaders build clarity, visibility, reputation and influence.

Long Description

Grapevine Executive is a full-spectrum strategy, communications, branding, marketing and creative execution company based in The Gambia, with regional presence across Sierra Leone, Liberia and Nigeria.

Positioning Statement

GVX is built for serious brands that need clarity, authority, visibility and disciplined execution.

WHAT GVX DOES

Six service areas. One integrated standard.

GVX connects strategy, communication, creative production and execution support under one disciplined system.

01

Brand Strategy & Identity

Positioning, messaging, voice and visual direction.

02

Corporate Communications

Stakeholder messaging, reputation and public communication.

03

Digital Strategy & Social Media

Content systems, platform strategy and visibility discipline.

04

Marketing & Advertising

Campaign concepts, advertising copy and customer engagement.

05

Media & Content Production

Video concepts, scripts, visuals and brand storytelling

06

Advisory & Capacity Building

Strategic guidance, training and execution frameworks.

WHO WE SERVE

Built for serious communication demands.

Institutions

Banks, public-facing agencies and corporate organisations.

Businesses

Companies needing stronger positioning and campaigns.

SMEs

Growing enterprises needing practical brand systems.

NGOs

Development organisations requiring trust and impact storytelling.

Charitable Institutions

Mission-driven organisations needing donor communication.

Leaders

Executives, founders and public figures requiring authority.

EXPERIENCE

Experience across sectors. Thinking across markets.

GVX has developed strategic, creative, communication or visibility-related work across banking, energy, insurance, fintech, media, education, development and business services.

BRAND EXPERIENCE

Bloom Bank Africa

Dayspring Model Academy

Bloom Bank Africa

Ecobank Gambia

Access Bank GMB

Remit Choice

MegaBank GMB

S.PAY

GTBank GMB

Fatty Capital

WALL

Smart Fuel

New Vision Insurance

GMBigMarket.com

Enterprise Life

Africell GMB

Bloom Bank Africa

GRTS

Money GoGo

Taxi FM Radio

Supersonicz

Oryx Energies

Themes **GVX** can speak to with authority.

Brand Strategy & Growth

- Why African brands are visible but not clear
- How SMEs can build stronger brands
- Why positioning matters more than activity

Corporate Communications

- The cost of poor public communication
- Why reputation must be managed before crisis
- How leaders should communicate in sensitive moments

Digital Visibility

- Why posting daily is not a strategy
- Content creation vs brand communication
- Tying social visibility to business objectives

Future of African Brands

- Competing through clarity and trust
- The future of brand management in West Africa
- How AI is reshaping creativity and business survival

INTERVIEW QUESTIONS

Questions for interviews, panels and media features.

01

What problem was Grapevine Executive created to solve?

02

Why do many brands struggle with visibility even when they are active online?

03

What does GVX mean by clarity before visibility?

04

How should businesses think about brand strategy in today's market?

05

What mistakes do institutions commonly make in public communication?

06

How can SMEs build credible brands without large advertising budgets?

07

What is the difference between marketing activity and strategic influence?

08

How is AI changing branding, communications and business survival?

09

Is the average African consumer comfortable with the digital market place?

LEADERSHIP

Strategic leadership. Clear responsibility.



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.

BRAND ASSETS

Approved language and visual system.

Typography

Inter or Nexa for text body and interface.

Manrope or Proxima Black for headings.

Preferred Descriptor: strategy, communications, branding
and creative execution company.

Clarity before visibility.

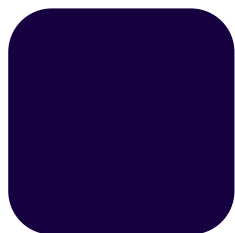
Message before media.

Execution before impression.

From scattered visibility
to strategic influence.

Communicate with authority.

Strategy gives creativity
somewhere to stand.



ROYAL INDIGO
#16003F



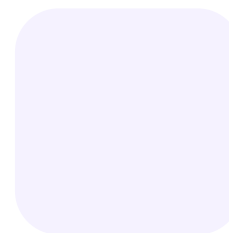
STRATEGIC BLUE
#2457FF



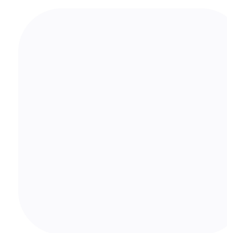
ELECTRIC VIOLET
#6C3BFF



EXECUTIVE GOLD
#D8A23A



SOFT LAVENDER
#F5F2FF



OFF- WHITE
#FAFAFD

MEDIA CONTACT

Build with clarity. Communicate with authority.

For media enquiries, partnerships, interviews, features, speaking requests or institutional collaboration, contact Grapevine Executive..

CONTACT US

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EXCEEDING EXPECTATIONS

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