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The UBC Best schools offer



With the goal of strengthening the education sector on account of historical strength and its large beneficiary population UBC invites schools to:

- > Benefit from a long-term weekly multimedia advertising package with up to 50% discounts to benefit from screen, radio and print advertising.
- > Get access to UBC PRO guidelines borrowed from different regions of the world.
- > Get technical support for creating a basic marketing production studio from which keen staff and students can learn basic photography and videography. use images of screen, microphone and advertising magazine

FOR FURTHER INFORMATION

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UGANDA BROADCASTING
CORPORATION

BEST SCHOOLS UGANDA



UBC
INSPIRING UGANDA

**BEST BRANDS
UGANDA**



UGANDA BROADCASTING CORPORATION

1 60 years of age, fresh strategies for serving



MR. WINSTON AGABA DAVID
UBC MANAGING DIRECTOR

UBC is celebrating its Diamond Jubilee, 60 years of existence serving Uganda by Educating, Guiding and Entertaining its citizens. On this occasion, UBC is stepping up its educating and guiding mandate to prepare Uganda's corporate sector for the opportunities and threats to business growth which have emerged as a result of Regional integration. When UBC was created with an Act of Parliament by merging Radio Uganda and Uganda Television in 2005, Uganda was part of the revamped East African Community, with a membership of Uganda Kenya and Tanzania with a combined population of just over 100M citizens for the three member countries. The community has over the last twenty years grown to eight countries with a combined population exceeding 300 million citizens.

2 Opportunities and threats of regional intergration to member countries.

Being part of a larger political community presents the following opportunities to the Ugandan entrepreneur:

Opportunities

Easy movement of population in search of work and study opportunities.

Easy exchange of goods and services in the form of trade.

Easy technology transfer between the different culture in the community

Monetary union enhances movement of investment capital in the community.

Threats

Brain drain for countries whose employment conditions are inferior.

Trade imbalance that can negatively affect countries which produce uncompetitive goods and services.

Countries with a weak manufacturing culture can be swamped by goods from neighboring countries.

Investment capital earns high return only when it is for the expansion of strong brands.

3 The UBC Best Brands Uganda Multimedia campaign.

Map of Uganda showing 12 subregions



UBC has designed the Best Brands Uganda Multimedia advertising innovation as an affordable marketing platform that will strengthen Uganda's corporate brands in 12 growing sectors of the economy. The innovation will strengthen Uganda's corporate sector in the following ways starting with the education sector on primary secondary and university level.

- > Schools which are investing for growth but with very limited advertising budgets will take advantage of the UBC promotional offers to gain brand visibility, and capture students from other regions of Uganda and even from the East African countries.
- > Participating schools will be offered training opportunities to create basic communication capabilities so that an inhouse communication manager will consistently showcase the unique feature of their schools as they evolve in the course of the year
- > Uganda's education sector which is historically respected in the East African Region will retain its students population attract neighboring students and also export surplus teachers and possibly franchises of strong brands to the region
- > While schools are at liberty to determine their unique selling points whereby, they cannot be placed in competition, those which choose to benefit from global public relations or quality assurance guidelines will be free to use UBC templates so as to present their schools in ways that do justice to the investor's hardwork

