



CORPORATE PROFILE

## # WHAT WE DO

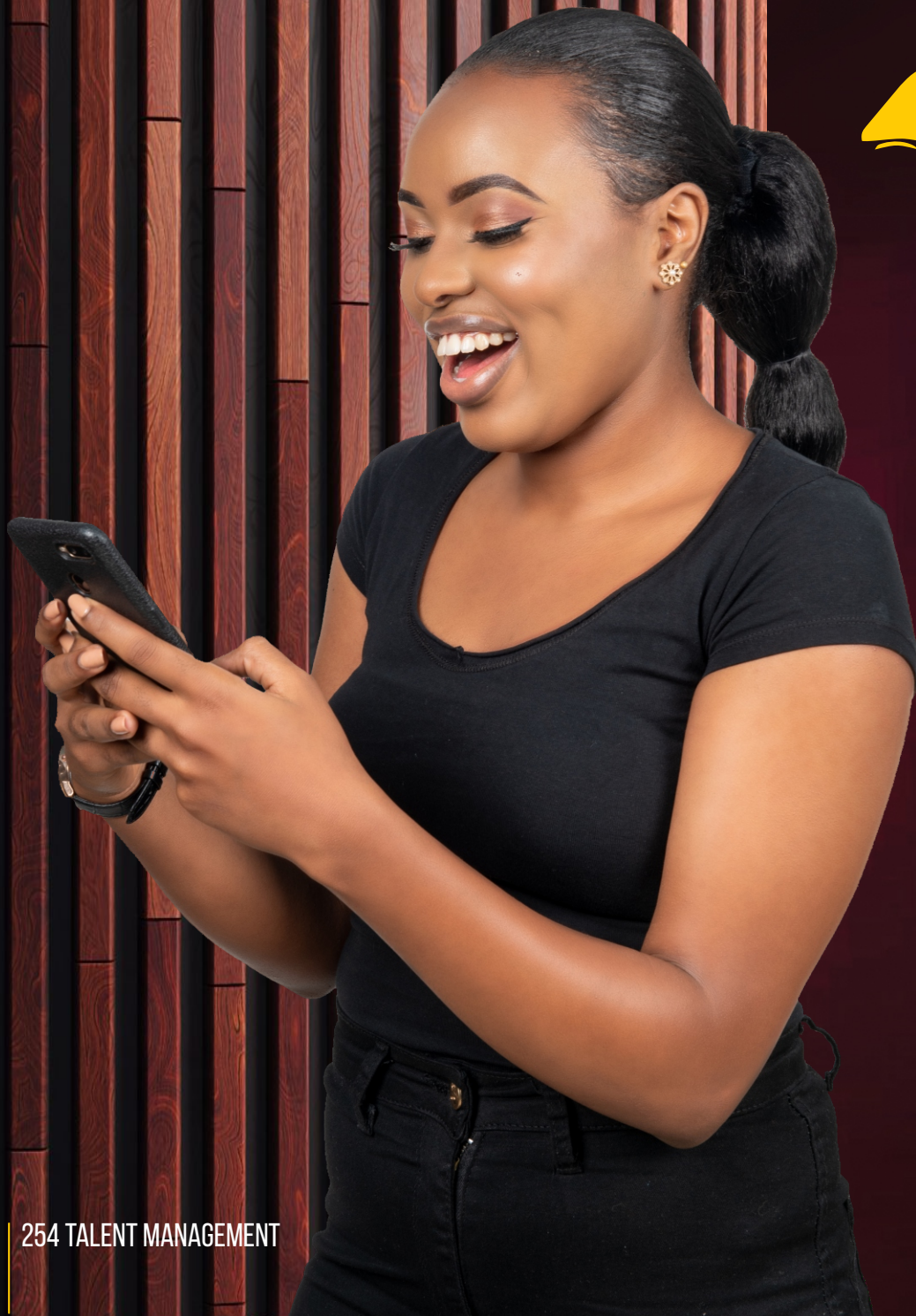


CASTING FOR TV & PRINT ADS  
VOICE OVER ARTIST  
PROVIDE SKATERS, MODELS  
USHERS, DANCERS FOR ACTIVATION  
& FLASH MOBS  
MODELS FOR RUNWAY, EDITORIAL  
SHOOTS, SHOWS & MUSIC VIDEOS  
EXPERIENTIAL MARKETING

### OUR MODELS

YOUNG, TEENS, ADULT & MATURE





## # THE BACKDROP

It's no secret, the fashion marketplace is increasingly familiar. The same talent used repeatedly. The same faces endorsing different products. No new opportunities to carve out an identity or uniqueness for your brand. But that's until 254 Talent Management happened. We believe that's something the industry needed in a hurry.

### WHY 254 TALENT MANAGEMENT?

It's simple. 254 Talent Management represents the Golden Ratio, which symbolizes perfection. What sets us apart is how well we combine unmatched professionalism with fresh perspective to deliver services to match international standards. We decided to bring a fresh perspective to Talent representation, Model management, Casting, Styling which enables our clients to flaunt a distinctive look, giving their brand or profile a new cutting edge.

### EXPERIENCE MATTERS

254 Talent Management is a think-outside-the-box agency that has crated an experienced team which collectively boasts an industry experience of over 10 years inspired by a clear ethos: to provide the finest representation to our talents and outstanding service to our clients which exceeds expectations with every assignment. Our expertise is complimented by our impressive wide range portfolio, which keeps increasing day by day. Our talents have performed and worked their way into different media and graced the covers of magazines, ramps and screens at both locally and in the international arena level.



## # THE AGENCY

### MODEL MANAGEMENT

At 254 Talent Management our talent bookers will be persistent on bringing International models every quarter with impressive portfolios and vast experience that fit the regions criteria. They would just not be fresh faces in the region but their professionalism will be a thrill to work with and CAPTURE!!!

### CASTING FOR TV & PRINT ADS

At 254 Talent Management our freelance models have endorsed some of the most coveted names in the world of Fashion / Still & TV Campaigns. Be it a well-known name for an established fashion label or a fresh face to launch a new brand, 254 Talent Management has a pool of models/ talents to find your brand a perfect face or brand ambassador. Our Talent bookers keep building our portfolio bearing in mind the best interests of not only our clients, but also our models. So lets CAST!!!!





## # THE PEOPLE

### HOSTESS

At 254 Talent Management our wide options of hostess to select from are not only beautiful, they come in with vast experience of hostessing at gala events / exhibitions and product launches. Be it a fashion or corporate they would not only be seen welcoming your invitees but would add value by interacting in a professional and profound manner sharing the needed information for your prestigious event. So let us help you roll the .....RED CARPET !!!!!

### FLASH MOBS & SKATERS

If you need to creatively engage your clients or audience and you need to use effective out of the box techniques then 254 Talent Management is the place to come. We can also organize for dancers for your event to ensure that all your events are on point. We have a variety of models who will be able to fit into your specific industry image and ensure that you are effectively portrayed and represented.





## # THE SWAGGER

### EXPERIENTIAL MARKETING

At 254 Talent Management we can help you form a memorable and emotional connection between the consumer and the brand so that it may generate customer loyalty and influence purchase decisions. While traditional advertising (radio, print, television) verbally and visually communicates the brand and product benefits, our experiential marketing strategies focus on immersing the consumers within the product by engaging all their senses. In this way we can encompass a variety of other marketing strategies from individual sampling to large scale guerrilla marketing.

### VOICE OVER ARTISTS

At 254 Talent Management we have the right voice available to ensure that your message can be conveyed to your customer. So whether you want to do a documentary, radio or TV ads, come to us and we will get the message out there for you. We VOICE IT!!!





## # THE MOTIVATION

### CREATIVE

At 254 Talent Management you could share your scripts / storyboard or mood board and our talent representative would find you a Director / DOP / Photographer be it Local or International to suit your taste and budget. From fashion and beauty to automotive, industrial and mixed media, our panels of eminent Creatives have done it... ALL!!!

### CORPORATE VIDEOS / TV COMMERCIALS / STILL PRODUCTION

At 254 Talent Management you could share your script or mood board and our well-experienced producers would have a competitive budget in a fraction of time for you. Do bear in mind at 254 Talent Management we have all the elements in house to add great production value to accommodate your budget. We also have a creative team that could turn your vision or brief into a script. So lets roll sound ...roll camera... ACTION!!!





254 TALENT MANAGEMENT



### PROMOTIONS

At 254 Talent Management our wide range of promoters to select from are just not pretty faces but are handpicked on the basis of their vast knowledge and experience in promoting brands. They would not just be promoters at your activation but be the face for your brand and share the needed knowledge across to the targeted audience. So let us help you ...PROMOTE !!!!

### SESSION STYLIST

At 254 Talent Management our diverse ranges of session-stylist to select from come with great experiences of styling well-known brands in and around the region. They won't just be styling your brand but their flair for creativity would add value to your brand. So lets add NICHE!!!





254 TALENT MANAGEMENT

## EDWARD THE MAN

Edward Nyanaro is an Entertainment Entrepreneur based in Kenya the Founder and Casting director of 254 Talent Management, Actor, Commercial model, Voice over talent, MC, member of Performers Rights Society of Kenya, Member of Voice actors league of Kenya, an official at Kenya Actors Guild In Marketing department.

## WORK EXPERIENCE

Edward Nyanaro has worked with several brands as a brand ambassador in tv commercials, Billboards and voiceovers over the years such as Tunza Medical Clinic, Communication Commission, Safaricom, Orange, Cocacola, Old mutual UAP, Samsung, Kenya Orient, Guinness , Jumia , Shabiki , Telkom, Soko Ugali, KCB Elimisha, Liberty among others.

## TV GIGS

He has featured as an actor in TV shows, films and series like MTV Shuga 2, Lies that Bind, Mali, Sumu la penzi , Hullabaloo, Selina, pray and prey, Sue na Jonnie, The Statistic, 18Hours film.

## THE GRIND

With experience in different fields previously worked for Cfc Life Insurance in Nairobi now Liberty as a sales agent for life policies medical, property and air travel insurance, Hotel kipepeo in Hotel booking and reservations in the Marketing Department, Kentech data as

data entry personnel, later worked for Ken call a call centre as an Sales person for a UK based company, most recently worked for Radio Africa in Direct Sales of Advertising Space for the Star Newspaper later Promoted to Agency Business executive dealing with advertising agencies to book slots on the Star Newspaper.

## EDUCATION

Went to Kenya Institute of Management, at his spare time he is a Fitness Enthusiast love to work out, swim, roller skate, Dog lover, enjoys singing, dancing, listening to music and reading books.

## OUTLOOK

254 Talent management is a Talent management company that also Does Casting for tv commercials, Print, films, music videos, Provide skaters, Provide Models for runway Editorial shoots and fashion shoots, ushers, Dancers for Activations, does experiential marketing, Mentorship, Script and Produces voice-over documentaries as well as voice on hold for individuals and corporates.

## AWARDS

MTV SHUGA	Gold Award - World Media Festival
18 HOURS	Africa Magic Viewer's Choice Awards
Sumu la Penzi	AMVCA Nomination
SELINA	Won Kalasha Awards 2 times
FOYA AWARDS	Won, Most Promising Founder of the Year in Kenya & East Africa 2020
	Nominated, Entertainment Founder of the Year 2020



# EDWARD NYANARO



# THE CLIENTS



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**ERIC WAINAINA, BET BOSS, SELINA SERIES, GOLDEN LIP COSMETICS, TUJUANE X,  
JOYWO, ARLO ROSSI, MIKEY STORES, COCO LILI, SOUTH FIELD MALL, SENSE 8  
KTN NOMADS EDITION, AGRA DOCUMENTARY, GAME, KENYA ORIENT**



254 TALENT MANAGEMENT  
WE MAKE DREAMS  
COME TRUE



## OFFICE LOCATION

We are located in town at the junction of Koinange Street and Kaunda Street in Nairobi CBD. Come to Cardinal Otunga Plaza which is the glass building behind the Holy Family Basilica opposite Postel Towers that houses Huduma Centre GPO. We are on the 5th Floor at the Studio 90z space. If you need more directions, feel free to call us.

# Tel: 0724 103 155

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