

SUCCESS - ETHICS - COURAGE - ADVERSITY - SPORT - MENTAL



VICTORY - CONCENTRATION - PERFORMANCE - MENTAL

VICTORY - CONCENTRATION - PERFORMANCE - MENTAL



SPORT - ADVERSITY - COURAGE - ETHICS - SUCCESS



UGUETTE G. AKATSA - 1990, BUEA CAMEROON

AKATSA

BEARER OF AMBITIONS FOR SPORTS

The world of sports generates a captivating influence, transcending its competitive dimension to become a stage where thrilling narratives unfold and where universal values such as determination, self-improvement, and camaraderie are illustrated.

This passionate flame for sports was passed down to me by an exceptional mother and woman, whose values are embodied by the agency AKATSA.

A stylized, handwritten signature in black ink, likely belonging to Uguette G. Akatsa. The signature is fluid and expressive, with a prominent flourish at the end.



AKATSA

360° COMMUNICATION AGENCY

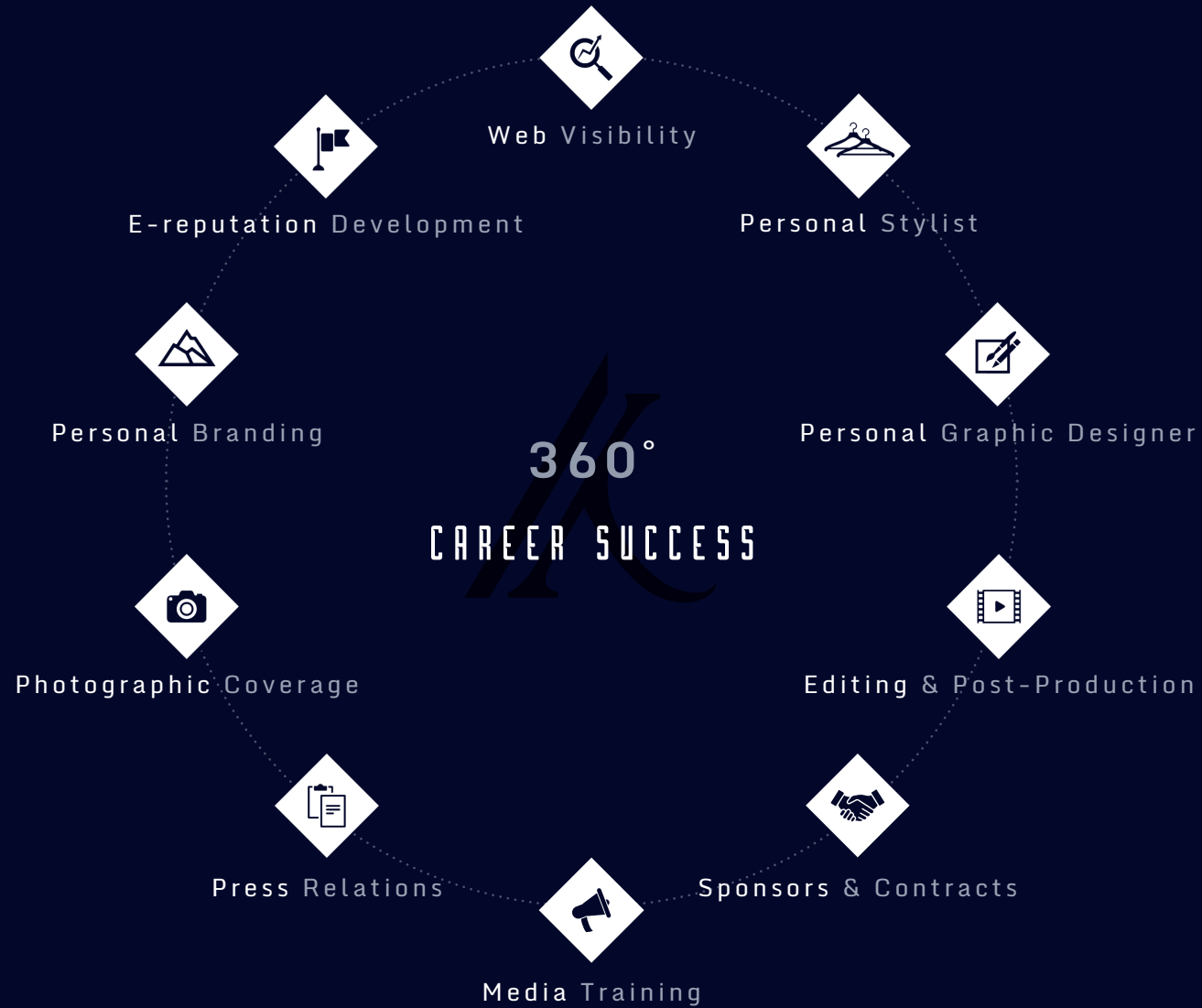
AKATSA offers an unparalleled communication experience to athletes who aspire to make an impact and build a remarkable career throughout the ages.

Supported by a 360-degree vision, a dedicated team, and a perfect mastery of personal

branding, the AKATSA agency develops a tailor-made communication strategy to build the professional's image as an influential personality.

**A promise of excellence to propel you towards unprecedented levels of visibility.**

A HOLISTIC & PERSONALIZED APPROACH



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R E S P E C T

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A 360° STRATEGY

# HIGH LEVEL

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E X C E L L E N C E - D E T E R M I N A T I O N - P A S S I O N - S P O R T S

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To energize athletes' careers and enhance their image to the fullest, AKATSA agency offers a 360-degree support addressing the demanding challenges posed by high-level sports.

## ► COORDINATION

Sharp coordination propels every movement, optimizing performance.

Integrating each action into a plan is the key, ensuring perfect synergy between strategy and execution.

## ► EFFICIENCY

Making efficiency guide every decision and action.

Perceiving each action as an opportunity to enhance one's own results and ensure meaningful impacts over time.

## ► PERFORMANCE

A true compass, each approach must aspire to excellence, precision, and accuracy.

Continuously highlighting athletes according to their performances.

ETHICS - WILLPOWER - AMBITIONS - CHALLENGES - BALANCE - EMOTIONS - SUCCESS

AKATSA







### 3 SYNERGISTIC POLES



#### COMMUNICATION & BRANDING



Opening strategic doors for increased visibility.

Building a compelling image of the athlete, planning their communication strategy, and forging strong ties with sponsors and partners.



#### CREATION & EDITING



Placing the athlete at the center of impactful visual storytelling.

Creating, editing, and animating compelling content, giving each athlete a captivating visual signature tailored to all channels.



#### PUBLIC RELATIONS



Forging a distinctive and memorable identity.

Building the athlete's reputation with a consistent and impactful strategy to amplify and solidify their media presence.

# PROCESS

AXES  
360° STRATEGY  
LEVERS



## PURSUIT OF EXCELLENCE

AKATSA masters the entire communication chain to propel your success. Each action is tailored to personalized objectives, making successes a step towards ever higher summits.



## LONG-TERM STRATEGY

To ensure growing visibility, AKATSA deploys a calibrated, impactful, and cross-channel communication strategy to maximize your presence and transform your performances into a captivating story.



## SUPPORT & DELEGATED MANAGEMENT

Because your time is precious, AKATSA positions itself as a trusted intermediary, offering advice, versatility, and flexibility, thus guaranteeing dedicated support for the success of all your ambitions.



## COMMUNICATION & BRANDING

- ◆ Defining communication strategy
- ◆ E-reputation development
- ◆ Social media management
- ◆ Image consulting & styling
- ◆ Event management

# 360° STRATEGY

## CREATION & EDITING

- ◆ Definition of artistic direction
- ◆ Writing editorial content
- ◆ Creation of media content
- ◆ Design of web tools
- ◆ Creation of analytical reports

## PUBLIC RELATIONS

- ◆ Media and press relations
- ◆ Partnership/advertiser management
- ◆ Sponsorship & advertising contracts
- ◆ Media Training
- ◆ Crisis management





# IMPULSE

SUCCESS ARCHITECT

Aware of the crucial stakes related to image management and notoriety, AKATSA propels athletes by offering them a media takeoff.

Positioning itself as a trusted intermediary, the agency relieves you of the steps of prospecting, public relations, and promotion... Creating a strong, coherent, and positive image to trigger a decisive impulse in the career of each athlete.



K

#STEPUP



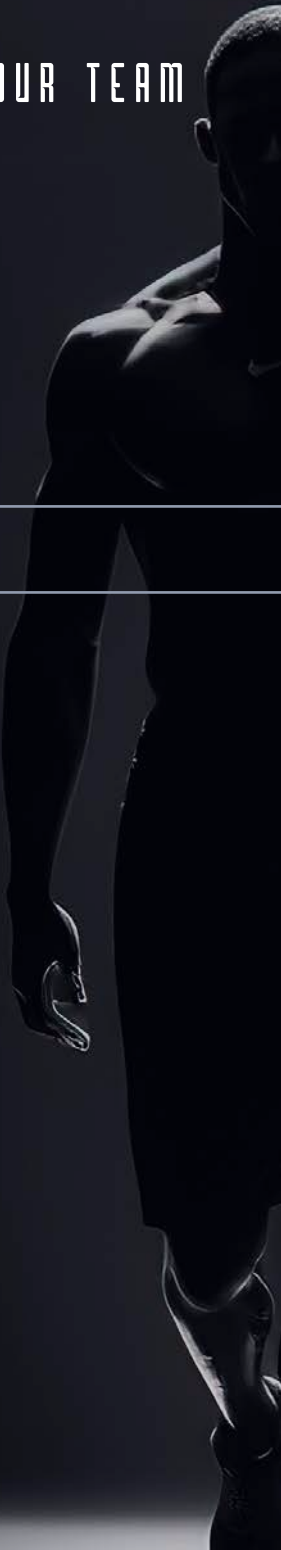
## THE VALUES THAT DRIVE OUR TEAM

### EXCELLENCE

Passionate athletes at heart, we are driven by an unwavering commitment to quality and achievement. Every project is crafted with care and determination, in a constant pursuit of excellence in everything we undertake.

### TEAM SPIRIT

At AKATSA, we consider our clients as members of our family. We share their successes and challenges, working hand in hand to achieve common goals while fully respecting their integrity and authenticity.



A dark silhouette of a muscular man, likely an athlete, wearing a suit jacket. He is positioned on the left side of the frame, facing right. The lighting highlights the contours of his muscles and the texture of the suit.

TO SUPPORT YOUR SUCCESS

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## DIVERSITY

Like in a team, everyone brings their own expertise and a unique touch to the game. We value the diversity of talents and multiculturalism, as it is in this perspective that we find the collective strength to overcome all obstacles.

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## WELL-BEING

Well-being is the cornerstone of performance, a golden rule we apply both to our team and our athletes. Like caring coaches, we invest in their professional and personal development, ensuring their integrity is preserved.



TRAINING PLEASURE EXCELLENCE ATHLETE

SUMMIT ENDURANCE DETERMINATION VICTORY

CONCENTRATION ENERGY STRATEGY ADVERSITY

FAIR PLAY COURAGE SUCCESS INVESTMENTS

COMPETITION RECORDS RESILIENCE MOTIVATION

SELF-IMPROVEMENT PASSION TACTICS HEALTH

TEAM SPIRIT PHYSICAL PERFORMANCE MENTAL

PERFORMANCE SPORTS ETHICS WILL CHALLENGES

CHALLENGES BALANCE EMOTIONS JOY SUCCESS



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WILL - TRAINING - IMPROVEMENT - SELF - MOTIVATION



SUCCESS - COMPETITIONS - RECORDS - RESILIENCE