



2026 Communication Approach

Campaign Objective

Oasis has evolved beyond traditional BPO. The business is now best positioned as a **talent augmentation partner**: Oasis builds, hosts, and manages **dedicated client teams**, with infrastructure, process ownership, and SLAs, so clients can scale operations quickly without building departments from scratch.

The opportunity is to **name this truth** in a way that businesses instantly understand, and to launch a fame-earning campaign that is also commercially effective.

This proposal:

- Aligns on the **real business model** and what makes it different
- Defines the **problem Oasis solves**
- Lands a **single strategic and creative platform** to unify comms
- Showcase how we leverage this platform for **client-facing communication, employer branding communication, and internal communication.**

What we're solving

Build a compelling and differentiated positioning + platform for Oasis that:

- Reflects Oasis' evolution **beyond BPO**
- Introduces and **normalizes the augmented teams model** in various markets
- Drives **top-of-funnel fame** and memorability
- Converts **interest into consideration and pilots**
- Enables us to **galvanize our external and internal communications efforts.**

What success looks like

- A **crisp, repeatable proposition** decision-makers can retell and staff can embody.
- **Distinctive creative** that can live across various channels including PR and sales.
- **Clear category education:** "Oh—this exists? And it works like this?"
- Clear **employee value proposition.**
- Strong commercial pathway from attention → explanation → proof → inquiry

What this proposal entails

We'll take you through a journey of where we want to take Oasis and the platform we shall use to get that there.


To arrive at the platform, we'll look at what our potential clients are looking for and then take the same platform to inform our employee value proposition and galvanize our internal communication efforts.

Why this matters today

Businesses are trying to grow in a today where:

- Opportunities move fast and patience is expensive
- Hiring and scaling capacity is slow, uncertain, and resource-heavy
- Infrastructure overhead (space, internet, security, backups) distracts from core work
- Leadership teams are under pressure to deliver outcomes faster than internal capacity allows

The result: ambition outpaces operations.



The result

ambition
outpaces
operations


Key reflection during this process

Oasis is not “just BPO”

And unfortunately, the market’s default labels (BPO, call centre, staffing) don’t fully capture the model.

The Oasis model in plain terms

Oasis enables companies to deploy managed capacity through:

- **Dedicated teams** hired through Oasis, working exclusively for the client
 - **Hosted operations** in Oasis facilities (space, internet, backups, security, etc.)
 - **Process ownership + governance** (SOPs, QA, performance management)
 - **SLAs and delivery accountability**
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The problem Oasis solves serves two time horizons

The “in-the-moment” growth problem

(today’s operational load, today’s chaos)

The chronological growth problem

(scaling over months/quarters without delays)

Oasis’ value is that it addresses both through the same mechanism:
Augmented Teams.

Category Challenge

In most markets (including Kenya), the dominant mental model for capacity building is:

“We need people → we hire → we train → we manage.”

Oasis introduces a new model:

“We need a department outcome → we deploy an augmented team → it runs to SLAs.”

The box we're forced into

**This is a category
education task as
much as it is a brand
positioning task**

The Core Audience

Primary decision makers

- Growth-stage founders / CEOs
- COOs / Heads of Operations
- Heads of CX / Back Office / Data Ops
- Corporate innovation and transformation leads


What they're feeling

- Growth pressure + delivery anxiety
- Internal bottlenecks they can't fix fast enough
- Frustration with hiring timelines and churn
- "We can do it... if we had the capacity."

The problem they're grappling with

Businesses don't lack ambition. They lack deployable capacity.

They are held back by:

- Hiring and onboarding drag
 - Infrastructure overhead
 - Fragmented process ownership
 - **The gap between decisions and execution**
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The value Oasis brings to them

Supporting you to

**Accelerate your
ambition**

OUR STRATEGIC COMMUNICATION PLATFORM

Supporting you to

Accelerate your ambition

Oasis accelerates ambition by removing the operational friction between what you want to do and what your organization can currently execute, through augmented teams that are deployed fast, hosted fully, and run to SLAs.

Augmented Teams = dedicated staff working in your systems and standards, managed by Oasis to SLAs, so you scale without building the department.

Reasons to Believe

Speed to capacity

Teams can be deployed in weeks, not quarters.

Operational completeness

Not just people: people + space + infrastructure + management + process.

Governance + accountability

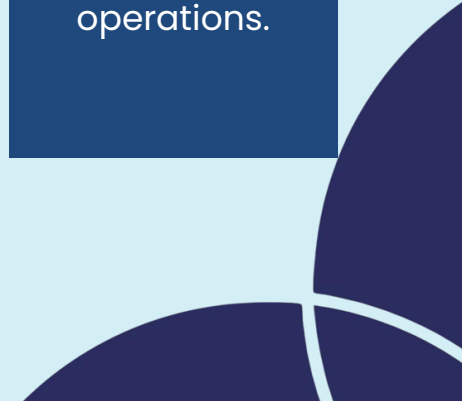
SOPs, QA, dashboards, SLAs, performance management.

Flexibility

Scale up/down without the normal hiring and overhead consequences

Focus protection

Client leadership stays focused on core growth while Oasis runs team operations.



The value proposition stack

Emotional promise

Accelerate Your Ambition

Functional promise

Deploy capacity fast, without building departments

Mechanism

Augmented Teams run to SLAs (hosted + managed)

Proof

Speed / governance / infrastructure / outcomes

The value proposition stack

Emotional promise

Accelerate Your Ambition

Functional promise

Deploy capacity fast, without building departments

Mechanism

Augmented Teams run to SLAs (hosted + managed)

Proof

Speed / governance / infrastructure / outcomes

CAMPAIGN SYSTEM

To ensure fame converts...

We'll have three parts to this campaign

Part 1

Presenting ourselves to those with ambition.

The client facing work we do to declare our value proposition to the market.

Part 2


Speaking to the other side of ambition

The recruitment and employer branding work that declares our employee value proposition.

Part 3

Speaking to all who make it possible.

The internal communication work we will do to get our staff to embody this philosophy.



The value proposition stack

	PHASE 1	PHASE 2	PHASE 3
CLIENT-FACING	Fame + Problem Recognition OOH + film + short-form social to dramatize the problem.	Category Education Simple, repeatable definition of augmented teams and how it works.	Proof + Consideration Case studies, testimonials, metrics, tours, "pilot packages."
EMPLOYER BRANDING		Employer branding campaign to absorb building demand	
INTERNAL COMMS	Internal communication kickstarted. Announce the accelerators messaging and the brand strategy for the year	Maintain momentum across the year	Maintain momentum across the year

CREATIVE DIRECTION

Part 1: Presenting ourselves to those with ambition

External Communication track


Ambition has two speeds

NOW (today's demand and operational fire-fighting)

NEXT (tomorrow's scale, roadmaps, and expansion)

Oasis accelerates both by deploying augmented teams.

We'll dramatize the tension between keeping up today and building for tomorrow, and how most companies sacrifice one for the other.



video script

VO NARRATION	VISUALS	ON-SCREEN TEXT
<p>We see you... the one with ambition. Nice!</p>	<p>Protagonist in clean space. Warm "horizon" line ahead. One step forward. Calm pulse in sound.</p>	<p><i>Ambition.</i></p>
<p>Ambition is fast though. It decides in seconds.</p>	<p>She takes another step. A pen drops into her hand from above (clean, satisfying). She keeps moving.</p>	
<p>But execution... that's got weight.</p>	<p>Then—a rope hooks around her waist from behind. Sudden. Unexpected. As this happens papers start falling from the sky like snow. (First slowly, but increasing in pace as we go.</p>	
<p>Today pulls first.</p>	<p>Another rope hooks on. Then another. Then another. All from different angles behind. All pulling. She's still facing forward, trying to walk toward the horizon. But now she's struggling. Feet dragging. Leaning forward against the pull.</p>	<p><i>Execution.</i></p>
<p>Yet tomorrow keeps calling... new markets, new products, real growth.</p>	<p>Ops cast enters from all over the video, one by one, each holding a prop: Finance (stamp + invoices), HR (CV stack), IT (cables/router), Client (red URGENT folder). Each arrival = a sharp yank by one of the ropes</p> <p>Horizon line brightens. She reaches forward—yanked left mid-reach. Warm light stays ahead. Cold light + wind from behind intensifies.</p>	<p>(appears near each person): <i>Approvals. / Hiring. / Systems. / Urgent. / More Space</i></p>
<p>Only in business can good news turn into a struggle - because capacity didn't show up on time.</p>	<p>A "PENDING" stamp drops and lands on a document. A phone slides across the floor toward her. She's moving a lot, but not advancing.</p>	<p>Floating forward (its what she can see infront <i>Launch. Expand. Grow.</i></p>
<p>So you push harder... and somehow... you get slower.</p>	<p>She leans in, tries to power through. All ropes tighten at once. Her feet slip slightly. She's now almost kneeling. Horizon is close but unreachable.</p>	
<p>But with Oasis, you deploy capacity before it becomes a crisis.</p>	<p>Then, quietly, one rope goes slack. She looks back, confused. Someone else is holding that rope now. Managing it. Calmly.</p>	
<p>Augmented teams—built, hosted, managed to SLAs.</p>	<p>Another rope goes slack. Another person appears, holding it. Then the third. The fourth. Four people now, all Oasis branded. Each holding a rope. Managing the operational pull. The ops people who had gone to our protagonists first, start going to the Oasis people.</p> <p>The protagonist stands. The ropes are still there, but they're not pulling her anymore. She can walk at the pace she wants.</p>	<p><i>Augmented teams. Deployed in weeks. Run to SLAs.</i></p>
<p>So you're moving forward</p>	<p>She turns—walk toward the horizon. One step. Then another. No resistance. Protagonist finally moves cleanly toward the horizon—walk becomes a light run. Behind her, in soft focus: Oasis is holding the operational ropes; paper still falls, but it's managed.</p>	
<p>before even the weight can slow you down</p>		<p><i>ACCELERATE YOUR AMBITION. Oasis logo</i></p>
<p>Accelerate your ambition.</p>		

artworks

Messaging framework

Don't let (TODAY'S OPERATIONAL HICCUPS)

Stop you from (YOUR AMBITION)

Augmented teams deployed in weeks.

Oasis. Accelerate your ambition



DON'T LET STAFFING GAPS STOP YOU FROM SCALING FAST



Other lines we shall design for

**DON'T LET HIRING DELAYS STOP YOU
FROM ENTERING NEW MARKETS.**

**DON'T LET HIRING DELAYS STOP YOU
FROM ENTERING NEW MARKETS.**

**DON'T LET CAPACITY GAPS STOP YOU
FROM WINNING BIG DEALS.**

**DON'T LET COORDINATION GAPS STOP YOU FROM
EXPANDING DISTRIBUTION.**

**DON'T LET 180 DAYS OF HIRING STOP YOU
FROM 60 DAYS OF OPPORTUNITY.**

**DON'T LET A QUARTER OF DELAY STOP YOU
FROM A QUARTER OF REVENUE GROWTH.**

**DON'T LET CUSTOMER SERVICE LIMITS STOP YOU
FROM SCALING SALES.**

**DON'T LET CUSTOMER QUERIES STOP YOU FROM
MOVING MORE VOLUME.**

Experiential



Ramp Experiential Marketing Stunt

<https://www.tiktok.com/@mooqoo2000/video/7561522537885076766>

"The Oasis Escape Room" – Pop-up Activation

We gamify the operational struggle by converting a shipping container into an escape room and placing it in a public location in Westlands/ Kilimani/ Upper Hill.

The Game:

- You enter as a CEO
- Timer starts: 10 minutes to "launch new market"
- But first you must:
 - Sort 100 CVs
 - Conduct 5 interviews
 - Set up infrastructure (Lego build)
 - Handle 3 urgent operational fires
 - WHILE trying to prepare for an investor pitch

The Twist: At 5 minutes: Option appears

- "Deploy Augmented Team?" button
- If you press it: An Oasis team joins to help with all the tasks as the "CEO" only has to prepare for the investor pitch at the end of the room which if they nail in time, they win.

Prize: Everyone gets custom swag

Documentation:

- Film everyone's reactions
- Turn into social content
- "Watch CEOs realize they can't do everything"

Why this works:

- Makes the problem physical/real
- Fun (people will talk about it)
- Photo/video content goldmine
- Attracts media coverage
- We can use it to challenge actual CEOs of our target clients to join in on the fun.

<https://www.tiktok.com/@moogoo2000/video/7561522537888976766>

Part 2: The other side of ambition

Employer branding track

The Ambition of this Work


We're not making recruitment ads. **We're building a category point-of-view on what work should do to a person.**



The problem

Employers hire for “fit.”

**But “fit” can quietly
becomes a ceiling.**

- Big ambition enters the workforce.
 - “Culture,” hierarchy, and rigid job specs compress it.
 - People learn to sound smaller than what they want.
- 

THE HUMAN TRUTH

People don't quit jobs.
They quit the version of themselves
they're being forced to become.

Our Key insight:


Every other employer asks: "Can you fit what we have?"

Oasis can ask: "What do you have? We'll build around that."

That inversion is the creative engine for our employer branding activities.

Our goal

**We need to attract people
with ambition that
doesn't want to wait.**

- We're not competing on perks.
 - We're competing on **expansion**: ownership, trust, pace, and real responsibility.
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Our Employer Value Proposition

We don't shrink your ambition to match an opportunity. **We match the opportunity to your ambition.**

Why this is also good for business

Our clients deploy **augmented teams**.

Those teams need to be **exceptional**.

Exceptional teams come from **exceptional people**.

Exceptional people only go where their **ambition is respected**.

Employer brand isn't separate from business strategy. It is the business strategy.

The Employer campaign line

AMBITION
UNCONTAINED.



FOR BUSINESSES

**Accelerate your
ambition.**

(We remove operational friction)

FOR TALENT

**Accelerate your
ambition.**

(We remove the container)

ONE PLATFORM.

TWO TRUTHS.

SAME OASIS.



**MOST COMPANIES
SHRINK YOUR AMBITION
TO FIT THEIR OPPORTUNITY.**

**WE MATCH THE
OPPORTUNITY
TO YOUR AMBITION.**



AMBITION UNCONTAINED

MOST COMPANIES SHRINK YOUR
AMBITION TO FIT THEIR OPPORTUNITY.

**WE MATCH THE OPPORTUNITY
TO YOUR AMBITION.**



LIFT DOOR BRANDING

**YOU'RE GOING
UP.**

**SO IS YOUR
CAREER.**



**Scan this code and find a career
that accelerates your ambition**



OASIS OUTSOURCING

Ambition uncontained

Part 3: The people who make it all possible

Internal communication track

Here's what's happening

Some of our people wake up in the morning and think they work for a delivery company.

Or a legal firm.

Or Solvo.

Or any other of the companies with augmented teams hosted at Oasis

They come to Oasis' offices. Use our infrastructure. Grow under our management.

But when someone asks where they work?

Oasis doesn't come to mind.

This isn't just a feelings problem

People who don't identify with Oasis

don't advocate for Oasis.

Don't recruit for Oasis.

Don't stay for Oasis.

Don't grow with Oasis.



The real reason this is happening

We didn't give them a better story.

We gave them a job.

And people don't identify with jobs.

They identify with stories.

We haven't told ours.

Until now.



THE REFRAME

**The client gives you a role.
Oasis gives you a career.**

The client tells you what to do today. **Oasis shapes who you become.**

You serve them. **You grow with us.**

That's the difference.

That's the story.

The internal rallying cry

**WE ARE THE
ACCELERATORS**



What this means

Not because of what we do.

Because of **what we make possible.**

We accelerate business ambition for every client we serve.

We accelerate personal ambition for every person we employ.

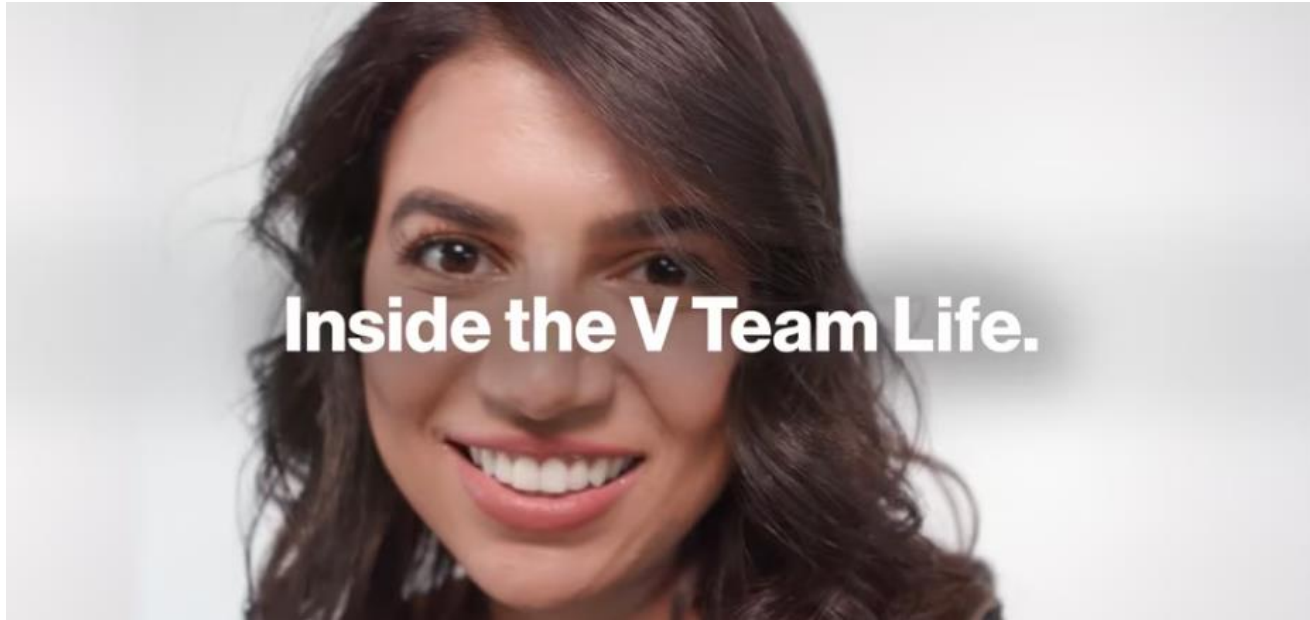
The people who make both happen?

That's us. That's Oasis.

WE ARE THE ACCELERATORS.

Bringing this to life

TEAM VIDEO (REFERENCE)



<https://vimeo.com/1015757137/cd4d168ef7?fl=pl&fe=cm>

Office Branding Ideas

The office should speak

Not with motivational posters. Not with company values on walls. With questions that make people think.

"Who accelerated your ambition today?"

"What did you build this week?"

"The client you serve has a name. So does the company growing you. Remember both."

The environment becomes the communication.

Kitchen breakout areas

Tables printed with conversation starters:

"What's the most ambitious thing you've done since joining Oasis?"

"Who on your team surprised you this week?"

Make every coffee break a culture moment.

Office main entrance

One line. Every morning. As they walk in.

**THE ACCELERATORS
WORK HERE.**

Quarterly accelerators awards

CATEGORIES:

The Accelerator – Who pushed their ambition furthest

The Multiplier – Who accelerated someone else's ambition

The Architect – Who built something that didn't exist before

Awards that reflect who Oasis is.

Not generic corporate recognition.

Our Employer Value Proposition

Some of our people identify with their clients or Oasis' sister companies more than Oasis. We can't fight that with memos. We need to reframe it:

Different companies.

One family.

One standard.

One ambition.

The hosted companies are proof that the Oasis model works at scale.

With Oasis, you're part of something bigger while growing something bigger

The Oasis Weekly – Our Internal Content System

Not a newsletter but a weekly pulse.

One person featured.

One win celebrated.

One ambition accelerated.

FORMAT:

[Photo of team member]

"MEET BRIAN.

He joined as a data associate.

He's now running logistics ops for [Client] across 3 countries.

18 months at Oasis.

That's what uncontained looks like."

**HOW EVERYTHING
COMES TOGETHER**

The Virtuous Cycle

BUSINESSES EXPERIENCE

"Oasis accelerates my ambition"

(Operational friction removed)

TALENT EXPERIENCES

"Oasis accelerates my ambition"

(Career container removed)

STAFF EXPERIENCE

"I am the accelerator"

(Identity and pride created)

All Three Feed Each Other

Staff who believe they're accelerators deliver better client results.

Better client results attract better talent.

Better talent makes the employer brand real.

The employer brand attracts ambitious staff.

Ambitious staff deliver exceptional service.

One platform. Three audiences.

One virtuous cycle.

ACCELERATE YOUR AMBITION.



NEXT STEPS

The key alignment we need to have at this stage is on the main messaging and the strategic direction.

Once this is confirmed, we shall proceed to develop the whole campaign and all the assets required in readiness for a successful launch.

As indicated earlier, this would be a one year engagement with the potential of being extended and expanded over time.



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Thank You