



STANDARD GROUP

When Kenya needed real-time election results, Standard Group and BBR delivered.

The problem statement

In 2017, as Kenya braced for one of its most pivotal elections, Standard Group faced a challenge on how to deliver real-time, accurate election results from 47,000 polling stations to a nation eager for transparency. The stakes were high, the clock was ticking, and the need for speed, accuracy, and accessibility was greater than ever.

Solutions offered

We engineered a powerful election results app that transformed raw data into a seamless, real-time experience. Live updates streamed effortlessly, interactive visuals made complex numbers easy to understand, and an intuitive design ensured accessibility for all. From bustling cities to remote villages, Kenyans could track the vote as it happened anytime, anywhere, on any device.

Impact

The impact was groundbreaking. Millions turned to the platform, making it the go-to source for election updates. Trust in Standard Group skyrocketed as they set a new standard for digital election coverage. Engagement surged, public confidence in the electoral process strengthened, and history was made not just in the election, but in how it was reported. When the nation needed clarity, Standard Group and BBR delivered.