



ViuSasa is Kenya's go-to digital streaming platform bringing Africa's pulse to life, one show, one moment at a time through African storytelling

[Viusasa](#)

From an idea to Kenya's go-to streaming platform ViuSasa's rise made local content effortless to discover, enjoy, and monetize.

The problem statement

ViuSasa was set to revolutionize Kenyan entertainment, but it needed the right foundation, a digital platform that worked flawlessly, a brand that resonated, and an experience that kept users coming back.

Solution offered

We built a high-performance website and app, engineered for smooth streaming, effortless navigation, and a mobile-first experience that fit seamlessly into everyday life. Finding content became intuitive, with personalized recommendations keeping users engaged and coming back for more. Scalability was key, ensuring ViuSasa could expand without ever skipping a beat.

But technology alone wasn't enough. A brand needs an identity, a heartbeat. We crafted a bold, Kenyan-inspired visual identity that made ViuSasa instantly recognizable, vibrant, modern, and deeply rooted in local culture. From sleek digital assets to immersive office branding, we ensured ViuSasa looked and felt like the home of Kenyan storytelling.

To complete the transformation, we integrated secure payment systems, data analytics for smarter decision-making, and a dynamic social media strategy that turned ViuSasa into a digital powerhouse. This wasn't just about launching a platform, it was about building a movement for Kenyan content creators and audiences alike.

The impact

The impact? A surge in user adoption, a brand that captured hearts, and a platform that didn't just stream stories, it shaped the future of entertainment in Kenya. With BBR's 360° approach, ViuSasa is more than a streaming service; it's where Kenya's stories come to life, ready to inspire generations.