



THE SKILLS WON'T BUILD THEMSELVES

South Africa's marketing industry is feeling under pressure, undervalued, and under-performing. Results from the inaugural Brand Marketing Barometer, revealed on Tuesday by our MD David Blyth, show that marketing professionals - on both the agency and the client side - feel that their work is not taken seriously at board level.

Chief among the concerns of the industry are the dire shortage of skills and the perceived lack of visible and inspiring thought leadership to attract high quality professionals into the industry. The research paints a bleak picture, but the implications are equally clear. We need to invest more in training and skills upgrading of young marketers, and we need to host louder, clearer conversations about marketing's role in adding economic, social and cultural value to the country.

We hope the articles in this newsletter help, in their small way, to stimulate your thinking and to start the right conversations. And we're sure you will join us in building a marketing industry of which we can all be proud.

At Yellowwood this month we've been working furiously to catapult our clients to success. We're developing customer typologies in the apparel category, taking an automotive brand to market and doing some interesting work on the future of the media industry. In the spirit of skills sharing, our Cape Town office is running a case competition with the UCT Marketing Association, with some workshops along the way and internships up for grabs for the winning team.

Stay strong. It's tough out there, but it's still possible to craft powerful, category-changing marketing that drives business.

Until next time,
Al

If you would like to download a copy of the Brand Council's Brand Marketing Barometer, it's available [here](#).

FEATURED ARTICLES



HOW TO CREATE A LEARNING CULTURE
BY AL MACKAY
14 August 2013

Marketers spend a lot of time, money and effort on understanding their consumers. The need to do so has never been greater - brands that take their finger off the pulse for even an instant risk losing relevance in our highly competitive, ever-changing context. But a plugged-in marketing department isn't enough anymore. **The whole organisation needs to be responsive to consumer demands.** Everyone in the business - from sales and customer support to NDP and IT - needs to keep learning and keep innovating. Here's how you do it.

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AFRICAPITALISM: PURPOSEFUL THINKING FOR AFRICAN BUSINESS
BY NICOLE VELLEMAN
13 August 2013

Can purpose be used as a competitive advantage by African businesses and brands taking on global players? Nicole argues that many of the continent's most successful businessmen are advocating for - and creating - **a new kind of capitalism; one that transforms society as it grows business.** By viewing societal problems as opportunities for investment, many African businesses will be creating new markets and building relationships with their customers that are impossible to copy. We can't wait to see where this leads.

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FROM THE BLOG



CAN YOUR BRAND POSITIONING STRETCH ACROSS AFRICA?



Posted by: Louise MacRobert on 26 August 2013
Reading time: 2 mins

With many African countries enjoying rapid economic growth, there is a new 'scramble for Africa' as global brands - and South African brands - rush to be the first to establish themselves in these new markets. But before you rush to take your brands north, consider your strategy. **Should you create different brands for different markets?** Or can you build local relevance with the positioning you have now?

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CURATED EXPERIENCES & HANDS-ON BRANDS



Posted by: David Blyth on 14 August 2013
Reading time: 3 mins

The world is hurtling into a future of more information, more content and more intrusive technology. Consumers will increasingly demand brands that can **use the technology to re-humanise** their lives, connect them to one another and filter out that which doesn't interest them. The future is all about hands-on brands.

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CLIENT RESULTS: CITY LODGE



City Lodge pioneered the select-services hotel category in South Africa. But 'me-too' brands were moving in.

We redefined the **value propositions** of their four key brands, **refreshed their identities** and crafted a **go-to-market strategy** to reclaim their market leadership position.

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DID YOU KNOW?



OUR PEOPLE



ANDY RICE
CHAIRMAN

[▶ VIEW](#)

OUR SERVICES

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- Go-to-Market Strategy
- Brand Strategy
- Communication Strategy
- Product Strategy
- Service Experience Strategy
- Brand Health Tracking

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