

FLAVOUR OF THE MONTH

What a month it's been!

Our recent work for the **City of Cape Town** has been splashed across every local newspaper and fuelled furious social media debates. We've been approached for new work by those who love it, and shouted at by those who hate it. Everyone has an opinion – but sadly those opinions were formed in the absence of context or story, from a distorted image leaked to the press. That's the highly-charged nature of politics, and certainly not the way to launch a new brand. For the missing **context and story**, read our post below from David, where he shares the brand strategy, our design journey and the symbolism and meaning of the solution we developed.

As if the public outcry isn't enough to prove the **persistent emotional power of brands**, Nicole offers a convincing rebuttal of a recent Harvard Business Review blogpost that claimed brand positioning and loyalty are becoming irrelevant to marketing. Brands are not dead: they simply require much more work.

And lastly, our favourite flavour of the month is still Africa. Our continent now firmly holds the attention of the world, poised to be the next great success story after the rise of Asia. It's no longer a resources story – the middle class is growing across the continent, and there is an influx of consumer-driven brands. We have been helping an increasing number of clients **grow brands across the continent**, and will be sharing lessons for each priority market for the next few months. Our first Africa Insight snapshot is below, and next month we'll outline some of the key marketing imperatives for growth.

Here's to building a city and continent we can be proud of!

Until next time,
Al

FEATURED ARTICLES



BRANDS ARE MORE THAN PRODUCT FEATURES

BY NICOLE VELLEMAN

21 February 2014

Every so often, someone writes an article about how the fundamentals of marketing are becoming irrelevant, in the hope of freaking marketers out. It's a good debate to have - especially with the massive changes brought on by technology and digital communications. But brands are not becoming irrelevant - if anything, the need for **emotional connection beyond mere product features** and benefits is growing. Nicole offers her thoughts on why we're entering an era of better branding, not the end of it.

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AFRICA INSIGHT: NIGERIA SNAPSHOT

BY AL MACKAY

22 February 2014

At Yellowwood, we're increasingly being asked to help clients **grow their business and brands across the continent**. We have just completed two major go-to-market and segmentation strategies across seventeen countries on the continent, and we thought we would start sharing some of the insight gathered from our work in Africa with our readers. Our Africa Insight series will provide top-level, executive summaries of what it takes to do marketing well in key markets across Africa. First up is Nigeria! You can download the pdf snapshot below.

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FROM THE BLOG



STRATEGIC RE-POSITIONING OF THE CITY OF CAPE TOWN



Posted by: David Blyth on 27 February 2014

Reading time: 4 mins

The way the City of Cape Town's new logo was released is exactly how not to launch a new brand. **Managing brand change** is about building the case for change, telling the story of the strategy and creating excitement before the reveal. Brand meaning and associations are built over time and delivered through experiences, not just logos. Without this context, people are forced to judge a design on subjectivity alone. When the brand is so close to many people's hearts, the initial reaction to change is often hostile. But the logo and visual style of the new City of Cape Town is the result of **deep analysis into semiotics, global and local design trends** and conventions. And it is a **layered, meaningful interpretation of the City's new brand strategy**. Here is how we got to this design, and what a new logo means in the greater story of brand change for the City and its residents. This is just the start of the strategic re-positioning of Cape Town.

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STRATEGY RESULTS: SORBET



Having grown rapidly since inception in 2004, Sorbet was concerned about losing focus. Yellowwood helped to define their core **brand purpose**, and created a comprehensive **go-to-market plan** outlining key **customer typologies**, which products to take to each, how to create brand-building **experiences** and where to stretch as a business.

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DID YOU KNOW?

SOUTH AFRICAN black middle-class consumer spending has overtaken white



OUR PEOPLE



DHATCHANI CHRISTIAN
STRATEGY DIRECTOR

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OUR SERVICES

Market Understanding

Go-to-Market Strategy

Brand Strategy

Communication Strategy

Product Strategy

Service Experience Strategy

Brand Health Tracking

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