

BRAVE NEW YEAR, BRAVE NEW WORK

Hold onto your seat - it's going to be a bumpy ride. We're excited to be back, and hope you've had a good break and feel ready to tackle 2014.

Democratic South Africa turns 20 this year, and our Mother City is the World Design Capital too. Added to those celebrations we have a rand as weak as old lady tea, and an election that will leave us all feeling battered, emotional, exhilarated and confused. 2014 won't be an ordinary year, and you won't get away with doing ordinary work, either. **Earning and holding your consumers' attention will require powerful insight, incisive strategy and remarkable creativity.** Playing it safe will just give you commoditisation and the end of your brands.

For many businesses, the imperative is for continental growth - and we look at how best to build brands in East Africa below. We also outline the key trends we believe are important for marketing this year, and offer tips for overcoming the barriers to innovation in your company.

Good luck for the year, and happy reading! We hope it helps you build brands that delight your consumers. And please give us a shout if you have any questions or feedback.

Until next time,
AJ

FEATURED ARTICLES



TRENDS & FUNDAMENTALS: OUR PREDICTIONS FOR 2014 BY ALISTAIR MACKAY

29 January 2014

Building powerful brands is like investing in the stock market – you need to **anticipate and respond to important shifts in context**, but you also can't panic with every market fluctuation. It is important to distinguish between fads and game-changers, to **get the fundamentals right**, and to hold a long-term view. With that in mind, we have focused our perspective on the year ahead on **three trends and three fundamentals that too many forget in their pursuit of trends.**

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BUILDING BRANDS IN EAST AFRICA AN INTERVIEW WITH PAUL DRAWBRIDGE

30 January 2014

Kenya is attracting large numbers of South African and global businesses into the region. East African economies are growing quickly and are politically stable - it's the new **land of opportunity for brand-building**, argues Paul Drawbridge, head of Yellowwood's Nairobi office. But **what does it take to succeed in the region?** Can South African brands make it big? And what are the marketing mistakes to avoid?

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REMOVING THE BARRIERS TO INNOVATION BY HONORE GASA

27 January 2014

Why are South African businesses so hesitant to innovate? We're home to some of the world's most naturally innovative people, and we are under increasing pressure to innovate as global brands embark on a new 'scramble for Africa'. And yet we're not getting it right. We believe there are some **cultural shifts that need to take place** if we are to kick-start our economy and brands. A large part of the problem is that **we are thinking about our market all wrong...**

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FROM THE BLOG



CUSTOMER EXPERIENCE & OTHER THINGS WE SHOULDN'T STILL BE TALKING ABOUT IN 2014



Posted by: **Nomonde Gama** on 30 January 2014
Reading time: **2 mins**

The influx of trend reports that everyone receives at this time of year got Nomonde thinking: there are **too many brands that still aren't getting the basics right**. Core principles of brand-building are overlooked - principles like customer experience. Terrible customer service stopped her from becoming loyal to a brand that she really tried to love - a brand with a good product and good pricing. Here are a few things that marketers really shouldn't still be talking about in 2014 - they should just be getting them right.

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HUMANISING BRANDS: OUR APPROACH



Marketing isn't just about great campaigns and flashy design - **marketing is about connecting with people.** At Yellowwood we help our clients build brands that resonate with the people who will drive change and growth. **Dhatchani Christian**, our Strategy Director, talks about Yellowwood's approach to brand strategy.

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NOMONDE GAMA
STRATEGY ANALYST

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