



31 JULY 2013 - ISSUE 07

THE AFRICAN PATH TO GROWTH

There have been some pretty gloomy stats coming out about the economy this month. Unemployment is higher than it's ever been, and our GDP growth is sluggish. It's hardly surprising that so many South African companies are expanding across the continent in search of higher growth. At Yellowwood, we are increasingly being called on to help our clients enter new markets - and we offer pan-African segmentation, go-to-market strategies and other tools to help them become the successful brands of a rising Africa.

But all is not gloomy at home. July also reminded us of our incredible power to change lives when we feel inspired. Mandela Day saw an enormous outpouring of goodwill and energy. When our Cape Town team took the food parcels they had made down to a local homeless shelter they were staggered by the number of other people doing the same. Citizens – and consumers – want to be part of movements that contribute and mean something. That's why we believe the successful brands of the 21st Century will be those infused with purposeful intent and emotional intelligence. They will be the brands that help us help each other.

July has been a busy month for us at Yellowwood. We've kicked off a case competition with Pick n Pay and the UCT Marketing Association. Our Johannesburg teams are shoulder-deep in financial services, telecommunications and hospitality projects. You will see a new identity for City Lodge start to roll out soon – the final steps in a long journey of insight, strategic reimagining, internal brand engagement and design.

Our work on one of South Africa's leading tertiary education institutions has inspired one of the articles in our newsletter this month. You will also find posts on branding lessons from Nespresso and tips for naming new offerings.

We'd like to share some of the training material we developed for small businesses, as it may prove useful for a broader audience. Simple steps to a winning brand idea is available on slideshare [here](#).

Happy reading and good luck for the last gloomy month of winter. If you have any suggestions or feedback for Ask-Y, we would love to hear from you.

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FEATURED ARTICLES



BRANDING HERITAGE INSTITUTIONS FOR MILLENNIAL APPEAL
BY ANE DU PREEZ & ROSS THORNTON-DIBB
15 July 2013

Young consumers have distinct tastes and expectations of brands. They demand simplification, abbreviation and relevance. They have short attention spans and want brands that resonate with them. But universities operate in a category where heritage is important. How can tertiary education institutions modernise their visual identities to retain their heritage while also attracting a new generation that demands brutal simplification?

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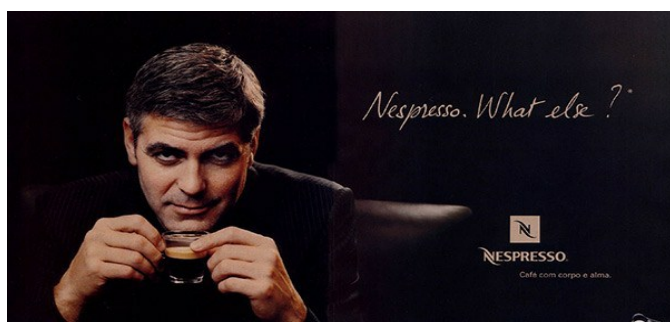


THE MARKETING DEPARTMENT AS A CENTRE FOR BUSINESS IDEAS
BY DAVID BLYTH
1 June 2012

A year ago David wrote about how too little has changed in the way marketing is structured. Consumers have changed radically in the past 25 years, and so has business, but marketing isn't keeping up. The role of marketing should be to 'rehumanise' organisations - to facilitate dialogue between customers and the business, helping business become responsive, conversational and innovative. A year on, have marketing departments made any headway in the key shifts required?

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FROM THE BLOG



NESPRESSO. BRANDING. WHAT ELSE?



Posted by: Nicole Zetler on 2 July 2013
Reading time: 3 mins

To the uninitiated, the rise of Nespresso may seem bizarre. Why all the fuss about single-serving coffee pods? It certainly didn't make sense for Nicole. That is, until she decided to give their shop a visit. She discovered that Nespresso is about so much more than coffee pods. They get their marketing right on almost every level - creating experiences and excitement that transform a mundane household activity into an indulgence. Nespresso has excelled at brand-building. Here are some of the lessons from their success.

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BRAND NAMING 101 [INFOGRAPHIC]



Posted by: Robert Jameson on 22 July 2013
Reading time: 1 min

Naming a new product, service or brand can be exhausting. Much like naming pets or children, the process is often subjective and guided by nothing but personal taste. At Yellowwood we can't stand decisions that are made without strategy behind them. Robert has created a simple infographic to map out our process of name generation. We hope it helps you come up with strategically sound, creative and memorable names for your new offerings.

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CLIENT RESULTS



STRUCTURING AND STREAMLINING A COMPLEX PORTFOLIO

When brands have grown organically and through acquisition it often results in messy portfolios that do not perform. Business and accounting software firm SAGE was concerned that their offerings were undifferentiated and cannibalising one another. Yellowwood helped clean up their portfolio and defined value propositions for each suite of products.

[Find out more](#)

DID YOU KNOW?



MEET THE TEAM



MARIOS FLORENTZOU
SENIOR DESIGNER

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OUR SERVICES

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