



yellowwood

Ask-Y

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## THE VALUE(S) OF LEADERSHIP

Mandela's ill health has South Africa in a sombre, reflective mood. His incredible life and work have taught us so much - on every level from personal to business to society. We are profoundly grateful for everything he has done, and we are holding his family in our thoughts.

Mandela was an expert leader. He inspired change by infusing our country with a dream. He was uncompromising but never bullied; he lead by example but stepped down because he believed democratic institutions were more important than individual leaders.

It's a difficult balance to get right. Successful businesses need strong leaders, too. They need leaders who are relentlessly passionate about what they do and why they do it. But they also need cultures that can survive any single leader; **cultures that motivate and inspire, that drive productivity and innovation.**

We believe organisational purpose is what it takes to get this right. And this month we released our latest **white paper** on the topic. Thank you to everyone in Jozi and Cape Town who made it to our launch events. If you missed them, you can download the white paper in the column to the right, or read **Dhatchani Christian's** executive summary [here](#).

We are really excited about the work we are doing to build leadership positions for our clients. This month sees the culmination of a pan-African segmentation, clustering and go-to-market strategy for a leading financial services client, as well as the re-positioning and internal alignment strategy for a well known hotel group.

On our blog this month, Roscoe shares a humorous lesson in taking a challenger brand to market leadership.

Happy reading! Please let us know if you have any questions or feedback: [alm@ywood.co.za](mailto:alm@ywood.co.za)

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## FEATURED ARTICLES



**THE SHIFT TO VALUES-BASED MARKETING**  
**BY DAVID BLYTH**  
27 June 2013

To help brands build strategies for success, you need to separate marketing fads from genuine, long term shifts in the way people behave. We imagined the world in 2020. What context would brands be operating in? What would it take to win? No less than half of the ten key trends we identified relate to values. Values-based marketing is becoming increasingly important to consumers and employees, and this will only accelerate. It's no wonder the **leading brands of today know that their purpose is what sets them apart and propels them to success.**

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**INNOVATION INSIDE THE BOX**  
**BY HONORE GASCA**  
18 June 2013

How many times have you sat in on a brainstorming innovation session where participants are urged to 'think out of the box'? Despite the best intentions of the group, the ideas that surface are usually relatively pedestrian. **Advances in neuroscience can now explain why we struggle to come up with new, creative, change-driving ideas.** Honore takes a look at what we can do about it.

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## FROM THE BLOG



## CHALLENGER BRAND LESSONS FROM THE RISE OF SAMSUNG



Posted by: **Roscoe Sprong** on 11 June 2013  
Reading time: **3 mins**

Samsung may have been forced to pay Apple over a billion dollars in their famous legal spat last year, but they were the clear winner in terms of brand, argues Roscoe. The fight galvanised a community of fans to defend their brand against the tyranny of the Big Guy, drew attention to Samsung as a worthy challenger and created mass awareness. **If your brand is struggling to get noticed, sometimes it takes picking a fight to do it.**

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## A WEEK IN THE WOOD



Posted by: **Claire Brayshay** on 27 June 2013  
Reading time: **2 mins**

At Yellowwood we offer our clients a fresh perspective on the business and marketing challenges they face, and so it's important for us to keep hearing new perspectives, too. Claire interned in our Cape Town office for the month of June. She shares her thoughts on working at Yellowwood, our latest white paper, and finding a purposeful career.

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## CONNECT WITH YELLOWWOOD



## WHITE PAPER



## DOING BUSINESS ON PURPOSE

**Purpose drives business growth.** It connects with consumers, motivates employees and directs innovation. **It's even more relevant in Africa** than in the developed world, yet so few brands are getting it right. Our latest white paper looks at how you can build a purposeful business and brand.

[Download the white paper](#)

## DID YOU KNOW?



## MEET THE TEAM



**DHATCHANI CHRISTIAN**  
**STRATEGY DIRECTOR**

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