



A HEALTHY APPETITE FOR RISK

Is South African business becoming timid? Our white paper on transformative innovation found that we're not investing enough time, thinking or resources into innovation. The recent [Brand Marketing Barometer](#) revealed that we're also not investing enough in up-skilling our people. Is our economy limping through another sluggish quarter because **too many businesses are afraid to commit?**

What happened to visionary thinking, and grabbing the bull by the horns? South African businesses and brands can punch well above their weight. SABMiller grew to become the world's second-largest brewer. Nando's now operates in 26 countries, MTN in 21 and Standard Bank in 18. When we set our minds to it, we can achieve incredible things.

McKinsey predicts that emerging markets' share of Fortune Global 500 companies will jump from 5% to 45% by 2025. If we want to be a part of this growth, we need to build truly global South African brands, and we won't get there by muddling through or fence-sitting. **We'll get there through decisive leadership, investing in and growing the right people, as well as bold, smart marketing.**

At Yellowwood we support our clients with solid and creative strategic thinking, bringing unconventional wisdom to their challenges. And we love working with people who bring both ambition and a healthy appetite for risk. You can't build a remarkable brand by playing it safe.

In Ask-Y this month we look at South African brands that are going global by marketing to their diasporas, and investigate how businesses can better innovate to improve the marketplace. We explore the emotional power of colour and what it takes to build successful brands in the future. If you missed our recent event on Transformative Innovation, a video of lessons from Arthur Attwell's journey of innovation, is available [here](#).

Here's to ditching the fear and looking uncertainty square in the eyes,
Until next time,
Al

FEATURED ARTICLES



CREATE JOBS & BRAND LOYALISTS BY INNOVATING ALONG THE VALUE CHAIN BY ALISTAIR MACKAY

21 November 2013

When we asked marketing directors and innovation specialists what they believed South Africa needed most, the answer was unanimous: innovation that creates jobs. **Lowering unemployment isn't just good for feel-good factor; it stabilises the market and increases the spending power of your potential customers.** It is also easier to do than many realise.

While the business orthodoxy of the past was vertical and horizontal integration, many businesses in Europe today are 'unbundling'. They are being ruthlessly **focused on their core business, and outsourcing the rest of the value chain to specialists.** In South Africa, this kind of thinking has enormously transformative potential to create new jobs and generate brand loyalty among those you help to set up. But it requires going beyond unbundling...

[▶ READ MORE](#)



THE FIVE BEHAVIOURS OF SUCCESSFUL BRANDS OF THE FUTURE BY DAVID BLYTH

3 April 2012

Shaping brand identity these days is less about crafting the perfect message and then finding creative expression for that message. It's about getting every single interaction with the consumer just right; and it's about being a receptor and facilitator of consumer needs. In this thoughtful piece from last year, David argues that the marketing revolution currently underway is not about technology, though technology enables it. It is about human intimacy, interactivity and respect for your customers.

[▶ READ MORE](#)

FROM THE BLOG



BUILDING GLOBAL SOUTH AFRICAN BRANDS, ONE EXPAT AT A TIME



Posted by: **Alistair Mackay** on 20 November 2013
Reading time: 3 mins

We are beginning to see the emergence of strong pan-African brands, and as emerging markets continue to boom, there is no reason to believe that African brands cannot become leaders across the globe. An interesting strategy to consider is that of **diaspora marketing - targeting South Africans living abroad and using them as a beachhead into those markets.** Nando's has done this particularly well, growing to operate in 26 countries worldwide. Here are some pointers to help take your brand global.

[▶ READ MORE](#)

THE POWER OF COLOUR



Posted by: **Bokang Sesiane** on 22 October 2013
Reading time: 3 mins

Growing up in one of the Free State's biggest townships, Bokang reckons the two English words that every child knew were 'green' and 'white'. These are the colours of Phunya Sele Sele, or Bloemfontein Celtic Football Club, and you will find them painted on houses, cars and clothing. Bloemfontein Celtic knows how to **use colour to create a passionate community of fans.** It's a useful lesson to brands in every category...

[▶ READ MORE](#)

CONNECT WITH YELLOWWOOD



SIMPLE STEPS TO BRAND POSITIONING



Yellowwood runs regular brand-building workshops for Shanduka Black Umbrellas, to help black start-ups and small businesses with their brand strategies. Our most recent session was in Johannesburg earlier this month. If you would find the steps that we developed useful, the presentation is available on the link below.

[View on SlideShare](#)

DID YOU KNOW?



MEET THE TEAM



RICHARD STONE
GROUP CREATIVE DIRECTOR

[▶ VIEW](#)

OUR SERVICES

Market Understanding

Go-to-Market Strategy

Brand Strategy

Communication Strategy

Product Strategy

Service Experience Strategy

Brand Health Tracking

[▶ FIND OUT MORE](#)

CONTACT US

davidb@ywood.co.za

CT +27 21 425 0344

Jozi +27 11 268 5211