



30 OCTOBER 2013 - ISSUE 10

IT'S ADAPT OR DIE

The need for innovation really is keeping business executives awake at night: half of the world is stagnating, and the other half has never really operated the way developed markets do. We need to change the way we do business and marketing, especially in Africa.

Our latest and final whitepaper for 2013 puts forward a model for African innovation – a path that we believe will set businesses up for sustained success in an increasingly competitive environment. It's more than 'disruptive' or 'radical' innovation, as Harvard Business Review calls it – it is *transformative*; for categories, markets *and* lives. You can download the paper using the link to the right, or view the highlights presentation [here](#).

Thank you to everyone who made it to our White Paper sessions last week. We thoroughly enjoyed the discussions and hope you found them useful and interesting. If you have any feedback on how we can make them even better for you, please get in touch.

This month in Ask-Y, we look at the role of IT in marketing insight, ask whether CSR is the right approach to shared value and take a trip through some of South Africa's best inventions. It's been a hectic month for us. Both offices are buzzing with increasingly global projects across telecoms, logistics, broadcasting, retail and FMCG, and the year seems to be doing anything but winding down. If yours is the same, good luck!

Until next time,
AI

PS Special congratulations to Marios on his new position as Creative Director!

FEATURED ARTICLES



CSI: RED HERRING OR SOCIAL IMPERATIVE?
BY DHATCHANI CHRISTIAN
3 October 2013

What if Corporate Social Investment isn't the saviour it is dressed up to be? Sure, it has a positive impact on community issues, but when that positive impact is not connected to the business of doing business it becomes a kind of fluffy marketing tactic - not central to the business, and easy to discard when finances are tight.

Creating truly sustainable businesses requires thinking about social good in an entirely new way: **not as a separate 'giving department', but central to the business strategy, model and brand.** A purposeful business creates shared value for communities and itself, building long-term stability and growth. Here is how to start changing the conversation in your business from CSI to purpose.

[▶ READ MORE](#)



THE RISE OF THE CIO: IS I FOR IT OR INSIGHT?
BY DAVID BLYTH
14 November 2012

Many companies view their customer relationships as a 'sum of all transactions' rather than a 'sum of all interactions' - and are then surprised to discover that customers don't believe they have a real relationship with them at all. Relationships with your customers must exist beyond the sales floor, till points or marketing material and extend to the customer's viewpoint. **How can marketing help to achieve this, and what does it mean for the relationship between IT and marketing?**

[▶ READ MORE](#)

FROM THE BLOG



GREAT SOUTH AFRICAN INVENTIONS [INFOGRAPHIC]



Posted by: Marios Florentzou on 16 October 2013
Reading time: 3 mins

If you're feeling overwhelmed by the pressure to innovate, and depressed by an economy that seems stuck at the moment, it's worth remembering that **South Africans are naturally brilliant innovators.** In a quirky and lighthearted infographic, Marios takes us through some of South Africa's proudest inventions. Be sure to read to the end, where our supernatural powers become clear!

[▶ READ MORE](#)

BRAND.IT CROWNS ITS FIRST CHAMPIONS



Posted by: Alistair Mackay on 22 October 2013
Reading time: 2 mins

Three months ago Yellowwood, Pick n Pay and the UCT Marketing Association came together to create a brand challenge competition to stretch, educate and inspire the UCTMA students while **bridging the gap between formal education and on-the-ground brand marketing experience.** It was a resounding success, with smart and useful solutions put forward by the students. Look out for a member of the winning team in our Yellowwood offices soon!

[▶ READ MORE](#)

CONNECT WITH YELLOWWOOD



NEW WHITE PAPER:



The eyes of the world are on Africa as a new source of growth. To retain home-ground advantage, African businesses need to be innovating in ways which are faster, more relevant and more meaningful.

It requires a **new way of thinking about innovation and market attractiveness.** An African model of innovation needs to do more than take market share - there are whole new markets to grow.

[Download White Paper](#)

DID YOU KNOW?



MEET THE TEAM



NICOLE ZETLER
SENIOR STRATEGIST
[▶ 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

Jozzi +27 11 268 5211

UNCONVENTIONAL WISDOM®