

TELLING THE RIGHT STORIES

They're not just for bedtime - humans have been using stories to communicate for thousands of years. **Stories package and transfer information in memorable and emotionally engaging ways.** They are much more effective at changing perceptions and behaviour than statistics and figures. We need stories to make sense of things, and to give structure and meaning to the world around us.

It's not new news that great brands are master story-tellers. They have the **empathy, insight and strategic focus** to know exactly what buttons to press and what parts of their history and features to leave out. Next month, we launch our first white paper of 2014, and in it we share some of the archetypal stories that work best to influence and inspire South African consumers. It's an important part of building a powerful brand. Watch out for our invitation next week.

The greatest stories have **conflict and triumph in them.** That's how political brands capture imaginations and earn loyalty - and I've written on some of the lessons private sector brands can learn from them below. It's also why the story of Africa is so compelling. Once a tragedy, it is now a story of progress.

We have projects kicking off this month in Mozambique, Zimbabwe, Namibia and Kenya - and we're very excited to be a part of the emerging story of African brand giants!

May your marketing live happily ever after,
Al

FEATURED ARTICLES



BRAND POLITICS: VOTERS AS HEROES & THE ART OF BRAND LOYALTY BY ALISTAIR MACKAY

31 March 2014

The level of **loyalty and emotional investment** that political parties get out of their supporters in this country is staggering, especially when you consider that they are only allowed big 'advertising' campaigns once every five years. Most private sector brands don't come close to these levels of customer loyalty. Brand Politics will explore lessons that private sector brands can learn from politics - and first up is the art of brand loyalty.

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BRAND-BUILDING IN NIGERIA: THE DOS AND DON'TS BY DAVID BLYTH

20 March 2014

Nigeria is a priority market for many brands looking to expand their footprint on the continent. With a population that is more than three times the size of South Africa's, and an economy that is growing faster than ours too, it is drawing in large numbers of global and South African brands. But succeeding in Nigeria is not easy, and there are very few brands who are getting it right. David shares some lessons from our work in this overwhelming market.

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FROM THE BLOG ARCHIVES



USING DIASPORAS TO CREATE GLOBAL EMERGING MARKET BRANDS



Posted by: Al Mackay on 20 November 2013
Reading time: 2 mins

Can iconic South African brands use South Africans living overseas to **grow their footprint and appeal in new markets**? It turns out that they can - but it depends on a number of factors, such as the relative socio-economic status of the diaspora and the strength of their yearning for home. It also requires brands to get their marketing right at home - something that many brands who are focusing on expansion lose sight of. In next month's white paper we reveal lessons for winning in the South African marketplace from some of SA's most successful brands. This post reminds us that doing so can provide a springboard for global brand growth.

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STRATEGY RESULTS: GROWING PAN-AFRICAN BRANDS



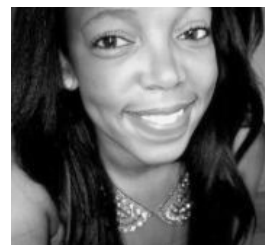
Yellowwood has recently completed **pan-African customer segmentation and market clustering** projects for leading financial services and telecommunications clients. These strategies outline how clients can win in each of their targeted growth markets.

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OUR PEOPLE



NOMONDE GAMA
STRATEGY ANALYST

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OUR SERVICES

Market Understanding

Go-to-Market Strategy

Brand Strategy

Communication Strategy

Product Strategy

Service Experience Strategy

Brand Health Tracking

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