

Discovery Distinction Delivery

BRAND LEADERSHIP 

an award-winning multi-disciplinary



Brand Development

Brand Activation

Brand Engagement

Agency





10 years of

**Building great brands
in Africa and the world**

a refreshingly unique approach:

‘Africa Inside™’

inspires us to provide world-class solutions grounded on deep African insight of local markets and needs.



Brand Leadership is globally recognised for building great brands



**BRAND
LEADERSHIP
GROUP**

REBRAND

100[®]

**Global Awards
2011 WINNER**



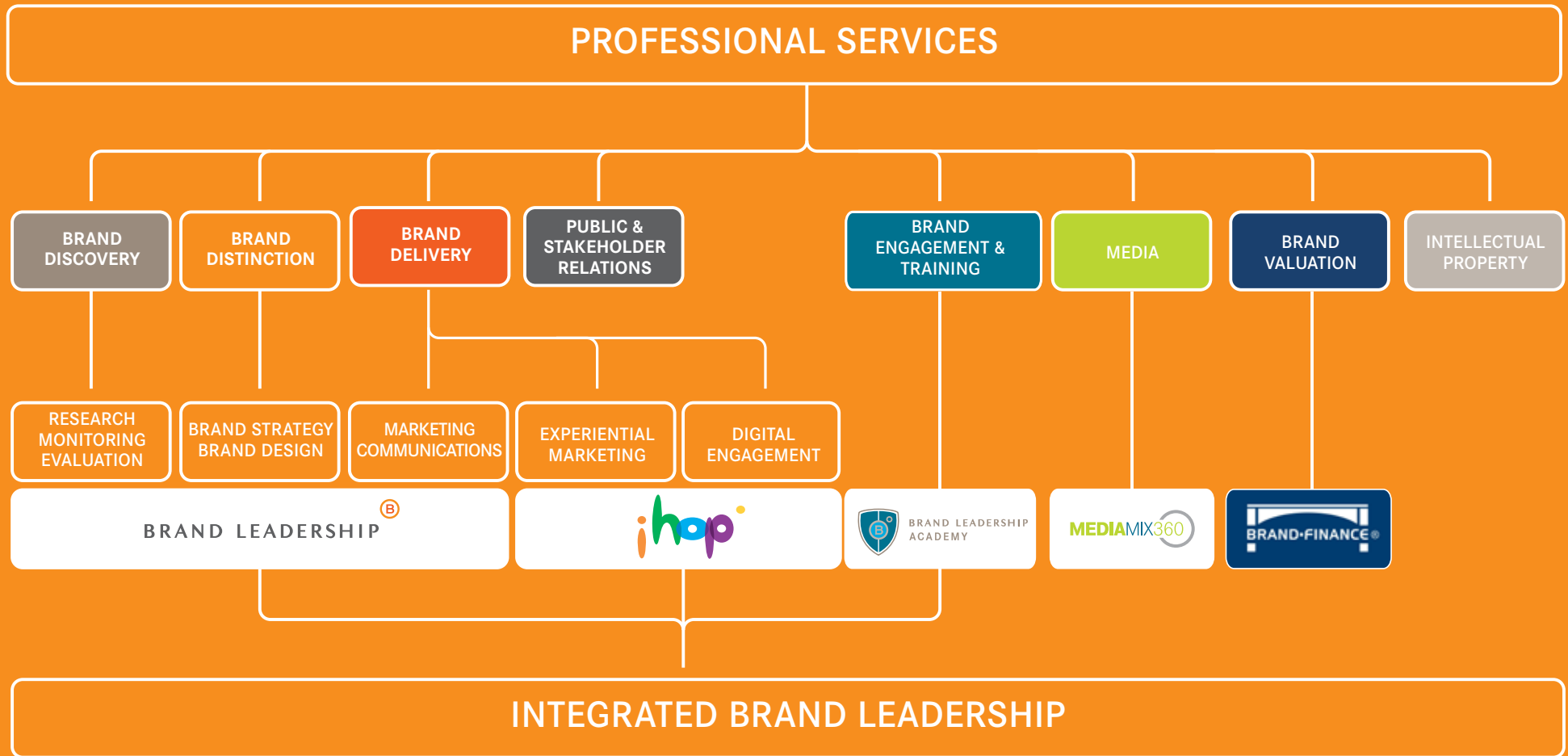
A member of
WorldWidePartners Inc.
*The world's largest network
of independent agencies.*

Est. 1938. Over 90 partner agencies. 54 countries and 131 offices across Asia, Europe, Latin America, the Middle East, North America and Africa.

worldwidepartners  inc



The Brand Leadership Group Delivery Platform



Our Diverse Experience in Building brands across Markets & Industries



<i>Sector</i>	PRIVATE	PUBLIC	ACADEMIC ADVOCACY ADVISORY	INTERNATIONAL
<p><i>Discovery</i> <i>Distinction</i> <i>Delivery</i></p>	<p>Financial Services Transport Logistics IT Media Professional Services Hospitality Entertainment Motoring Mining</p>	<p>Financial Services Transport Energy Sport & Fitness Tourism Media Telecoms</p>	<p>Institutions of Higher Education NGO's Political Parties Trade Associations Sport Professional Firms</p>	<p>Ghana Botswana Swaziland Namibia DRC</p>












Selected Brand Leadership Assignments



DISCOVERY

DISTINCTION

DELIVERY

	DISCOVERY		DISTINCTION					DELIVERY									
	RESEARCH	BRAND VALUATION	NAME	IDENTITY	POSITIONING	TAGLINE	ARCHITECTURE	ADVERTISING	COLLATERAL	MEDIA	SIGNAGE	INTERIORS	TRADEMARKS	DIGITAL	EXPERIENTIAL	ENGAGEMENT TRAINING	CORPORATE IDENTITY MANUAL
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*Capabilities
Strategic Approach
& Solutions*



Integrated 3-Dimensional Approach



DISCOVERY A deep understanding of markets, stakeholder segments and underpinning insights.

DISTINCTION Development of a clear and compelling vision and identity.

DELIVERY Integrated delivery of the brand inside and outside across relevant stakeholder touchpoints.

We provide solutions that help clients build valuable brands and businesses



BUSINESS NEEDS

- Insight into the market, segments, needs, trends and competitive environment.
- Understanding and benchmarking customer and stakeholder perceptions.
- Understanding the brand value, CSF's and drivers of equity and performance.

PROCESS

BRAND DISCOVERY

SOLUTIONS

- Perceptions Surveys
- Brand Audits
- Touchpoint Audits
- Brand Valuation
- Brand Tracking
- Competitive Intelligence

- Developing a unique value proposition.
- Defining the relationship between the business' portfolio of brands and businesses.
- Designing a brand identity to express the brand strategy.

BRAND DISTINCTION

- Brand Positioning
- Tagline
- Segmentation
- Brand Architecture
- Brand Identity

- Delivering the brand across key customer and stakeholder touchpoints.
- Developing a performing culture.
- Delivering a uniform brand experience.

BRAND DELIVERY

- Public Stakeholder Relations
- Advertising
- Information Design
- Media & Events
- Intellectual Property Management
- Brand Management
- Brand Engagement
- Brand Activation



IHOP is Brand Leadership's experiential marketing vehicle for bringing brands to life and connecting brands and consumers.



MTN 2010 FIFA World Cup South Africa

Designed and activated multi-media engagement zones to connect, interface and engage with football fans and other visitors through South African host-city airports. Zones medium amplified with social media and ad hoc activations.



Apple IPOD Launch

Influencer marketing campaign in partnership with Metro FM, encompassing product seeding among the influencer network which included leading media mogul and former Miss South Africa, Bassie Khumalo, Sports Illustrated cover girl, Mink van der Westhuizen, Kwaito star, Mdu and other celebrities.



GetMo

A national roadshow across 34 stops and 7 key cities with hip hop stars, KB, HHP and Prokid, to launch a new music, entertainment and movie digital media for the emerging markets targeted at music lovers, students and influencers. Launch at Wits University attracted 3,000 students and media.



BRAND LEADERSHIP
ACADEMY

Brand Leadership Academy™ is Brand Leadership Group's centre of excellence in brand centric leadership training and development.



Public Sector Excellence™ is a citizen-centred brand-driven initiative to assess, inspire, promote and celebrate excellence in the public sector.

PSX Masterclass™
PSX Reputation Index™
PSX Report™



Brand Africa™ is an independent brand-centric initiative for African leaders, decision makers, citizens and influencers to proactively drive Africa's reputation and competitiveness.

Brand Africa Forum
Brand Africa Expo
Brand Africa Report



The Brand Camp™ is a marketing and branding orientation for tertiary students about to embark on a marketing and branding career.

Why Brand Leadership Group?



Competency and experience in building great brands across public and private sector.



Integrated approach and turn-key service. Insights, strategy and implementation.



African insight and experience. Africa Inside™ delivers world-class solutions to African challenges.



An Authentic African organization.



Passion, commitment and delivery.



“Brand Leadership steered a sensitive rebranding assignment with technical dexterity rarely seen in academia.”

Professor Jonathan Jansen, Vice Chancellor, University of Free State

“They are at the cutting edge of marketing and branding issues.”

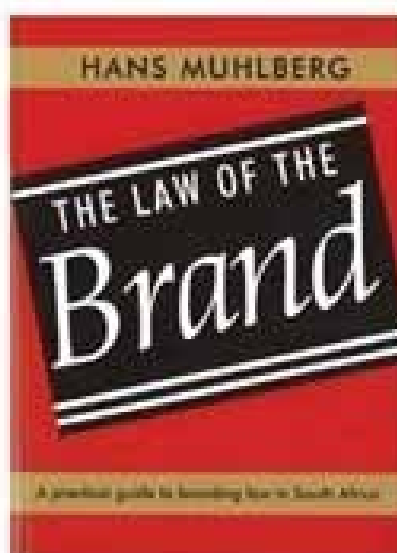
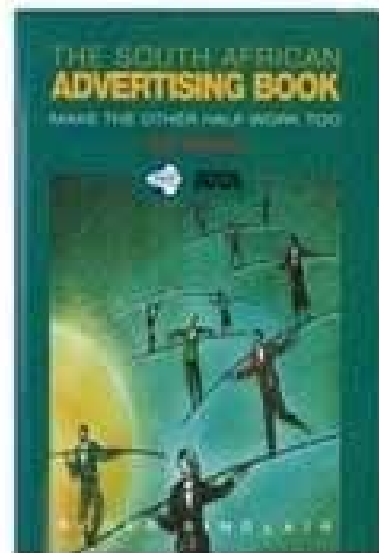
Tasneem Carrim - AGM Communications, SARS

“Brand Leadership helped us to see how to leverage sponsorship for business. It’s now sponsorship with a purpose.”

Khanyi Mlambo - Director of Sponsorships, Standard Bank Group.

“The succinct brand blueprint Brand Leadership developed, is one of the key tools we’ve used to re-build and grow the City Press brand and restore it to its historical glory.”

Sarel du Plessis, GM - Rapport City Press



Memberships & Accreditations





*To get an inspired
perspective for your brand,
contact **Thebe Ikalafeng***

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