Shaping Brand Africa for the future

15 June. Windhoek - Namibia / Confidential.
Agenda

→

About Interbrand

→

Why do destinations need a brand?

→

Brand Africa roadmap

→

Brand Africa: open debate and discussion

→

Interbrand’s experience and cases
About Interbrand
We’re a global community of customers, clients, thinkers, makers.

Auckland
Buenos Aires
Cincinnati
Cologne
Johannesburg
London
Madrid
Melbourne
Milano
Mumbai
New York
Sao Paulo
Seoul
Shanghai
Sydney
Tokyo

Interbrand

Interbrand Health

HMKM

Omnicom Group
"The world’s leading brand consultancy"

Source: Financial Times

<table>
<thead>
<tr>
<th>Rank</th>
<th>Brand</th>
<th>Market Cap (B)</th>
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<td>163251</td>
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<td>3</td>
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The ranking of the top 100 most valuable global brands.

Source: Financial Times
Founded in 2000 in London.

Insight experts and co-creation masters.

C Space have been working with major B2B and B2C businesses across the world to help them harness the power of the collective to build disruptive solutions.
We’ve got experience in connecting brands to Africa through digital research.

Experian – Innovation sprints to localize products in South Africa

Orange – Rethinking connectivity in Morocco, Ivory Coast and Senegal

MIP – Making academia attractive to people in Ghana, Niger, Nigeria, and Algeria

Oriflame – Exploring beauty in Nigeria and Morocco

Facebook – Segmenting news readers, incl. South Africa, Nigeria and Kenya

Uber – Realigning the onboarding experience in Egypt and South Africa

Google – Localising their product portfolio in Egypt, Algeria, and Morocco

Sanofi – Supporting people with Diabetes in South Africa

Pepsi – Uncovering the next global trends in Sub-Saharan markets

Coca Cola – Inform NPD with audiences from South Africa and Kenya

Herbalife – Increase brand awareness in South Africa

Zurich – Creating new propositions for women in Sub-Saharan markets
Clients partner with us to build their brands and grow their businesses.
We have historically demonstrated how strong brands deliver superior business growth.
Brands are more important than they’ve ever been.
But the rules have changed

The top 20 fastest growing brands in the last 5 years overindex in the Brand Strength factors of Relevance and Responsiveness.
Today, people’s expectations are moving faster than businesses. We are more informed, more connected and much more demanding of experiences.
Our belief about destination branding is that destination brands should be less about defining what they stand for and more about determining where and how they should go next.
Iconic Moves™

Capture People’s Imagination

Alter the Competitive Landscape
Interbrand Thinking

**Human Truths**
Exploring the changing world of customers.

**Economics**
Sizing, prioritising and de-risking opportunities.

**Experiences**
Creating meaningful interactions with customers.

**People**
Unlike research agencies, we don’t just gather intelligence - we design and deliver business growth roadmaps.

**Business**
Unlike design agencies, we don’t simply create - we identify and size business opportunities and deliver tangible actions to realise them.

**Interactions**
Unlike management consultancies, we don’t only consider the business angle – we understand customers, and build experiences they want to be part of.
40+ years making Iconic Moves
Experts in destination branding
Red Dot Award - Agency of the year 2020
Why do destinations need a brand?
Where would you transfer your money without doubt or hesitation?

Hotel Altiplano, C/ Revolución 13, LA PAZ
Which product represents more innovation?

Designed in California

Designed in Poland
Which team do you consider more creative?

Hi, we are a
from Idaho

Hi, we are a
from London
Branded destinations carry clear perceptions and are well positioned in people’s minds.
Why do destinations need a brand?

#1. Because destinations compete with one another

For investors

For residents

For tourists

For multipliers
Why do destinations need a brand?

#2. Because destinations need to focus and own a conceptual territory.
Why do destinations need a brand?

#3. Because destinations need to involve and move people
Why do destinations need a brand?

#4. Because destinations need to communicate efficiently and effectively

Great destination
Branding allows destinations to:

#1. Compete more effectively
#2. Focus on what matters
#3. Onboard all relevant stakeholders
#4. Create positive rumour
How do destination brands do this?
What image do you have of Silicon Valley?
High tech, nerds and lots of innovative ideas and loads of money/investment
Are you familiar with the logo of Silicon Valley?
Observation 1

Destination Branding is not about the logo.
What image do you have of Las Vegas?
Gambling, parties, night life, bright lights, easy living…
Have you ever been to Las Vegas?
Destination brands tell stories that we all know, regardless of whether we’ve been there or not.
What image do you have of Galapagos?
Pure nature, wilderness, giant turtles and monstrous lizards
Do you know where the Galapagos islands are located?
Destination brands tell stories regardless of their geographical location.
Destination brands don‘t need

1. A logotype
2. First-hand experiences
3. A clear location
Destination brands need...

**An iconic story** that key stakeholders believe and desire.
The key to success in branding

To consistently deliver a promise over time
Example:

Promise: excess and over-the-top luxury
Consistently delivering this promise over time

Only 7-star hotel
Burj Al Arab
Dec 1999

Largest indoor ski slope
Mall of the Emirates
Nov. 2005

Palm island with first monorail in Middle East
June 2009

Highest Tennis court
Top of the Burj Al Arab
Oct 2009

First Armani Hotel in tallest tower Burj Khalifa
Jan 2010

Gold bar ATM
May 2010

Supercars join police fleet
Lamborghini Aventador
March 2013

Largest indoor theme park
IMG Worlds of Adventure
Sept 2016

Multi park concept
Dubai Parks
Dec 2016

World’s fastest police car
Bugatti Veyron
March 2017
Brand Africa roadmap
To create a Brand Africa initiative and roadmap to expand the brand’s visibility and contribute to change the vision and perception on the continent, based on agreed and shared brand values.
This is not (just) about creating a logo for Africa

But developing Africa’s global narrative and trajectory for the future
An advertising campaign won’t make us significantly more engaging...

But promoting positive stories and successful experiences about Africa will
The approach

This is not a theoretical plan...

But a transformational journey to maximize the opportunities and progress of our society
This is not about finding fancy words and a slogan...

But distilling our own characteristic spirit and share it with the world
It’s not about the logo. It’s about co-creating our future.
<table>
<thead>
<tr>
<th><strong>HUMAN TRUTHS</strong></th>
<th><strong>ECONOMICS</strong></th>
<th><strong>EXPERIENCES</strong></th>
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<tbody>
<tr>
<td>How can we break the misconceptions associated and current image?</td>
<td>How can we truly identify and activate Africa’s meaning in people’s hearts and minds?</td>
<td>How can we create a sustainable and competitive brand trajectory?</td>
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<td>How can we increase the commercial potential of the Africa Brand?</td>
<td>How can we define, write - and activate - the next chapter of the Africa story?</td>
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<td>How do we put Africa’s values and narrative at the core of a bigger &amp; better experience?</td>
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6 questions for the next 10 years that respond to our agreed challenges

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<tr>
<td>• Engaging the public and the private sectors as well as local communities and the diaspora in promoting positive stories and successful experiences about Africa</td>
<td>• Building a strong ‘Brand Africa’ in an increasingly competitive marketplace and a constantly changing business environment to unlock the tourism potential</td>
<td>• Taking charge of its global narrative and contributing to shape Africa’s image and positioning in the world</td>
</tr>
<tr>
<td>• Supporting evidence-based research to better understand the perception of tourists about Africa and to address the related challenges</td>
<td>• Leveraging tourism as a cross-cutting sector with high impact on the national and regional image of Africa to enhance the image of individual destinations</td>
<td>• Enhancing digitalization to widely and effectively promote a positive African narrative</td>
</tr>
<tr>
<td>• Encouraging private sector engagement in the creation and dissemination of content and storyboards that contribute to enhance the image of Africa</td>
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<td>• Supporting tourism start-ups, innovation and the creative industries, including gastronomy, to enhance the image of the region and its destinations</td>
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<td>• Working towards a set of common brand values and actions that can support the positioning of Africa and enhance tourism development</td>
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We believe that grounding our work in stakeholders’ (citizens & tourists) needs and motivations – through co-creation - is fundamental to the future success.
Our approach

**HUMAN TRUTHS**
Co-creating with key stakeholders

- How can we break the misconceptions associated and current image?
- How can we truly identify and activate Africa’s meaning in people’s hearts and minds?

**ECONOMICS**
Shaping the future

- How can we create a sustainable and competitive brand trajectory?
- How can we increase the commercial potential of the Africa Brand?

**EXPERIENCES**
Showing our spirit

- How can we define, write – and activate – the next chapter of the Africa story?
- How do we put Africa’s values and narrative at the core of a bigger & better experience?
<table>
<thead>
<tr>
<th>PHASE</th>
<th>HUMAN TRUTHS</th>
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</table>
| Objective             | Understand brand Africa departure point from a triple lens: brand, competitive environment & stakeholders (i.e. tourists & citizens).  
Gap-perception analysis and hypothesis development.  
Development of a “People’s” Council to research/enrich/validate throughout the project. | Develop Brand Africa strategy, ambition and experience principles.  
Outline a clear roadmap providing African countries with common frameworks based on agreed and shared brand values to shape and align their offering. | Identify and develop Brand Africa main assets: visual & verbal elements that integrate the experience and deliver against the defined Brand Strategy.  
Identify Brand Africa potential moves to reach the ambition and deploy the roadmap.  
Brand Ambassadors Program |
| Activities            | • Kick-Off &  
• Information gathering and review  
• Stakeholder mapping & interviews  
• Global Quantitative Research Study  
• Brand Audit  
• Best-in-class benchmarking  
• Trends Analysis  
• Worldwide Panel of Experts  
• Co-creation workshops  
• People’s Council (ongoing live community with local citizens and global tourists)  
• Findings Session & Hypothesis development | • Brand Strategy (ambition, purpose, values, positioning, experience principles, etc.)  
• Brand Architecture Definition  
• Brand Roadmap | • Offline implementation  
• Digital implementation  
• Offline implementation  
• Offsite implementation  
• Merchandising  
• Sonic & Sensory Branding  
• Brand Guidelines (including specific digital and communication guidelines)  
• Brand launch (internal & external)  
• Brand Marketing Plan  
• Roll-Out Strategy  
• Implementation supervision  
• KPI Tracking |
| Output                | • Co-creation workshop and hypothesis development  
• Findings on Brand Africa departure point  
• Hypothesis development | • Brand Strategy  
• Brand Architecture Definition  
• Brand Roadmap | • Definition of Visual & Verbal Assets  
• Brand Trajectory  
• Brand Moves  
• Brand Ambassadors | • 360º Brand Implementation  
• Brand Guidelines  
• Brand Marketing Plan  
• Roll-Out Strategy  
• Implementation supervision  
• KPI Tracking |
Brand Africa: open debate & discussion
There’s a unified and aligned agreement on the need to create Brand Africa
Infrastructure → Untouched
Remoteness → Adventure
Expensive → Exclusive inclusivity
Main discussion topics for today’s session

#1

Turning barriers and misperceptions into opportunities
Main discussion topics for today’s session

#2

Africa Brand vs. Country Brands: relationship (quid pro quo)
Main discussion topics for today’s session

#3

Balance, roles & participation of African Country-Brands
Main discussion topics for today’s session

#4

Finding our unique (and relevant) narrative
Main discussion topics for today’s session

#5

Involving all stakeholders (and beyond a purely tourism-driven angle)
Main discussion topics for today’s session

#6

Having an inside-out & outside-in approach
#7

Being mindful of the resources needed to make Brand Africa happen
Interbrand’s experience and cases
With more space to relax, work and grow.

Where the world comes to live
EL SALVADOR
Grande como su gente

Descubre la grandaza de lo inexplorado

[Brand logos and colors]

[Images of a hot air balloon, exhibition booth, and various icons]

[Color palette]