



RESEARCH CONFERENCE

LAICO REGENCY HOTEL

20th JUNE 2013

Aspects Of Our Common Humanity

- The big themes in life
- Convergence through urbanization
- The way the mind works

What Is Life About

Eating
Not Being Eaten
Procreation

How Could We Ever Have Thought That We Are All So Different?



Our 21st Century Environment

- It's about urbanization, not globalization
- The universal search for opportunity and wealth



You could not have created a better ecology for global branding than is found in the modern urban environment

Some Simple Facts About How The Mind Works...

- Intelligence: the successful pursuit of goals in the face of obstacles
- To succeed you need two things:
 - A decent map of the world
 - You must know what you want
- We are doing just two things:
 - **Forming our beliefs**: an understanding of what things are like
 - **Working out our Desires**: an understanding of what we want

Belief & Desire

Beliefs

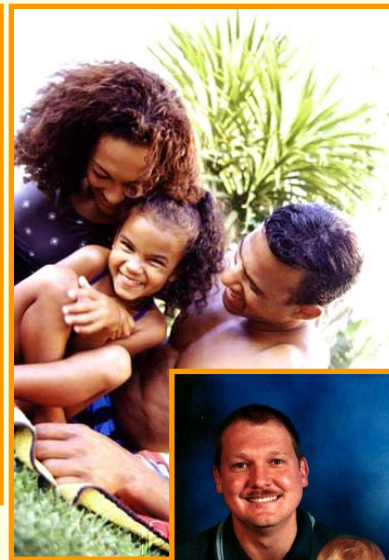
Build up over time, become intractable,
impervious to change

Desire

Unstable, incoherent - conflicting,
easy to manipulate

Commitment

Is it possible to be in love with more than one?



The answer is 'yes'

The answer ought to be 'no'

BRANDING

- What is Branding?
- This is the making of a Brand.
- What is a Brand?
- A brand is a close trusted friend

What Do These Brand Names Mean?

- Maisha
- Afia
- Aquamist
- Keringet
- Atlantic Mist
- You need to be careful on Brand Names depending on where you intend to sell.

A BRAND

- .A brand is a product or a service that creates
- a relationship.
- .Life is all about relationships.
- .Superior branding is about superior relationships with consumers.
- .We pick beacons that have developed better relationships with us and consistently remain true to their promise.
- .This simplifies our choices in navigating a wide variety of products

A BRAND GIVES EXTRA VALUE

- In all markets, particular categories or sectors are replete with multiple brands.
- .The best brand however is the one that provides a value add to the consumer.
- .In this day and age, consumers are resolute about the value of the product or service they want and are not willing to compromise on price.
- .For this reason a strong brand abhors mediocrity and remains at the forefront of innovation – no less!

GREAT BRANDS

- CREATE CONNECTIONS
- SHEER REPITITION
- EMBEDDED ASSOCIATIONS
- ENGAGE PEOPLE
- GENERATE COMMITMENT(PIG/CHICKEN)
- TAKE ADVANTAGE OF UNIVERSAL HUMAN THEMES
- ENGAGE PEOPLE ON A GLOBAL SCALE
- URBANISATION/COMMUNICATIONS-CONVERGENCE

MY EXPERIENCES

- DOOM
- KIWI
- RAID NON-IRRITANT
- CITIZEN/SENATOR
- ALLSOPPS
- SAFARI ICE TEA
- MAISHA

ROLE OF RESEARCH

- Source of accurate information
- Information is power
- Helps in innovation
- Source of feedback
- General compass for businesses decision making.



CHALLENGES WITH RESEARCH

- Lack of cooperation
- Cost
- Lack of support from management
- Inaccurate data collection methods
- Shoddy analysis and interpretation
- Failure to believe in the results.

WISH LIST

- KISS

WISH LIST

- ACCURACY
- REALISM
- SERIUOSNESS
- FAIR COST
- SPEED
- TRUTHFUL REPORTING
- USEFUL DATA

What Is Leadership

- The ability to understand your situation and make the most out of it by motivating those you lead to see your point of view and act accordingly.
- It is about Service

TRENDS

- NEW METHODS OF GETTING INFO
- MOBILE PHONE
- RADIO CALL IN SHOWS
- TV VIEWERSHIP
- FACEBOOK
- TWITTER
- LINKEDIN
- ALL SOCIAL MEDIA CHURCHES
- CHAMAS ETC

What Power is

- This is the ability to influence.
- There are very many sources of power.
- Expert power
- Charisma or star power
- Authority
- Etc
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What Leadership Is Not

- Leadership is not a command post from where you bulldoze people to see things your way and hammer the daylight out of those who don't.
- *“ When your soldiers stop coming to you with their personal problems, know that you have lost your moral authority to lead. You are no longer a leader but a commander” – General Colin Powell*

FINALLY

- THANKS FOR LISTENING

- Q AND A