

Minding your Business

Branding & Marketing your business

Daniel Oparison



Dmastermind in summary

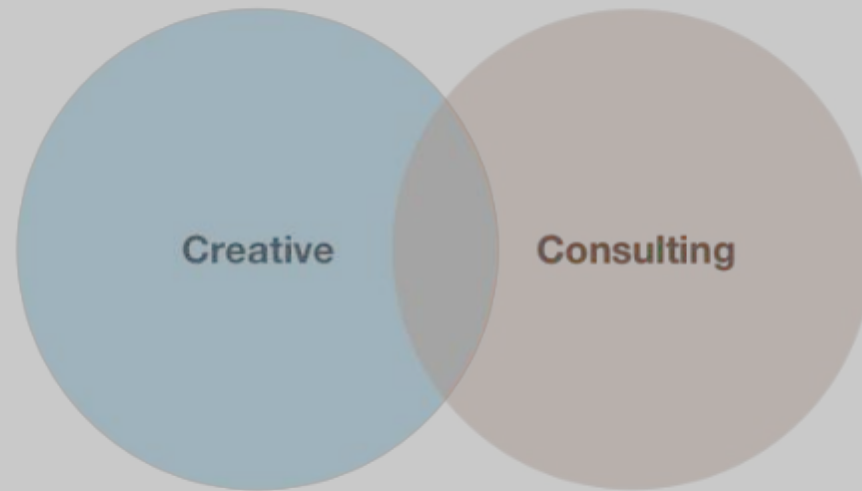
A Creative Consulting Agency

Dmastermind offers Creative Consulting to forward thinking business owners, businesses, corporations and government institutions.

We achieve this through **Data driven Strategy, Business Intelligence, Integrated Marketing, Creative Branding and Digital Design** services.

Over the last 9 years, we have **focused on helping new start-ups and small to medium scale businesses establish themselves and grow.**

Dmastermind in summary



Creatively Enabling

Advertising | Integrated Marketing
Branding & Design | Creative Ideation & Innovation
Communications & PR | Digital & Social Media Marketing
Print & OOH

Enabling Creativity

Growth Strategy | Business Strategy & Modeling
Brand & Marketing Strategy | Consumer Analytics & Insights
Business Intelligence | Digital Integration
Marketing Org. redesign

Our Process

How we do what we do



We have crafted a tried and tested process which enables us to;

- Correctly frame the challenge and define the **objective**
- Truly understand the deep **insights**
- Develop relevant and evolving **solutions**

This process ensures we consistently deliver winning solutions that guarantee serial success in your objectives.

Brands we've enabled

Brands we've enabled

Businesses we've enabled

Banking and Finance



Brand Positioning,
Marketing



Guaranty Trust Bank plc

Advertising,
Website



Branding, Website



Branding, Social
Media Marketing



Branding, Social
Media Marketing



Branding, Website
Event Marketing

Telecoms



Branding, Integrated
Marketing, Website



Digital Marketing



Branding, Website,
Marketing



Branding,
Social Media



Branding, Website
Event Marketing



Branding, Website
Interior Design

Health and Lifestyle



Integrated Marketing,
Website and Strategy



Branding, Website,
Interior Design



Public Relations,
Branding



Integrated Marketing
Public Relations



Branding, Integrated
Marketing.



Branding, Website

Professional Services

Government Institutions

ASOLAR

Empowering lives through Solar Home Systems

Working with Asolar Nigeria, Azuri Technologies, NDPHC and The office of the Vice President, we were engaged to position the VP's Launch Event of the Solar systems in Wuna as a platform to empower rural off-grid communities with solar systems to improve their lives and families.

Infinix
The future is Now.

Increase Infinix's brand loyalty and affinity on Social media.

We helped develop and implement an effective online strategy to engage their audience. This improved engagement rates by 100% across their social media channels.



Branding & Positioning for Nigeria's 1st 4G Mobile Network

We played on the brand's key strength by positioning ntel as Nigeria's 1st 4G Mobile network, and our creative execution represents the decision to lead with this key market offering.

The telco brand successfully launched in Lagos and Abuja.



Restructure the marketing team & processes, and help position HealthPlus to break new frontiers in Africa.

We enabled them with Marketing Structure & Organogram design, Marketing Process re-engineering, Digital Marketing Communications and E-commerce development.

**The Ice Cream
Factory**

INDULGE
Your Passion

**We created the Brand
Communications
strategy, In-store
Branding and Social
Marketing Campaign.**



Giving life to a Food Brand with Heart

The Artisan Butchery came to us with a truly unique product, and we travelled the birthing road together from bare bones research, to identity design, to celebrating their very first Exhibition event!

The MSME Challenge

The MSME Challenge

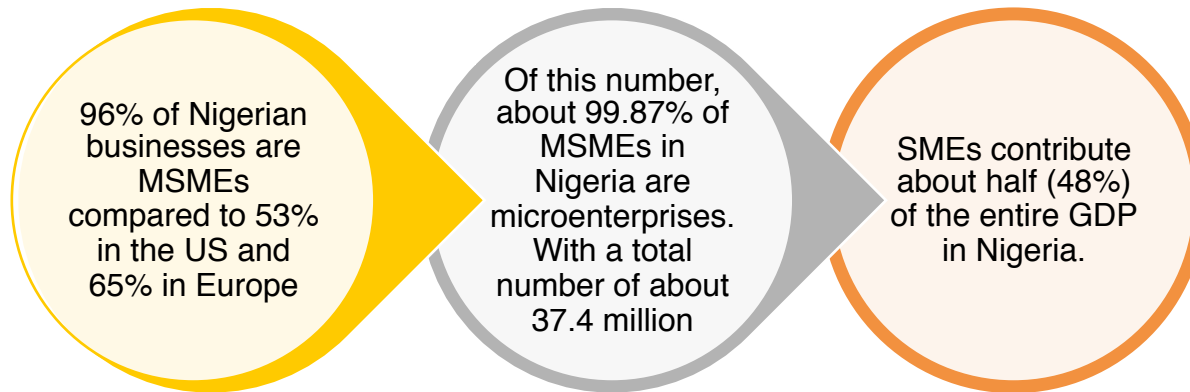
THE MSME CHALLENGE

82% of our clients are MSMEs & SMEs.
This is deliberate because we see the opportunities the sector offers.

From our experience with past clients, we have been able to identify the key challenges most MSMEs face.

SME Stats in Nigeria

Studies by the IFC show that approximately,



9 out of 10 small businesses fail within 5 years, largely due to lack of Funding & Right Growth strategy

SMEs' Top Priorities

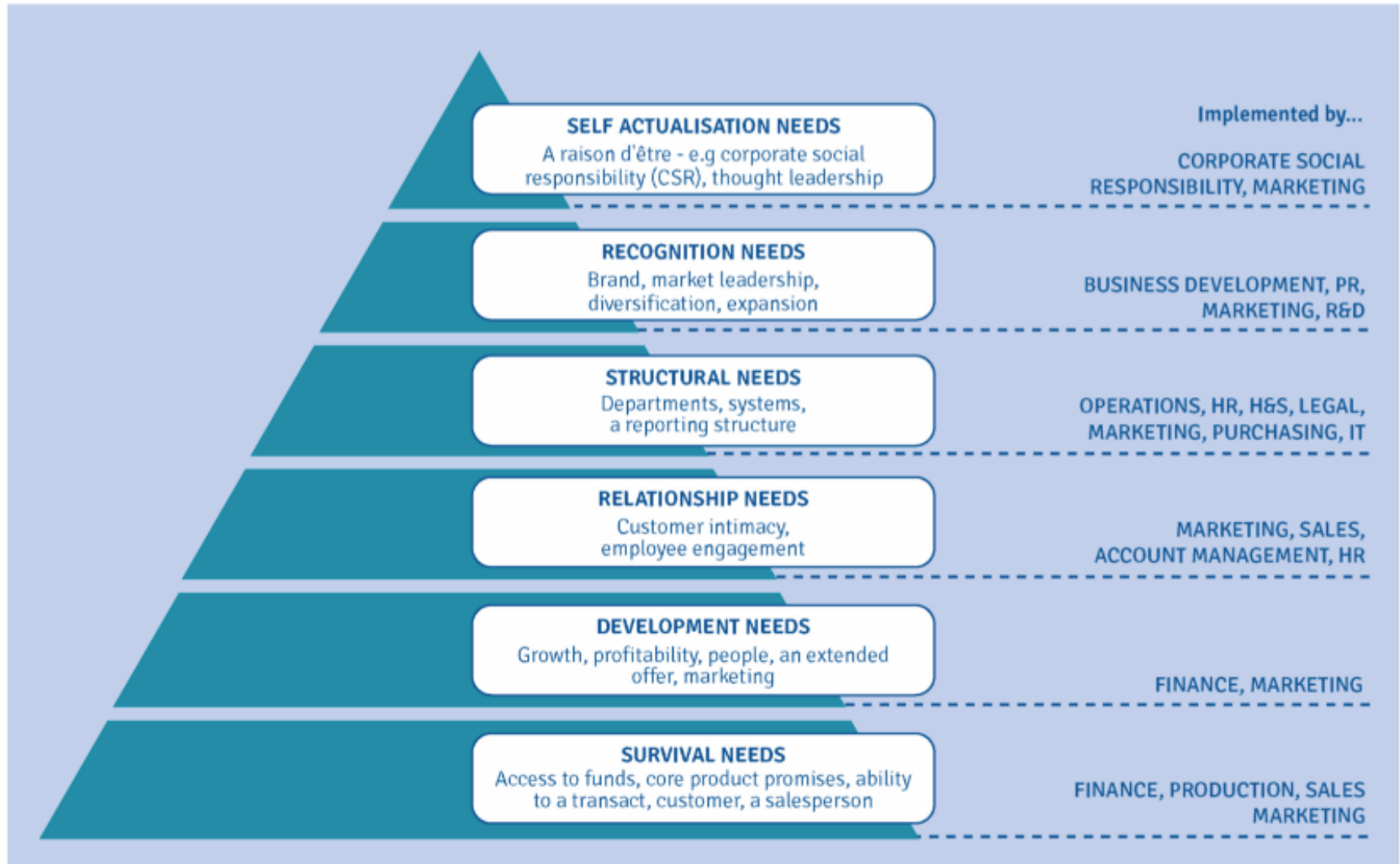
Top 3 priorities for Small Businesses are Marketing & Sales, Managing cash flow & Getting funding to grow business.

Exhibit 1. Marketing & sales and managing cash flow are top priorities for small businesses

Ranking of priorities when running a small business



SMEs' Hierarchy of Needs



Minding your Business

Minding your business

Getting your Branding right

1. Brand & Audience research
2. Brand development & Consistency
3. Service delivery

Objective >

Defining Objectives > Problem Framing > People and Data Research > Find Insights > Develop Ideas > Craft Strategy > Execution plan > Measure Success

Human centred Insight >

Measurable Solution

Insights



**“SME and MSMEs –
you are your brand;
due to the personal
and relational nature
of your service
delivery”**

Getting your Branding right

Research

Know your
market &
audience



Insights

Preferred brands are an expression of self.

Ensure your brand offering is expressed through the values it stands for. This is key in gaining the appreciation of your audience.

“Today’s brands can’t just sell things. They need to stand for something more” *Peter Firth*

“Iconic brands engage key cultural issues percolating in society (not just conventional category benefits). They do so by championing an ideology”
Douglas Holt

“The Brand’s role is no longer just to broadcast, but to listen, participate and inspire action” *Juliet Chen*

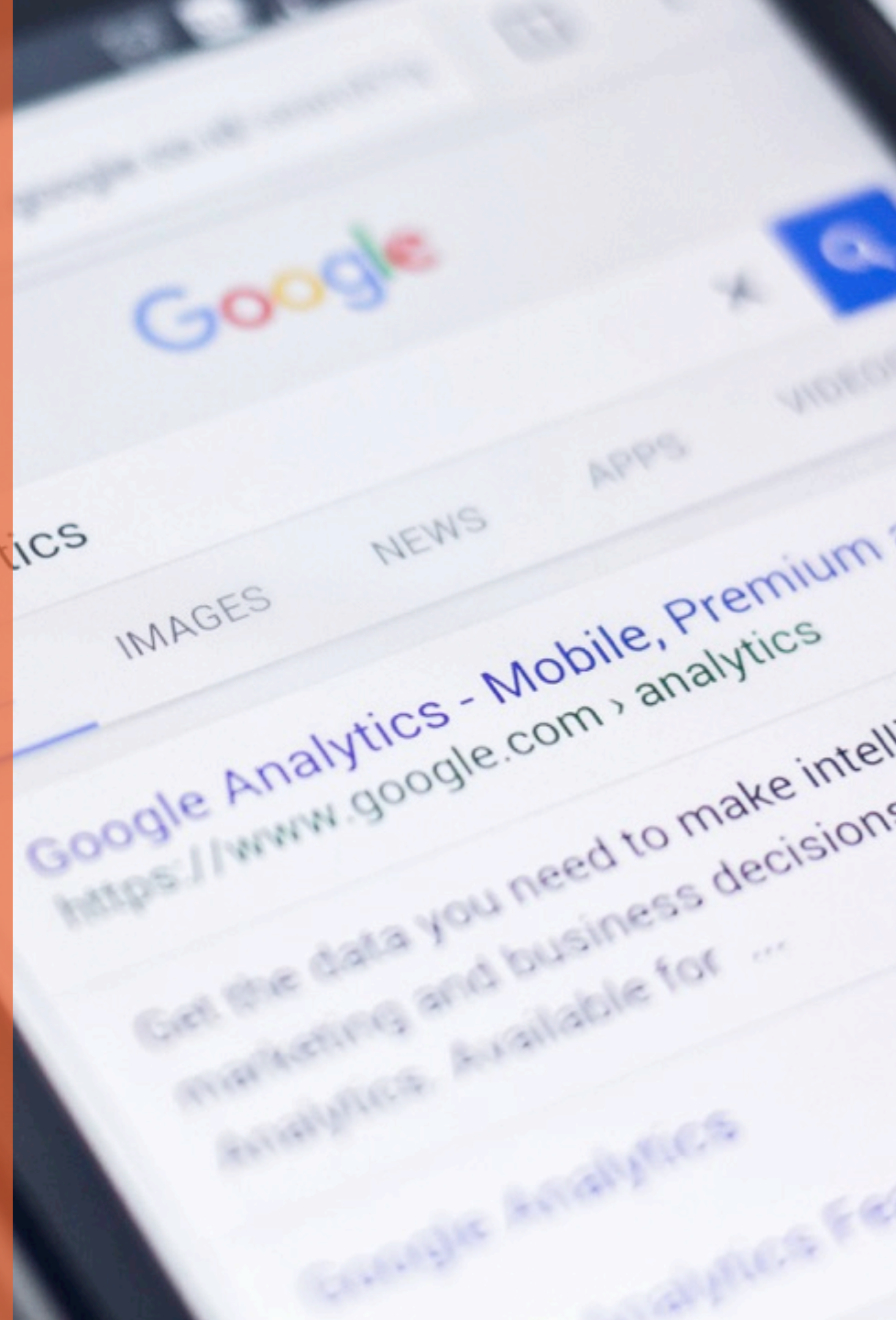
Getting your Branding right **Brand identity & consistency**

**Craft the
right story**



Executing your Marketing excellently

1. Research
2. Audience
3. Channels
4. Execution
5. Measurement



Getting your Marketing right

**Sell the
value of
your story**



Getting your Marketing right **Value proposition and position**

You need to matter to somebody before you can matter to everyone. ♡

Every product lies somewhere on a spectrum of meaning. ♡

When somebody incorporates your product into their lives, what happens? ♡

Tom Chi
Meaning beats marketing

Have you found the real 'life' value in your product or service? – Now channel it

Getting your Marketing right **Channels & Execution**

Be There

You've got to anticipate the micro-moments for users in your industry and then commit to being there to help when those moments occur.

Be Useful

You've got to be relevant to consumers' needs in the moment and connect people to the answers they're looking for.

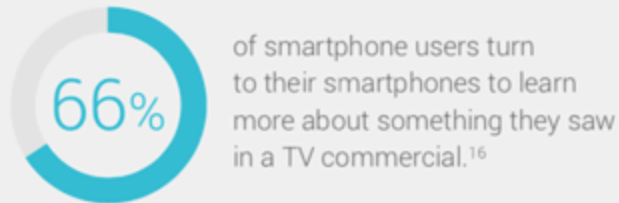
Be Quick

They're called micro-moments for a reason. Mobile users want to know, go, and buy swiftly. Your mobile experience has to be fast and frictionless.

I-Want-to-Know Moments

Someone is exploring or researching, but not yet in purchase mode. They want useful information and maybe even inspiration, not the hard sell.

Curiosity can be triggered by anything and satisfied at any time.



I-Want-to-Go Moments

People are looking for a local business or are considering buying a product at a local store. Being there means getting your physical business in their consideration set in that moment.

Our digital lives connect us to our physical world.



I-Want-to-Do Moments

These may come before or after the purchase. Either way, these are "how to" moments when people want help with getting things done or trying something new. Being there with the right content is key.

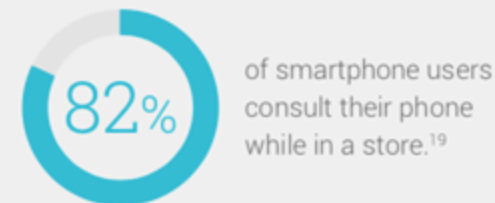
We seek instruction for just about everything.



I-Want-to-Buy Moments

These are huge, of course. Someone is ready to make a purchase and may need help deciding what or how to buy. You can't assume they'll seek you out; you have to be there with the right information to seal the deal.

Mobile assists in purchases across channels.



Our Life with Mobile

That device in your pocket or sitting next to you on the desk: how would you describe its role in your life?

"I pretty much call my phone my lifeline. I use it all day, every day. If I ever leave home without it, I feel naked."

—Mary Kathryn L., 47

When we asked people this question recently, they used phrases like "attached to my hip," "butler," and "lifeline." Let's face it: those are not things we say about our toasters.

Over two-thirds of smartphone users



68%

say they check their phone within 15 minutes of waking up in the morning.¹



are willing to admit that they actually get "anxious" when they don't have their phone on them.²

Millennials? They're really attached.



87% always have their smartphone at their side, day, and night.³

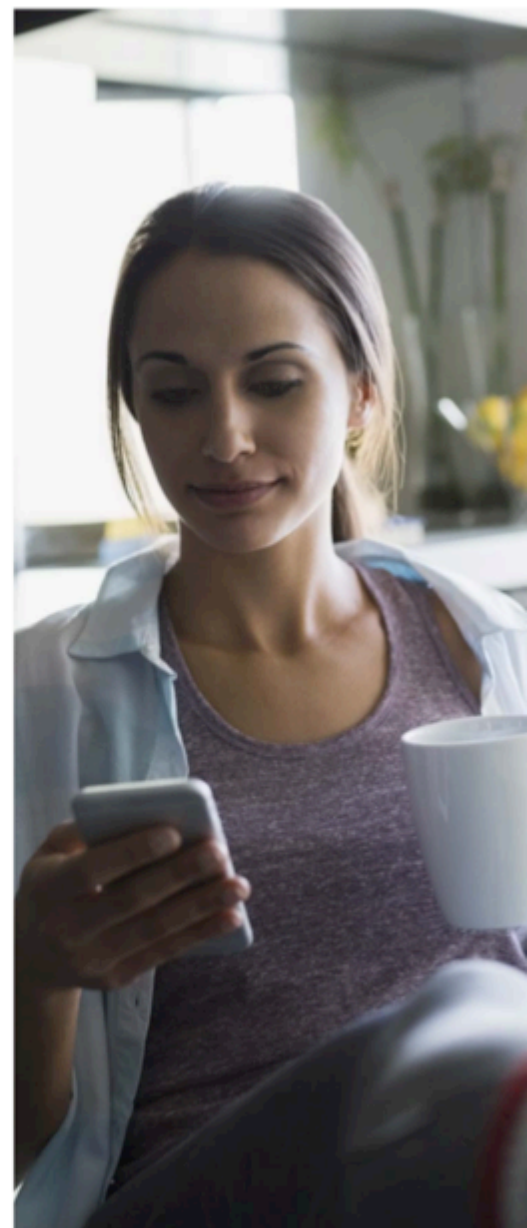
That little device by our sides is transforming our lives, whether we actively notice it or not. It's enabling new ways of doing and learning things. It's helping us discover new ideas and new businesses. It's helping us manage our to-dos, tackle our problems, and inspire our plans.

Mobile search behavior is a good reflection of our growing reliance: in many countries, including the U.S., more searches take place on mobile devices than on computers.⁴ Mobile is quickly becoming our go-to.

When we want or need something, we tune in via convenient, self-initiated bursts of digital activity. Take the oft-quoted stat that

**we check our phones
150 times a day.⁵**

Pair it with another that says we spend 177 minutes on our phones per day,⁶ and you get a pretty fascinating reality: mobile sessions that average a mere 1 minute and 10 seconds long, dozens and dozens of times per day. It's like we're speed dating with our phones.



1. Google Consumer Surveys, August 2015, Smartphone Users, n=729.

2. Google Consumer Surveys, August 2015, Smartphone Users, n=1,666.

3. Mitek and Zogby Analytics, September 2014.

4. Google internal data for 10 countries, including the U.S. and Japan, April 2015.

5. Kleiner Perkins Caufield & Byers, 2013 Internet Trends Report.

6. Flurry Analytics, Comscore, Q4 2014.

Let's finish off with a short **Small business *brand & marketing* success story...**

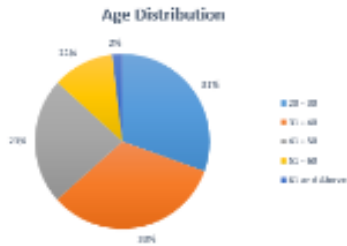
Meet Remi:

- She's a professional butcher who learnt the trade in one of UK's finest institutions.
- She left her job to begin her business and was confused about a lot of things;
 - How do I set up?
 - Where should I set up?
 - Who is my core target audience?
 - Should I focus on sausages or all types of meat?
 - How will I handle distribution?
 - How do I price competitively?



We started with research...

Market Research Demography



56% of the target audience are between 31 and 50 which is the primary target market followed by 20-30 and 51-60yrs. Audience is mostly female and married people

GENDER SPLIT

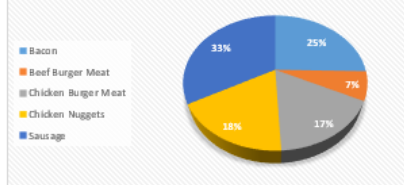


MARRIED VS SINGLE

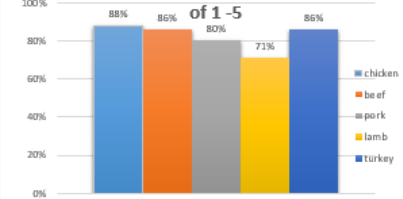


Market Research Product Preference

Processed Meat - Overall Preference



Preference of Sausage Type - Scale of 1-5



As expected, Sausages are the most preferred processed meat followed by Bacon. Chicken sausage is the most popular type of sausage in most of the examined markets.

Meet your Audience - Summary

The Coles Family in Lekki

John & Ada Newly Married couple in Ajah

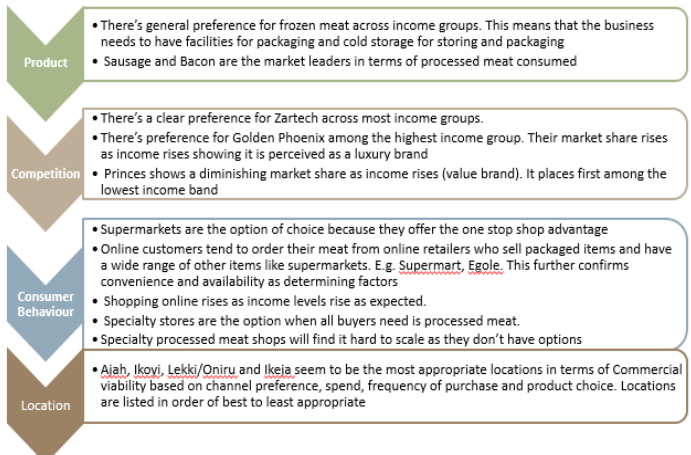
Richard Briton

Nicole UK-born with family in Ikeja



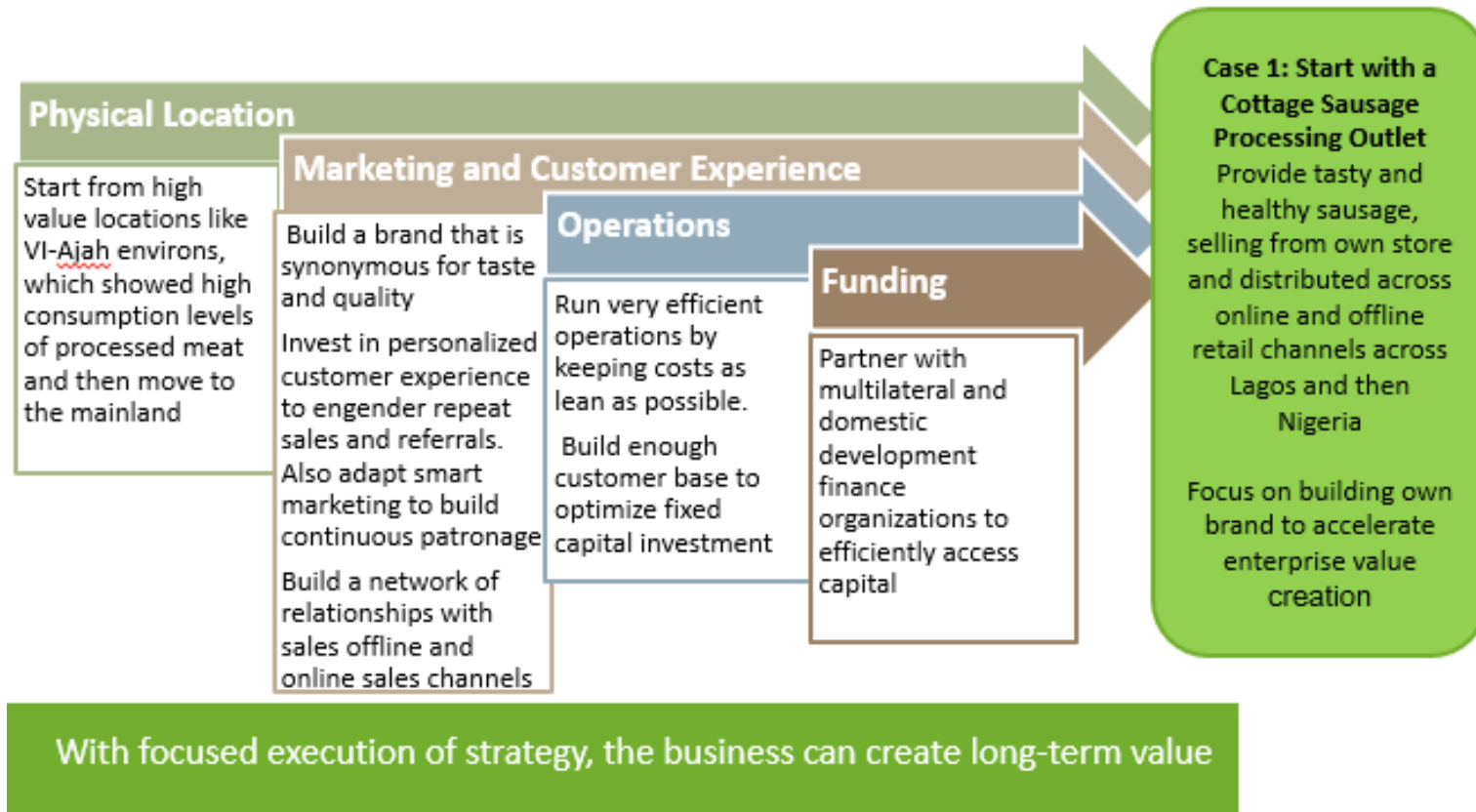
- **English Breakfast Lovers**
They love English Breakfast
- **High Disposable Income**
They are mostly middle level to senior level managers and business owners so they have reasonable disposable income and are ready to pay for quality
- **High Standard of Living**
They are well exposed and live way above average by Nigerian standards.

Insights from Research



We then defined her business model/strategy...

Growth Strategy



What we do

How we do it

Why we do it

Processed

Artisanal using high ingredient compromise continent Nigerian t

To Trigger excitement customer

Looking at the different Brand Archetypes

| | | |
|---|--|--|
| <p>The Invention</p> <p>Goal: To be happy</p> <p>Thanks lives to the goal it, is pure, young, optimistic, simple, and full, concrete, loyal</p> | <p>The Sage</p> <p>Goal: To help the world gain wisdom and insight</p> <p>Thanks knowledge, wisdom, and intelligence, thought, logic, analytical, monitor, get a</p> | <p>The Explorer</p> <p>Goal: Finds fulfillment through a new idea and new experiences</p> <p>Goal: A freedom, active future, new ideas, self-reliance, independent, pioneering</p> |
| <p>The Hero</p> <p>Goal: To be someone the world</p> <p>Goal: To be someone, bold, become a hero, strong, selfless, selfless</p> | <p>The King/Queen</p> <p>Goal: To be someone the world</p> <p>Goal: To be someone, bold, become a hero, strong, selfless, selfless</p> | <p>The Builder</p> <p>Goal: To be someone the world</p> <p>Goal: To be someone, bold, become a hero, strong, selfless, selfless</p> |
| <p>The Artist</p> <p>Goal: To be someone the world</p> <p>Goal: To be someone, bold, become a hero, strong, selfless, selfless</p> | <p>The Scientist</p> <p>Goal: To be someone the world</p> <p>Goal: To be someone, bold, become a hero, strong, selfless, selfless</p> | <p>The Warrior</p> <p>Goal: To be someone the world</p> <p>Goal: To be someone, bold, become a hero, strong, selfless, selfless</p> |
| <p>The Explorer</p> <p>Goal: To be someone the world</p> <p>Goal: To be someone, bold, become a hero, strong, selfless, selfless</p> | <p>The Explorer</p> <p>Goal: To be someone the world</p> <p>Goal: To be someone, bold, become a hero, strong, selfless, selfless</p> | <p>The Explorer</p> <p>Goal: To be someone the world</p> <p>Goal: To be someone, bold, become a hero, strong, selfless, selfless</p> |

What are we saying....Our Slogan/Promise

| | |
|--|---|
| <p>Taste the Experience</p> | <p>Your space will create an experience Your Meat has nostalgia for past experiences and will be part of new experiences. The taste itself will be a unique experience</p> |
| <p>Crafted for the best Meat Experience</p> | <p>This speaks to your craft and mastery of the butchery business with the ultimate aim of giving people a great all-round experience – Taste, quality, look, size, delivery etc.</p> |
| <p>Home of Great Tasty Crafted Meat</p> | <p>This combines a good mix of Great Taste and Your Mastery all gotten from one place; The Artisan Butchery</p> |

We created her brand identity...



COLOURS | SECONDARY

The secondary colours of The Artisan Butchery brand are used mainly as accents, highlights and for product colour coding.

They are not to be used in large doses or as base or background colours.

| | | |
|--|---|---|
| Wily Leek #B0CD89 R 188 G 205 B 137 C 0 M 0 Y 33 K 20 | Spicy Red #8D1C1C R 141 G 29 B 28 C 0 M 79 Y 80 K 45 | Roux Rose #8E6C60 R 142 G 96 B 96 C 0 M 32 Y 32 K 44 |
| Classic Cream #FFD001 R 255 G 213 B 209 C 0 M 9 Y 18 K 0 | Tan Tang #8D8C51 R 139 G 128 B 81 C 0 M 32 Y 57 K 26 | Savory Herb #6A6A2B R 99 G 100 B 43 C 1 M 0 Y 57 K 51 |
| Chestnut Pink #DFA8B4 R 223 G 174 B 180 C 0 M 22 Y 19 K 13 | Fresh Gingers #7BC553 R 120 G 197 B 83 C 39 M 0 Y 58 K 23 | Mixed Coral #F26C6D R 242 G 108 B 109 C 0 M 55 Y 55 K 5 |
| Jeely Maroon #5D0900 R 93 G 9 B 11 C 0 M 90 Y 88 K 64 | Umber Dust #F9A55C R 249 G 65 B 92 C 0 M 90 Y 88 K 64 | Richwood #6C432D R 108 G 67 B 45 C 0 M 36 Y 58 K 58 |

ICONOGRAPHY

Special iconography, has been created for the TAB brand, beginning from the icons native to the TAB logo, but extending beyond that.

Each of the main icons represent the basis for a very variegated range of combinations representing the ever increasing product range of TAB.

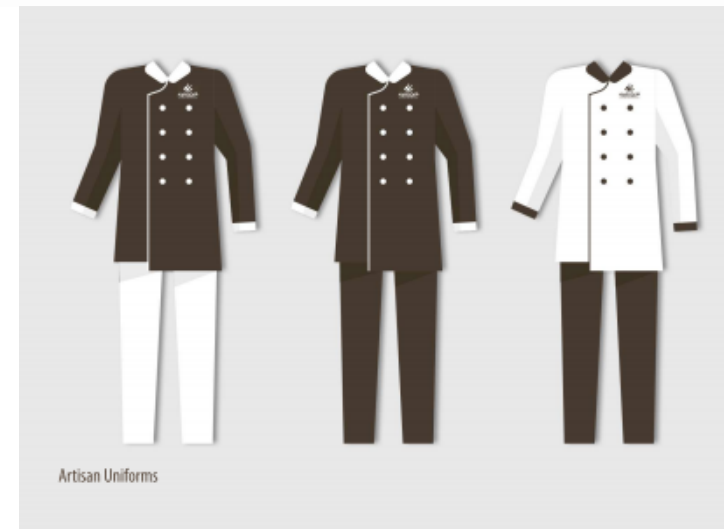


SOME ICON COMBINATIONS

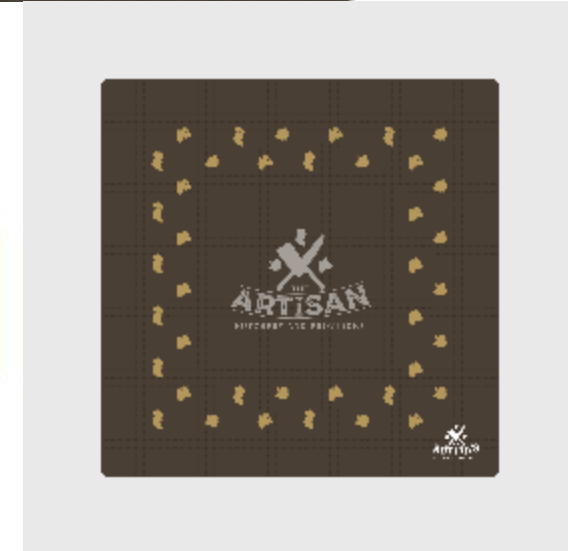


1. Sausages 2. Uncooked Steak 3. Meatballs 4. All American Burger 5. Beef and Apple Sausages 6. Classic Beef Sausages 7. Classic Pork Sausages 8. Classic Chicken Sausages 9. Italian Sausages 10. Corned Beef Sausages 11. Merguez Sausages 12. Pork and Leek Sausages

We designed other brand collateral...



We designed other brand collateral...



We designed other brand collateral...



We designed her website...



WHO WE ARE

The Artisan Butchery was founded from the genuine need for locally produced flavoursome meat options for lovers of great food.

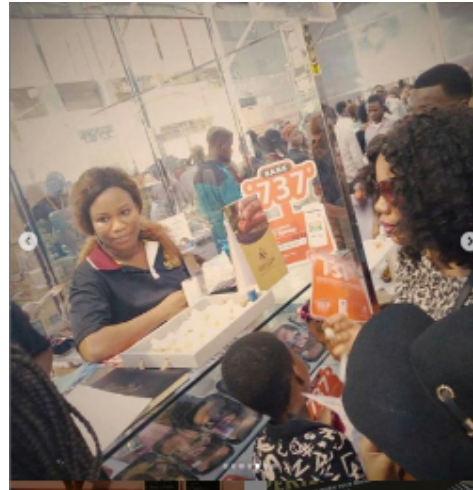
We are an indigenous butchery on a mission to craft the best processed meat experience you have ever had. We choose the finest, naturally reared Nigerian meat, to provide succulent and tasteful products that will keep you wanting more. Come and explore our world of delicious, amazing recipes that will thrill your taste buds and give you that satisfactory feeling of excitement that comes with eating great tasty food.



Give us a call on:

+234 (0) 818 028 3300

We helped set up her social media and PR events...



Today the brand has launched and has now opened its second store in 1yr...



And the customers are loving it...

Remz! How you dey? Ordered from the artisan today and I have to commend you! Everything was fresh and packaged so neatly! I love it!

20:58

Thank you so much darling 🥰

21:19 ✓

Keep up the dope work hon and may God continue to bless you!

21:20

Amen amen 🙏

21:21 ✓

I ordered the american burger, Cumberland sausages, chicken sausages, pork sausages and had them made today. Order arrived almost immediately and Every bite was a promise kept. Very, very tasty. No more freezing sausages from abroad as we now have them a call away.
Good job and well done.
Thanks Remi.

13:06

Tried the Cumberland and pork sausages yesterday and they were delish!!! I gave my mum to taste and give her opinion without telling her who it came from and when I told her later she was blown away!

16:34

Well done boo!!!

16:34

The kids had burgers last night and enjoyed it though ~~the~~ was more of a pork sausage fan and wacked the whole thing...

16:35

I was extremely impressed with your packaging and presentation, which showed me your attention to detail, which I always appreciate. But I was truly wowed after the taste test revealed perfect sausages! No excessive water or fat, just light ,proper delicious sausages. A top draw product. Very well done.

11:45 AM

Just want to say I really enjoyed the bacon and sausages

09:11

My son will never eat sausages but he asked for sausage for school this morning

09:12

Will definitely be coming back

09:12

Let's enable
you today.

Talk to us;

- www.dmastermind.com
- sme@dmastermind.com
- Instagram: [@dmastermind](https://www.instagram.com/dmastermind)
- Whatsapp (*chat only*): 0818 711 7406

