



YOURSELF MANAGEMENT LAUNCHING REFRESHED CORPORATE IDENTITY

Wednesday, 8 February 2017 - Yourself Management, a through-the-line marketing agency, will be launching its new corporate identity on 15 February. The evolved corporate identity includes a refreshed website, corporate video, stationery and logo with an enhanced look and feel.

A 100% black-owned agency, Yourself Management currently employs over 300 staff operating throughout the Southern African Development Community (SADC), East and West Africa with a Head Office in Johannesburg and regional offices in Cape Town, Durban, Namibia and Zambia.

The agency, which has been running for the past 13 years, services numerous blue chip clients including Tiger Brands, Nestle, L’Oreal and Platco Digital (eTV) among others.

“I am pleased to be launching our refreshed corporate identity,” says Kabelo Ncholo, the Chief Executive Officer and founder of Yourself Management. “It is part of our growth strategy, and an ideal opportunity for us to kick start 2017. The concept of reinvention is very important in the marketing business. Reinventing your brand also means reinventing your business through continual improvement, growth and innovation. Everything the refreshed brand image portrays requires calculated effort that is in alignment with how the business fundamentally does things and executes on its services.”

Since launching in 2004, Yourself Management has focused on creating campaigns for the township market, priding themselves on being “Leaders in the Township Market”. With the greater emphasis on amplifying its services throughout the Sub-Saharan region, the agency has now positioned itself as being “Leaders in the African Market” as highlighted in the agency’s new logo.

The letter Y in the middle of the spiral in the logo means Yourself, while the four curves which originate from the letter Y means Yourself Management will keep growing because we’re an agency which focusses on Innovation, Professionalism, Transparency and Integrity.

On the new logo, the Y has been sharpened, creating a symbol likened to the African continent. The Y symbolises the agency’s three-pronged strategy aligning our Vision, Mission and Values, which include being Leaders in the African Market and impacting communities through transformation in an effort to create employment.

With the new corporate identity, Yourself Management will stick to its old corporate colours, namely Black, Red and White. “Black means power and control in psychology, meaning we are a powerful

agency that is in control of our destiny,” explains Kabelo. “Red is regarded as the colour of energy, passion and love, which means we are an agency that is full of energy, and are passionately in love with what we do. White is considered the colour of perfection, meaning we are an agency that believes in perfection.”

In addition to the logo, another major aspect of Yourself Management’s new corporate identity is a much-improved website (available at www.yourselfmanagement.co.za from 15 February) offering a fresh layout and design as well as a range of new features. These include greater detail on the services we have provided our clients as well as our skills development programmes to reduce unemployment. Visitors to the site can now also engage with a comprehensive media room, offering a range of articles, TV and radio interviews on various aspects of the business.

For more information on Yourself Management, contact: (011) 467 1005.

Issued by:

YOURSELF MANAGEMENT

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About Yourself Management

Yourself Management is a through-the-line marketing agency started in 2004 that specialises in providing marketing services in Africa. The agency offers clients an integrated approach by using below-the-line (BTL), digital and above-the-line (ATL) marketing methods to reach a wide customer base and generate conversions.

The agency invests in understanding their clients’ brand strategy, which enables it to position their brand accordingly to spark an emotional connection with the African market.

Yourself Management runs an average of 30 campaigns annually and prides itself on being the preferred supplier for some reputable blue chip companies such as Tiger Brands, Nestle, L’Oreal and Platco Digital (eTV) among others.