



YOURSELF MANAGEMENT

Leaders in the African Market

YOURSELF MANAGEMENT LAUNCHING REFRESHED CORPORATE IDENTITY AND DIRECTION

Wednesday, 8 February 2017 - Yourself Management, a through-the-line marketing agency, will be launching its new corporate identity and direction on 15 February. This includes the business putting greater emphasis on its operations in Africa as well as a website, corporate video 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 and direction,” 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, the company has focused on creating campaigns for the township market, priding itself 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”.

“Working in partnership with our country representatives, over the years, we have run excellent marketing campaigns in numerous countries in Southern Africa, East and West Africa, including Botswana, Ghana, Kenya, Malawi, Mozambique, Namibia and Zambia,” explains Kabelo. “I’m excited about intensifying our presence in Africa by rolling out campaigns on a larger scale and on a much more regular basis.

“Apart from obvious growth opportunities outside of South Africa, with our expansion efforts we are able to service our brands based out of South Africa in specific African territories in which they operate. It’s an ideal time rife with opportunities. Africa is alive, and so are its people. Fresh ideas and fresh initiatives are an excellent way in which to unlock its potential.”

In addition to the agency's new direction of putting greater emphasis on its expansion in Africa, Yourself Management's corporate identity has evolved through sharpening the Y on the logo, creating a symbol likened to the African continent. The Y symbolises our three-pronged strategy aligning our Vision, Mission and Values. These include being Leaders in the African Market and impacting our communities through transformation in an effort to create employment.

"Over and above being involved in some amazing campaigns, by far our biggest achievement has been the creation of so many jobs over the past decade," says Kabelo. "We have created over 2000 jobs since 2014, and attribute this to be our biggest success."

Another major part of Yourself Management's new corporate identity is a revamped website (available at www.yourselfmanagement.co.za from 15 February) offering a fresh look and feel and a range of new features. Included in these are greater detail on the services we have provided our clients as well as our skills development programmes to reduce our high unemployment rates. 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.

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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 works to know and understand the influences behind the purchasing psychology of the African consumer.

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.