

# Fresh, new take



Coming, to a space near you soon, a new-look advertising campaign created by the business school's new agency. PENNY HAW asked about the rationale behind the changes.

Mgayi elaborates: "We wanted to do something different for the business school, something that would set it apart from others. The notion was to be daring, but disciplined – after all, we are promoting a top-of-mind corporate brand and not Nandos. The juxtapositioning of emotive statements, like "conquer the business world" and "shine in your career", and the practical information regarding the school and its courses is what makes the new campaign fresh. We expanded on the theme of surprise by introducing an unusual and very modern font. The idea is to achieve a look that is simple and uncluttered but which has personality and ensures that the focus is clearly on course, content and the USB brand."

The new campaign will mainly be seen in print, plasma screen advertising and increasingly, in the electronic media: "Our research indicates a growing use of this media in our target market, so we plan to increase our presence online," clarifies Wepener. "We are fighting television advertising for our Master's in Development Finance programme that is aimed at our market in other African countries." □

Change is all around us and, accordingly, the University of Stellenbosch Business School recently appointed a new partner to design and manage its advertising. The result? An energetic new approach, and a fresh and neat look to its advertising material – with some surprising touches.

"While we have plenty to say in terms of our value proposition, we do not have a huge advertising budget," explains USB's deputy director (Marketing and Communication), Marietjie Wepener. "That means it is absolutely vital that we communicate as effectively and as clearly as possible at every opportunity available. Earlier this year, we set out to find a new advertising partner to help us achieve this objective."

Following a carefully reviewed four-way pitch, ex-USB student, Bongani Mgyai's Cape Town-based Welamaza marketing, advertising and strategy consultancy was awarded the account.

"Welamaza impressed the USB panel with its clear understanding and interpretation of the brief," says Wepener. "It was obvious from their proposal that Bongani Mgyai and his team understand the business of USB and USB-ED, which is not necessarily so easy to do. He comprehends our value proposition and differentiators, and is aware of the challenges we face and the objectives we have set ourselves."

While the business school's strategic

positioning remains focused on the USB as an international player, the quality of our academic offering, service, and research, and personalised leadership development, this is now extended by the inclusion of three words that change with each advertisement to carry the brand message. It was felt that no permanent set of three words could accurately and conclusively convey what the business school has to offer. Moreover, Welamaza has introduced the notion of emotion into the new advertising campaign.

"Branding is about capturing the hearts and minds of those we want to reach," comments Wepener. "The new advertising is in keeping with our move towards a more personalised approach that endeavours to bring people closer to our brand, while maintaining high levels of professionalism and quality. The new agency has achieved this by using some surprising design elements and some emotive key words, which connect to the very concrete benefits offered by the school."

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Marietjie Wepener, USB



Bongani Mgyai, Welamaza