

YOUNG & RUBICAM BRANDS

THE MARKET

Young & Rubicam Brands is the fastest growing advertising network in Africa. This truly African network is a confederation of successful owner-operated Advertising Agencies who train together and work together. Y&R currently offers four branded marketing communications resources, each specialist in their own discipline. They all deliver to one bottom line, so do not compete for revenue. Rather they are targeted on delivering the right long-term marketing solutions to their clients.

These brands are:

- Y&R: who focus primarily on digital and analogue advertising
- Mediaedge:cia : who concentrate on media investment
- Wunderman: the digital and direct marketing arm of the brand
- Silver Bullet: PR and Events experts

Mid- to large-sized companies in all sectors are the company's primary target, especially overseas clients who wish to invest in Africa and those African clients who wish to expand their business regionally and across the Continent.

Y&R are currently ranked Number Two in terms of media buying scale in the region but that does not reflect the size of their PR, Direct and Digital business. Nor are there currently industry figures to compare.

The brand sees its future as an African Communications Agency Network Headquarters, building regional and continental business from their headquarters in Kenya and stresses that its strength lies in the fact that 90 percent of business is with local clients, many with cross-border aspirations.

One of the brand's key aims is to help its clients

to understand consumers as people by using it's 'Cross-Cultural Consumer Characterisation' or '4C's' model. This profiles consumers by their goals, motivations and values and divides target audiences into seven clear psychological types. The end result makes the targeting of messages and brand offerings much simpler thus giving their clients a distinct advantage.

ACHIEVEMENTS

- 1972 - founded as advertising agency Hill Ayton
- 1990 - became an affiliate of global advertising network Y&R
- 1994 - Y&R invests in the business and the name is changed to Ayton Young & Rubicam (AY&R)
- 1997 - launched Silver Bullet PR and Events
- 1998 - launched specialist media investment arm Mediaedge:cia
- 2005 - opened subsidiary in Dar es Salaam, Tanzania
- 2006 - launched specialist digital and direct arm, Wunderman
- 2007 - became Africa HQ for the Y&R Brands network, and changed to current company name
- 2008 - launched Wunderman in Nigeria and rolled out Silver Bullet PR to Tanzania and Nigeria
- 2010 - extended their network into the Indian Ocean with Agencies on Mauritius and La Reunion, developed partnership with Voodoo Communications to represent Y&R in Francophone West Africa, added offices in Ethiopia, Rwanda, Botswana and Mozambique to the Y&R network, added Wunderman offices in Namibia and La Reunion, opened

Silver Bullet in Namibia and Zambia.

The company was the first to offer integrated communications encompassing advertising, media, PR, Events, Digital and Direct Marketing resulting in another first: being the first Kenyan Agency to attract investment from a global network, Y&R/WPP plc, in 1998.

HISTORY

The brand is the first local breakaway from a global advertising agency to be located in Kenya. In 1972, as Hill Ayton, the company broke away from SH Benson and became the first creative hot shop in Kenya. Founding partners were Vernon Ayton, who is now the Kenyan Chairman, and the late Stan Hill. The business began life in Koinange St, before moving to Church House on University Way, then on to Longonot Place and recently to Mombasa Road. Their very first client was Housing Finance Company of Kenya.

The brand moved from three shareholders in 1972 to six in 2011, all of whom work in the business. In addition Y&R Brands (WPP plc) holds a significant minority position in the company.

Following 1994 an integrated communications offering has been developed. This began in 1997 with the launch of the PR and Events brand Silver Bullet, and in 1998 this was closely followed by the development of Mediaedge:cia as a specialist media investment arm. Silver Bullet initially concentrated on developing brand PR and not corporate counsel. Then Wunderman, the first true direct marketing Agency in East Africa, was launched in 2006 delivering results-based communication for the first time.

RECENT DEVELOPMENTS

In collaboration with the USA's leading digital

The screenshot shows the YU Mobile website interface. At the top, there's a navigation menu with links like Home, About Us, Prepaid, Postpaid, Value Added Services, yuCash, peperusha, yuJet, and Offers. The main content area features a large yellow banner for a promotion: "11 months unlimited internet @Kes 499 per month" plus "1 month free internet when you buy the 3G compatible yu data modem for only Kes 2599". Below this, there are three smaller promotional boxes: "Join Now! Click here to register for freebies", "yu Services: Great value to you. Your number Our network. Free calls all day. Join yu today for free. Call 0750 100 100", and "What's New: Get your money's worth. all charges dropped! free calls all day". The footer includes "Powered by EISSAN", "© 2011 Essar Telecom Kenya Limited", and "yu on Facebook".

The advertisement features a green background. At the top, the text reads "The Co-op Bank IPO. Let's make great things happen. Together." Below this is a photograph of a diverse group of people of various ages and ethnicities standing together. In the bottom right corner, the Co-operative Bank logo is displayed with the tagline "CO-OPERATIVE BANK OF KENYA We are you". At the very bottom, there is a small disclaimer: "The Co-operative Bank IPO opens today! For only Kshs. a share, invest in one of Kenya's leading banks, between now and November 30. You can apply for your shares at any Co-operative Bank branch, your Sacco office, or participating broker or investment bank. Take this opportunity and let us reap the rewards of expansion, together. For any enquiries, contact our call centre on 011 1111111 or 011 1111111 or 011 111 111 111." The Co-operative Bank logo also includes the text "CO-OPERATIVE BANK OF KENYA We are you".



agency VML, opportunities for African brands to measure online reputation and to intervene in online conversations are offered.

In partnership with KPMG, Africa's most successful donor- business competitive challenge fund was established. The fund offers opportunities for the funding of projects that will impact positively on rural development and is easily accessed via a state of the art web portal at www.aecfafrica.org.

Y&R Brands has joined forces with Africa's largest research Agency -TNS Research international, this new partnership is designed to maximise the potential of the digital advertising space for businesses in Africa, to bring business the best understanding of African consumer habits together with best practice examples of how marketers are making use of this new medium.

PROMOTION

The brand does its own promotion online at www.yafrica.com and uses direct marketing to prospect for new business.

Chris Harrison, the Africa Chairman, writes weekly Marketing Opinion pieces, under the byline Marketing Maverick, which are published in Daily Nation's Smart Company; in the national press in six other African countries; and online at www.chrisharrison.biz

BRAND VALUES

- Strategy
- Creativity
- Integrity
- Accountability

Y&R endeavours to develop the best expertise in the most relevant communications disciplines. Then uses them, either singly or jointly, to deliver outstanding business results for clients' brands. Y&R is committed to working for the long-term success for its clients' brands and achieve this by accurately defining the consumer's point of view. In addition sound marketing communications strategy is used to develop consensus to produce relevant local creative work.

By measuring the results garnered from reaction to this strategy, future campaigns can build on learnings.

SilverBullet
PUBLIC RELATIONS

wunderman

Y&R

mediaedge:cia

THINGS YOU DIDN'T KNOW ABOUT Y&R

- The company was a founding member of the Marketing Society of Kenya in the 1970's and are the only founding member still in business.
- Y&R pioneered media research in the region and was instrumental in setting up the Kenya Advertising Research Foundation.
- The first Direct Marketing agency in the region was established by Y&R under the global Wunderman brand, in 2006.
- The average client relationship exceeds 15 years and some clients have been partners for more than 30 years. The brand has the longest and most productive client relationships in the business.
- The new airline liveries for both Kenya Airways and Air Tanzania were designed by Y&R