



**fused** SEAMLESS  
BRAND  
SYSTEMS

Opening Gateways

**SNDBX**  
The Village Formula



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January 2022

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FUSED delivers seamless brand systems that have a positive impact on business bottom-lines.

We help you see opportunities through the brand lens by defining the brand's core, developing an actionable strategy and tools that you can use to win hearts and minds.

***Fusing Brand strategy, design and communication into a dynamic system that delivers a favourable reputation, customer loyalty and profits.***



# Opening Gateways

## for your business & new ideas!

Collaborating with start-ups, small businesses  
and giant-slayers on a growth trajectory to  
become great reputable brands



# SNDBX

The Village Formula

**At the SNDBX;** an SME entrepreneurial enabler ecosystem, we are part of over 30 experts specialising in different professional fields that provide unique solutions for SMEs as well as corporate businesses .

**We hold fort as the brand strategy and brand creative experts.**

True to the Village Philosophy at SNDBX, we believe in the collaborative work process, working with experts in various fields to best position and breathe life into your brand.

We will originate and develop a differentiated holistic brand, align your communication space and compile brand systems for print and on-line channels to **catalyse your business growth.**





In September 2021, Selamawit Zemene, an Ethiopian national approached FUSED with need to consolidate her various businesses under one umbrella brand- The Signum group.

**The BIG goal was to get the world to experience Ethiopia wherever they were.**

Our task was to create a brand strategy that would organise Signum into one house and be a gateway to experience Ethiopia through Ethiopian products and experiences as well as articulate a relevant, credible and differentiated brand.

We were able to create a story and brand architecture that captured the mind and took one through the Ethiopian Experience without having stepped into Ethiopia.

The impact has been great with a greater reach and interest of the signum brand to those seeking the Ethiopian experience, from a cup of coffee, great leather products for both ladies and gents, to a trip through the ancients paths in Ethiopia.





In October 2021, JASIRI a Rwandan based start-up accelerator entered into contract with SNDBX to provide BDS services to the businesses they had in incubation.

**We engaged Ledja a young business in the block chain IT space to help them develop their brand.**

Our task was to develop a brand strategy that answered to the complex and interlinked IT space, while designing a customer journey and experience that would touch an individual, corporates through to government.

We developed a brand positioning, promise and organised the brand under a more approachable and easier to relate brand architecture.

We continue to help more start-ups under the JASIRI umbrella.

JASIRI

LEDJA SMART  
Valid Trust

LEDJA LEGIT  
Valid Trust

LEDJA JUMUIA  
Valid Trust

**LEDJA protects against fraud and all counterfeit activity.**

**We promise a sure shield to secure;  
Valid Trust.**



In 2009, Benson was approached by Joram Mwinamo of WYLDE International to help them develop a world class brand identity that would be fresh and timeless in its design.

The brief was to create a brand identity that was relevant to the youth leaders that it was then engaged with, yet be timeless in design. The idea was for the brand to evolve over time into an International business consultancy service firm. After a long and rewarding collaborative engagement the new brand identity was launched in 2011.

Late 2018 WYLDE approached us needing to further evolve the brand and realign to a new brand positioning that would resonate better with their international audience after having grown in leaps and bounds over the years. We engaged in developing a new brand story, developed a brand creative platform and helped in developing a new brand promise that would stand another test of time.

In 2019 to 2022 we were once again engaged to develop new brands and products under the WYLDE umbrella to meet new needs and overcome challenges that presented themselves, among this are; SCALERIZER, WYLDE TRUST and various collaborative projects with GIZ, Business Partners and Women Entrepreneurship for Africa amongst others.

We continue to work with WYLDE international on creative communication and developing new product pillars and segmentation that resonates with their diverse client base.

**WYLDE**  
POWERING YOU TO WIN

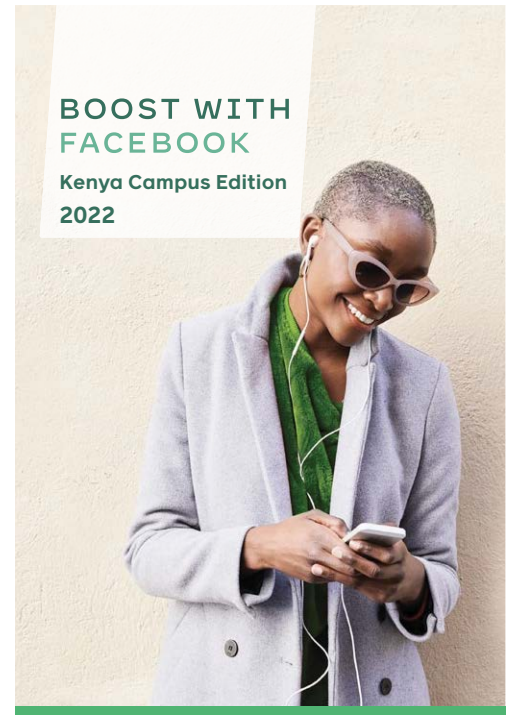
**WYLDE**  
TRUST

**Scalerizer**  
Infinite Possibilities

Set up your  
business for  
growth.



Implemented by:  
**giz**  
Deutsche Gesellschaft  
für Internationale  
Zusammenarbeit (GIZ) GmbH



Meta

**WYLDE**  
POWERING YOU TO WIN

**SNDBX**  
SOUND BY DESIGN



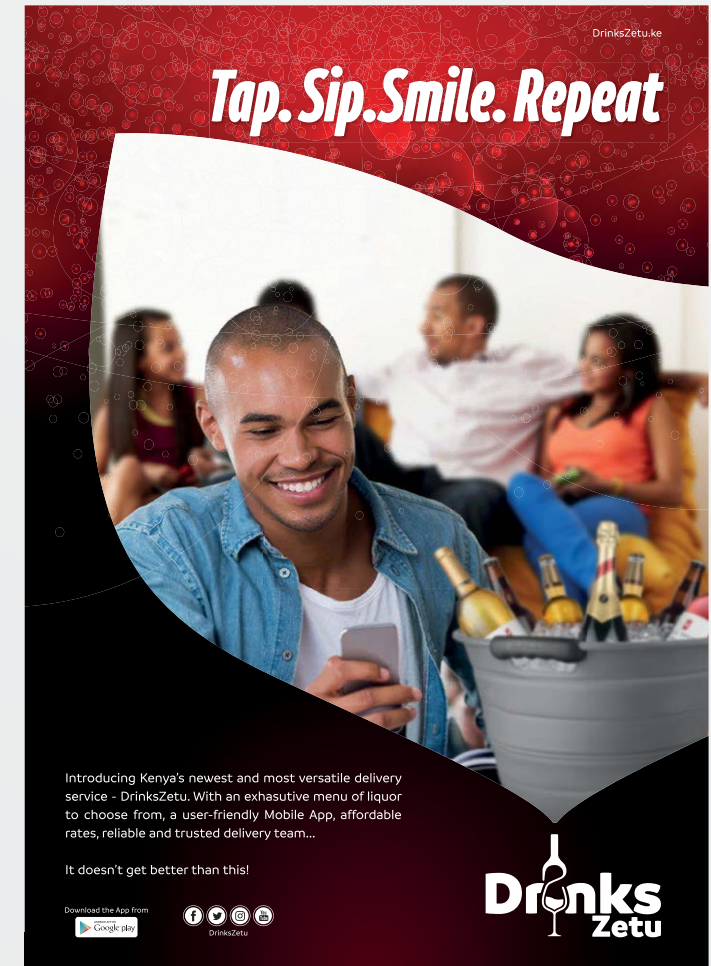


In November 2021, Jan Okonji the Start-ups Expert at the SNDBX approached us with a young promising business that had just completed the R.O.A.D Program and needed help to develop the Drinks Zetu brand.

Our task was to develop a brand strategy and help them design their business concept to best deliver their disruptive idea to the liquor space in Nairobi and grow country wide in a gradual and calculated process.

We developed a brand positioning, promise and organised the brand under a more approachable and easier to relate brand architecture. The focus was more on the taking the party to the revellers and not just delivering drinks.

We also helped develop ideas on how best to engage the whole industry from the manufacturer, the distributor and drinks shops and bar owners by being the link to the party wherever it may be.

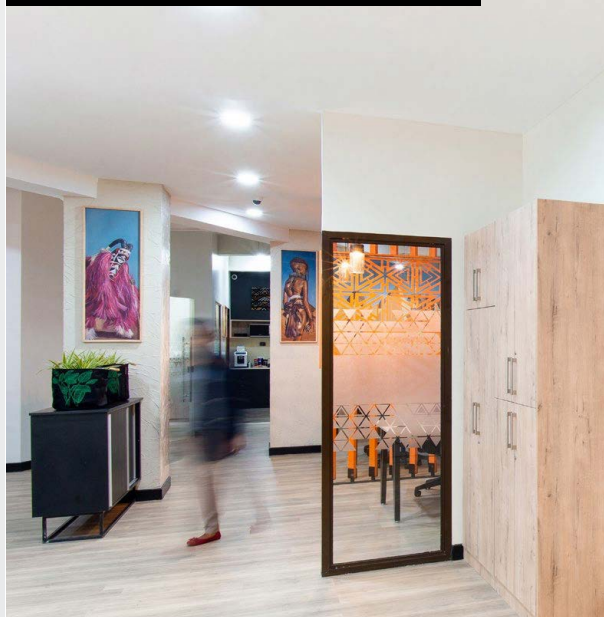


In 2019 we were commissioned by WYLDE International to develop an indigenous solution to providing a holistic solution for African businesses and SMEs that would answer all their diverse challenges while scaling up their businesses.

The brief was to create a brand strategy that would draw from within African a solution that would seek to collaboratively share knowledge by housing all needed expertise in one station, these while clearly being a relevant, credible and differentiated brand. To develop a clear brand architecture with future expansions and brand extension possibilities in mind. The promise and positioning, needed to connect and identify with Africa while at the same-time setting out to be a world class bespoke solution with a global influence. There also needed to be created a clear segmentation of product pillars as they sought to provide solutions to the business segments and groupings.

Early 2020 the SNDBX was launched as the first of it's kind in the world to bring together a permanent residency of more than 20 professional disciplines under the same roof to work collaboratively side by side with entrepreneurs physically and virtually.

**we continue to provide services to SNDBX to further deliver the brand promise.**



Karibu SNDBX!

It takes a village  
of experts to grow  
and scale your business

I'm from the  
**VILLAGE**  
ask me about it

THE  
**BIG**  
BARAZA

$$S\left(\frac{nd}{b}\right)^x = SM^e$$

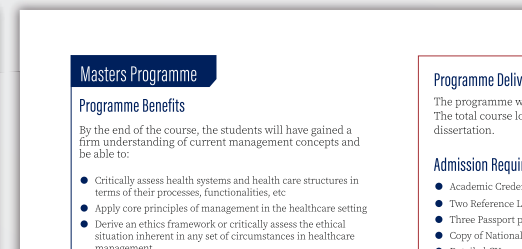
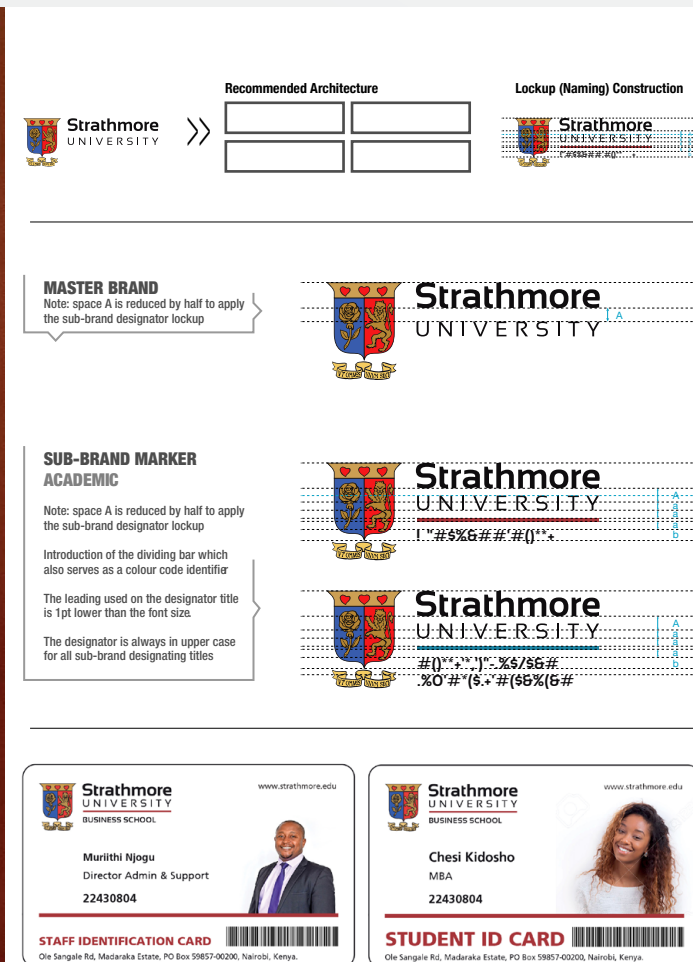
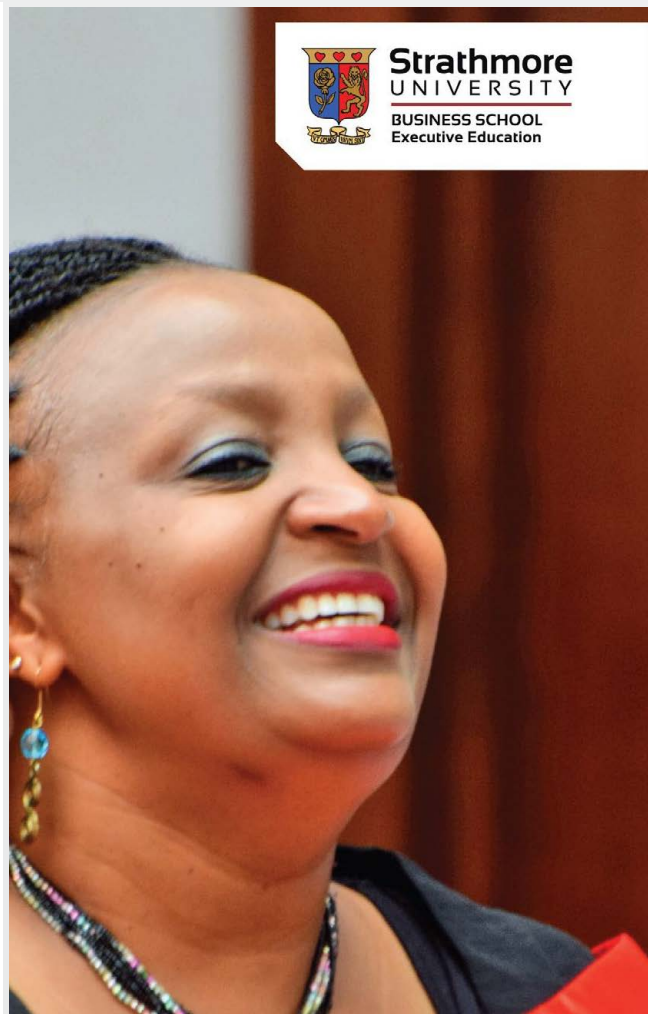


In 2007, while Benson was art director at Interbrand Sampson he was part of the team that worked with Strathmore Business School to create a world class business school at par with the best in the world.

The brief was to create a brand strategy that would articulate a relevant, credible and differentiated brand promise and positioning, that to connect with Strathmore Business School's core segments, builds a strong image and reputation, define Strathmore Business School's place in the world of business schools and in the region and identifies behavioral activities that display and conform to the brand's promise.

In 2015 The Strathmore University realigned its brand and needed the business school realigned under her new positioning. Reworking the brand architecture as well developing a new brand culture and product segmentation.

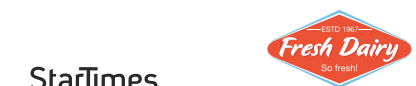
Early 2019 we entered into contract with Strathmore University to work on the SBS brand realignment and we are currently engaged in retelling the SBS story.



# Brands we have touched

We had a direct input in the creation of some of these brands from brand survey, strategy, identity development, visual language systems and the brand guidelines compiling.

In others, our partners were part of the team involved in either the realignment of the brand or a launch of a product or service related to the brand in his past engagements as an art director.





# The Process

## The subconscious lobe

### Brand Discovery

#### Brand Positioning

Defining the core target

Distilling the brand essence

Why should they accept or trust you?

Brand Values

The Brand Story  
**THE IDEA**

Brand Personality

## The conscious lobe

### Brand Soul Actualisation®

#### Creative Brand Platform

#### Brand Application

#### Customer Experience

How you act

What you offer

Internal activation

Architecture

#### Brand Identity

Naming & Taglines

What you say

How you speak

How you look

Verbal identity

Messaging

Tone of Voice

Visual Identity

Marketing strategy

Communication strategy

CSR strategy

PR strategy

Sales strategy

Promotional strategy

Product strategy

Packaging & collateral

Budget planning

# The Process

## Phase 1: Brand Strategy

**Phase 1(a):** Brand Understanding

**Phase 1(b):** Brand Opportunity Moulding

**Phase 1(c):** Strategic Development

### Activities:

**Our main aim will be to understand the current business strategy, the current operating climate; consumer's needs states and the macro and micro trends within the industry.**

FUSED shall then organize all the data from our audits and transforming this data into insight, which will ultimately shape the development of a brand strategy. To accomplish this, we shall seek to mould the Brand Opportunity by analysing the gaps and needs that your business needs to take advantage of and own these spaces.

Finally, through insights and findings from the Brand Understanding and Opportunity Moulding phases we shall develop the brand positioning, brand promise and craft a creative brand platform to guide the following phases.

### Deliverables:

- Brand analysis findings.
- Defining core opportunity via Opportunity Moulding
- Brand Platform
  - Brand Positioning, Brand Promise, Vision and Mission Statements
- Design, brand architecture insights.
- Brand Internalization insights to inform culture change programme



# The Process

## Phase 2: Corporate ID Design

**Phase 2(a):** Design Concept

**Phase 2(b):** Design Application

**Phase 2(c):** Design Refinement

**Phase 2(d):** Design Specification

**Phase 2(e):** Standards & Control Manual

### Activities:

**Our main aim will be to create the new Identity System as a direct expression of the brand creative platform.**

Consistency to be controlled by a comprehensive corporate Identity manual including all logo applications and general brand look & feel.

The translation of the brand strategy into visual elements is the first step in creating a tangible look and feel. We then create a visual language application system that can be applied to various elements based on priority. The refinement phase takes the designed element applications from Phase 2 and finalises them.

### Deliverables:

- **Primary Brand identity evolution & concept development;**
- **Defining design specification in application**
- **ID Visual System development**
  - Primary identity grids, typography, stationery, colour palette, signage systems)
  - Visual language development (Advertising grid, literature, merchandising elements, electronic media...)
  - A full and concise Identity and Standards manual consisting of the various design elements listed in Phase 2(b) along with the brand strategy and cultural guidelines.

# The Process

## Phase 3: Communication Strategy

**Phase 3(a):** Working Session to understand culture within and without

**Phase 3(b):** Product and services segmentation and Themes Matrix

### Activities:

**Our main aim will be to guide on the brand Platform Value Matrix and how to actively and cohesively activate this as well as deliver these through a messaging and narrative system**

FUSED will facilitate a second working session aimed at providing insight and co-creation for the Value themes matrix and its graphic translations. This will be coupled with desk research, review of existing research and face to face interviews. The outcomes will be refined and the constructs organized to create the values/themes matrix

### Deliverables:

- Background as to why develop segmentation and themes matrix
- Customer segmentation insights
- Specification of the Themes Matrix
- Specification on how to use the Themes Matrix, focusing on specifying the recommendation per customer segment

# The Process

## Phase 4: Brand Internalisation

**Phase 4(a):** Strategic Understanding

**Phase 4(b):** Strategic Development

**Phase 4(c):** Creative Development

**Phase 4(d):** Implementation

**Phase 4(e):** Measurement

### Activities:

**Our main aim will be to create true brand empowerment, we take the re-branding strategy and ensures it is understood, deeply believed, and applied by all levels of staff.**

This phase will review the existing brand and culture. This is followed by a creation of the Brand Internalisation strategy, which shows a clear outline of the journey to be followed. This is followed by creative development phase and implementation phases, which include activities for pre-launch, launch and post- launch.

### Deliverables:

- **Presentation of recommended programme**
- **Recommendations on initiatives integration (customer services, complaints resolution etc)**
- **Recommendation of launch, communications, training & sustainability elements)**
- **Recommendations for brand champions training and information transfer (train-the-trainer)**
- **Agreement on following activities and priorities**
- **Executive understanding and leadership**
  - o Strategic review of existing work
  - o Employees cultural understanding
  - o Internalisation program development
  - o Internalisation creative execution
  - o Post implementation measurements



# The Process

## Phase 5: Brand Management

**A brand strategy is only as good as its implementation. This phase will require FUSED and Partners to employ brand management expertise to ensure the implementation and roll out of the new brand guided by the brand strategy.**

We shall carry out periodic strategic checks to ensure implementation is on brand.

We shall work closely with advertising, PR and sponsorship agencies, both locally and internationally, is also key in ensuring that all brand partners are fully aware and in understanding of the brand/s spirit and application thereof.

We also have the capacity to develop brand aligned communication services on a determined scope or on a need basis on Experiential, OOH, Digital, Print, Radio and TV.

Digital marketing propels brand awareness by using various components such as Content Creation, Social Media Marketing, Google Suits, Media Buying etc.

### Deliverables:

- Strategic Brand Management
- Development of all below and above the line materials
- Periodic strategic checks and revisions are required
- Management of the brand internalization roll out

### Deliverables on Digital

- Consistent, quality and business-driven Social Media Marketing and Management
- 12 hours of content creation, videography photography and edited output per month
- Media buying on Facebook, Instagram, Twitter and Google suite
- Online listing/directories management

## The Team



**Benson Nyagu**

Benson Nyagu is a Brand Identity and Brand Strategy Expert with 19 years local and international experience in the creative and communication industry having worked for leading agencies.

He has top skills in Brand Identity Origination, Brand Strategy Development, Brand Implementation and Creative Marketing Communication.

Benson has a passion for developing distinct and strong brands that catalyse and escalate business growth. After observing the many challenges businesses were having in developing brands that truly engaged their clientele and spoke to their hearts as well as their pockets, FUSED has been created as an LLP platform address this challenges.

He strongly believe in brands that meet the target audience at their level by having a cultural connection. Understanding culture and behaviours while making connections with both the business and its audience, he believe is the key to unlocking the true power of a strong brand.

In his words..."Thinking strategy and brand in one trajectory..Creative brand thought should be the nucleus around which all strategy and business development is hewn. To always create better".

## The Team



**Benjamin Luta**

Benjamin believes in the magic formula to business is embedded in the DNA of every enterprise big or small. He has over 18 years experience in the strategy and market communication space as well as being a very talented illustrating artist that is able to capture ideas with pen & ink as well as on digital media.

He finds his kick in helping brands find their reason for being to leverage on their strengths and operate at optimal.

He spends his day facilitating a session here and there, creating visuals and crafting strategies. When he is not doing that you will find him drawing illustrations or writing content for someone.

He enjoys outdoor running, watching movies, reading and cooking

In his words..."I dream of time when Africa will stand tall among her peers. I have signed up to be one of the brave patriots who position authentic African enterprises and leaders to be global brands".





**Asante Sana,**

*Let us start a fusion process  
with you soon.*