

# Newsletter

A publication by Kenya Export Promotion and Branding Agency



## The future is creative

By Mariam Maina: [mmaina@brand.ke](mailto:mmaina@brand.ke)

I love a good story. I am big on good content. I am one of those people who take time to consume content (especially on digital) and give credit where it's due. I like to imagine the thought process the team that developed the story undertook. I have a long list of my favourite brand stories.

Top on my list is the Super Bowl Babies Choir commercial released in 2008. The "Super Bowl Babies Choir" commercial features babies, children and adults who were born nine months after their parents' favorite team won the Super Bowl. According to the NFL, birth rates in winning cities increase nine months after the big game. The ad also shows snippets of reactions to past wins to show the excitement that could have caused this surge. The "Super Bowl Babies" come together in choir form, each wearing apparel of the team responsible for their conception and sing to a parody of Seal's "Kiss from a Rose" with Seal himself singing along.

Another story is the Coca Cola 'Love Story'

>>> Continue on page 2



**"The future is creative" is a powerful statement that encapsulates the endless possibilities and potential for innovation, imagination, and positive change that lie ahead.**



### NEWSLETTER HIGHLIGHTS

The future is creative

Growing exports and the sustainability conversation

Beyond the logo: Harnessing research to shape brand associations

The art of non-verbal communication

The language of love...

### Editorial

Maureen Mambo- Editor -in-Chief

Mariam Maina - Editor

Molly Wambui

Jonah Karanja

Stacy Wandera

Rachel Nyambura

Samuel Njaaga - Layout



on recycling in 2017 that encouraged consumers to protect the environment. The 'Love Story' campaign tells the story of two bottles – one Fanta and the other Coke Zero Sugar – who fall in love as they meet over and over again as they are recycled into new bottles.



To bring the story home, in 2022, Kenya Export Promotion and Branding Agency rolled out a campaign dubbed Kenya Sihami and the anchor story was the rendition of the Kenyan National Anthem. Kenya Sihami Campaign came in handy during the electioneering period as a nation branding tool geared towards promoting national unity, patriotism and national pride. Part of the implementation of the campaign involved performing one

Taraab and Orchestra choir to appeal to the different audiences.

Looking at these three stories, you can appreciate the thought process that went into the production. Every detail has a reason or meaning. Indeed, the future is creative, and organizations must get on board or risk being irrelevant or worse, invisible.

As we move deeper into an era of digital transformation and rapid change, creativity will become an increasingly important skill. Individuals and organizations that can think creatively and innovate will be better equipped to adapt to a fast-changing world and seize new opportunities for growth and development.

In this future, creativity is not merely a luxury or a pastime but a necessity—a driving force that fuels progress, fosters innovation, and sparks solutions to the most pressing problems facing humanity.

Imagine a world where creativity knows no bounds—a world where artists, inventors, entrepreneurs, and visionaries come together to imagine, design, and build a better tomorrow.

catalyst for positive change in every aspect of society.

In this future, creativity is celebrated and cultivated, nurtured from a young age and embraced as a fundamental human trait. Schools prioritize creative thinking and innovation, empowering students to explore their passions, think critically, and solve problems creatively.

In the workplace, organizations recognize the value of creativity in driving innovation and competitiveness. They foster environments that encourage experimentation, collaboration, and risk-taking, empowering employees to think outside the box and pursue bold ideas that push the boundaries of what's possible.

But creativity does not stop there. In the communities we live in and the relationships we forge, creativity becomes a force for connection, empathy, and understanding. It bridges divides, sparks conversations, and inspires action, bringing people together in pursuit of common goals and shared visions for a brighter future.

As we look ahead to the future, we recognize that the challenges we face are complex and multifaceted. But we also recognize that within each of us lies the power to imagine, create, and innovate—to shape the world in ways we never thought possible.

So let us embrace the belief that the future is creative—that with imagination, determination, and a willingness to dream big, we can unlock the boundless potential of tomorrow and build a world that is more vibrant, inclusive, and full of possibility than ever before.



of the greatest symbols of national unity—the Kenya National Anthem—in 4 Genres. The rendition of the anthem was a fusion of benga, genge-tone,

From groundbreaking technologies to breathtaking works of art, from sustainable solutions to social justice movements, creativity becomes the

# Growing exports and the sustainability conversation

By Molly Wambui: MWambui@brand.ke

The sixth session of the United Nations Environment Assembly (UNEA-6) took place from 26 February to 1 March 2024 at the United Nations Environment Programme (UNEP) headquarters in Nairobi, Kenya.

UNEA-6 focused on how multilateralism can help tackle the triple planetary crisis of climate change, nature and biodiversity loss, and pollution and waste. Backed by strong science, political resolve and engagement with society, the

Assembly was an opportunity for world governments, civil society groups, the scientific community and the private sector to shape global environmental policy. During a high-level meeting between heads of state, world leaders expressed determination to accelerate multilateral action to counter the threats posed by climate change.

Fifteen draft resolutions, two decisions and a ministerial declaration were adopted by the conclusion of the conference.

Coffee, tea and cut flowers are among Kenya's top exports. These products depend almost entirely on climate to thrive. Climate change threatens the survival of these species because of the unpredictable weather brought about by floods, drought, rising temperatures and water scarcity.

Biodiversity loss is largely caused by human activity such as deforestation, overfishing and pollution. This, in turn, gives rise to invasive species of plants and animals which threaten the growth and survival of our main exports.

The Kenya Export Promotion and Branding Agency (KEPROBA) has channeled resources towards the conservation of the environment in order to safeguard the ecological diversity which enables exports to thrive. A significant amount of its resources goes towards tree planting annually.

In the last three years, the Agency has planted over three thousand trees in partnership with the Kenya Forest Service and Kenya Tea Development Authority. It has also partnered with schools such as Daystar Mulandi Primary School to plant trees in arid areas. This year, staff members joined the rest of the country in a tree-growing exercise that aims to plant fifteen billion trees in ten years to reverse the effects of climate change.

In the near future, the Agency should take a seat at the climate change debate to discuss a proposal to conserve the environment for the prosperity of the country. This can include directing a portion of the levies on export products towards environmental conservation. We all stand to lose a great deal if our crops fail. Kenya depends on agricultural output to drive its economy. Each of us should take personal responsibility for the environment by reducing the waste and greenhouse gas emissions that we generate as individuals. Only then can we stand a chance of beating climate change, pollution and biodiversity loss.

“What's the use of a fine house if you haven't got a tolerable planet to put it on

*Henry David Thoreau*”

# Beyond the logo: Harnessing research to shape brand associations

By Stacey Wandera:  
Staceywandera@gmail.com

Close your eyes and recall those unforgettable brands that captured your attention from the word go. What made them stand out? Was it the emotions they elicited, the exceptional service, their captivating presentation or perhaps something else entirely? Those memorable brand experiences were not just by fluke - they were carefully crafted, to intentionally influence your perceptions to align with the brand's desired image and positioning. Through powerful and consistent research, these brands ensured that every detail, from their messaging to their products, spoke directly to your perceptions, behaviours and attitudes as a consumer.

As a savvy entrepreneur striving to draw a crowd to your products, mastering the art of research is paramount. In the realm of branding, research refers to the systematic process of gathering, analysing and interpreting data to inform and guide branding strategies and decisions. It plays a crucial role in understanding various market aspects, target audience, competitors and the effectiveness of branding efforts. By delving into research, businesses can unearth valuable insights that pave way for strategic branding initiatives and sustainable growth.

When conducting brand research, exploring various viewpoints unveils a dynamic landscape, shedding light on where your brand stands, both in terms of competition and the general consumer perception. Now, let's explore these key terms for a clearer picture;

- ♥ **Brand awareness-** This boils down to one simple thing: how familiar consumers are with your brand. It is all in the recognition of your brand name, logo or imagery. When your brand has strong awareness, it means that it has enough presence and people are familiar with the services you offer.



♥ **Brand association** - When people think about your brand, what else immediately springs to mind? Is it your affordable products? Are you known for great customer service and feedback? Or perhaps your commitment to environmental sustainability? These associations are key indicators to how well your business lives up to its promises and help measure how reality stacks up against your claims.

♥ **Brand perception** - This is what customers believe a product or service represents and how it makes them feel. Brand perception comes from customer use and experience, not what the company owning the brand says. However, businesses can control brand perception by strategically crafting a brand personality that resonates with their target audience through messaging.

♥ **Brand Equity** - Built on brand awareness and reputation,

brand equity is the perceived or actual value that your brand has over others of similar standing. Many entrepreneurs may be doing exactly what you are doing but what is it that makes you stand out to the consumers? Brand equity is built by building greater brand awareness, communicating brand meaning and building a strong sense of loyalty from your customers.

♥ **Brand loyalty** - This leans on metrics to determine how likely people are to buy from you again and recommend your products to other people. Creation and improvement of brand loyalty is dependent on consistency, customer service improvement, understanding your customer's journey and rewarding their loyalty.

♥ **Brand preference** - In a line-up of many similar products, how many customers would undoubtedly go for your product? That is what we call brand preference. It indicates

a level of favouritism or loyalty towards your brand based on several factors, most of which tie to the terms described above. It reflects the degree to which consumers prefer and are inclined to purchase from your company while also showcasing to you how well your strategy has been working and highlighting areas of improvement.

With these foundational terms in hand, you are able to embark on your brand building journey with new-found confidence. It is the start of an exciting journey filled with promise and potential. This new found knowledge empowers you to make informed decisions and strategic choices setting the stage for long term success. Embrace this moment as the beginning of an exhilarating journey towards building a brand that stands the test of time.

---

# The art of non-verbal communication

By Rachel Nyambura: [Interncomm1@brand.ke](mailto:Interncomm1@brand.ke)

As human beings, we are naturally expressive. Communication often supersedes just speaking, it is accompanied by other factors that could affirm what you are trying to say or cast doubt and apprehension to the message being conveyed. An article from the University of Texas speaks more on the power of non-verbal communication. Albert Mehrabian, a researcher of body language broke down the components of a face to face conversation. He found that communication is 55% non-verbal, 38% vocal, and 7% words only.

Nonverbal communication relays an important message as it affects how your customers perceive you and the organization that you represent in the world of customer service. Your interactions with customers are rendered more memorable and up to standard by the incorporation of emotion and compassion within your facial expressions, eye contact, and other nonverbal signals.

---

While these are small little details, they add up in how you build confidence and trust in a customer. To start off, here are some of the areas to put practice and focus on.



### 1. Posture

Posture is often addressed when it comes to health concerns but if we're honest, slouching at one's desk or hunching your shoulders down often relays tiredness, boredom, or anxiety. A

great way to practice is to sit or stand straight with your shoulders squared, spine straight and chin up. It may take some getting used to, but this simple thing exudes confidence in the customer who ends up trusting you and the solutions you provide.

### 2. Eye contact



Looking away from someone or at your phone really conveys disinterest and to some disrespect. Eye contact lets me as a customer know that you are listening to what I'm trying to say and that I

have your full attention to my concern and predicament. While it may seem daunting and intimidating at first, constant practice and repetition helps you get used to it. Instead of looking down when you break eye contact, look to the side then continue with your eye contact.

### 3. Facial expressions



Smile! Yes, that really does the trick when addressing a customer. Your face is always conveying emotions and customers are quite keen on that. You never want to make a customer feel like a

bother or a nuisance. A smile not only evokes warmth, but it also makes you approachable and sets a positive

tone from the start of the conversation.



### 4. Gestures and hand movements

Gestures and hand movements have two different extremes. For one, you could present yourself as defensive and stiff when you have crossed arms and stiff

face. Alternatively, you could also be excessive in your hand movements and gestures expressing nervousness and sometimes pride to the customer. Erratic hand movements could also showcase signs of seeming confused. It is recommended instead, have open palms and controlled hand movements, which are less aggressive and convey transparency to the customer.

### Why is non-verbal communication important?

Remarkable customer service is about being more aware of aspects beyond the basic scripts and product knowledge required in every team member. It helps to be self-aware of one's body language as non-verbal cues communicate even before you speak. You want to make sure that your nonverbal communication aligns with your verbal communication.

Feelings more often than not are relayed through our non-verbal communication. Customers are keen observers; it is important to continuously practice the above to maintain trust and gain customer loyalty.

As an employee, your body language communicates volumes and it is the first way any new client will experience the type of customer representative you are, even before you utter a word. Other factors like how you dress, the tone of your voice, also happen to play a crucial role in how customers perceive you.





# The language of love...

By Rachel Nyambura: Interncomm1@brand.ke

**'Roses are red, violets are blue,  
the stars shine bright, but not as  
bright as you do.'**

We can all admit, there is something a bouquet of flowers does to even the coldest of hearts. The act of giving a bouquet to a loved one or even to oneself, (hello, self-love!) is an act that screams thoughtfulness and intentionality.

Flowers have been adapted into everyday life, a testament to the representation of what they have come to mean to modern society. Whether it is a cheeky purchase at the end of running your errands or a quick run to your locally known florist, there is a floral arrangement fit for all.

As a young Kenyan, I have come to appreciate the variety and quality of home-grown flowers. In Kenya, thousands of farmers and florists alike understand and faithfully adhere to the qualifications and high market standards required by international markets. Due to their top-tier quality, the flower industry continues to not only meet demand but also attract even more investors, especially from European markets and further.



The use of flowers can be traced back in time for their use on many occasions and events. Dating back to countries such as ancient Egypt and other European countries such as Rome; flowers would be used to decorate women's hair. To add on, white flowers were traditionally used in weddings as a symbol of purity, while other old symbolisms called for different floral arrangements like garlands and wreaths.

As 2024 is going by, Kenya has stood the test of time as it stands to be a lead exporter of rose cut flowers to the European Union by

close to 40%. Not only that, approximately 50% of exported flowers are sold through Dutch auctions, although direct sales are increasing. In the United Kingdom, supermarkets are known to be the main retail outlets. Kenyan flowers boast of its remarkable export destination spreading from the Netherlands, the UK, Germany, and Norway, just to name a few.

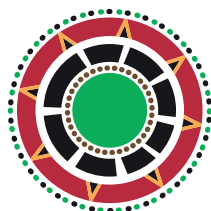
Flowers, while small, have a profound impact on one's overall mood and happiness throughout the day. I will be the first to admit that flowers do make a significant change as they carry different sentiments in many scenarios. Buying yourself flowers is an act of self-care, those red roses or white lilies are the best way to appreciate yourself after a long day, completing a work assignment or even ticking off a goal at the end of every month. This purchase, while small is also a great avenue of supporting local and upholding the mantle of Buy Kenya, Build Kenya.

Floral arrangements and floral designs have also been a great avenue of creating expansion within the floriculture sector, especially in the events industry where floral arrangements form a big part of celebrations. Not only do couples go big on Valentines, but flowers on other days also show the symbolism of spontaneity and intentionality for each other.

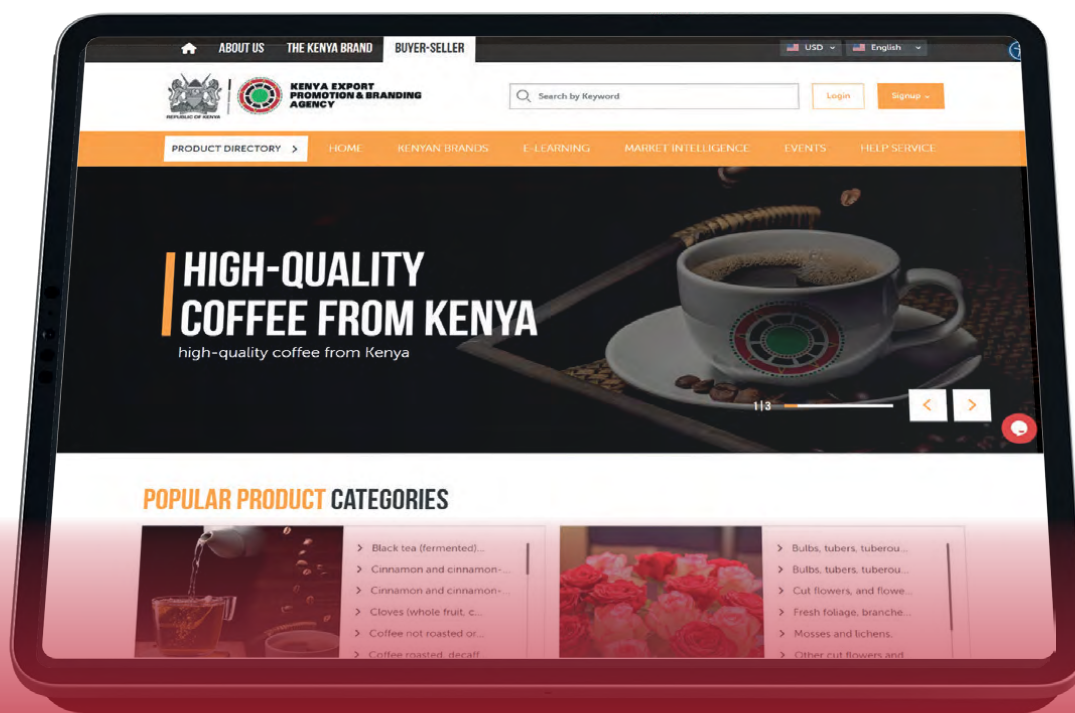
So many farmers from production areas such as Lake Naivasha, Mt. Kenya, Nairobi, Thika, Kiambu, Nakuru, Nyandarua, just to name a few, create their own source of revenue from this sector, making it a core element of the country's economy. Kenya has also achieved a great feat through the Kenya EU Economic Partnership Agreement recently signed in December of last year. Kenya, in the agreement, was granted unlimited access to the 27-member market bloc and the ability to export duty free and without quotas. The agreement touches on not only Kenya's cut flowers and ornamentals but also, fruits and vegetables under horticulture. The Kenya EPA agreement also grants the EU preferential access of their European goods into the Kenyan market.

Kenya's flowers exist in single cuts, as well as bouquets. Commercially, Kenya exports its flowers as single cuts. As the target consumer's needs change, there has been a shift in need with bouquets being more in demand than single cuts.

One last fun fact I recently found out is that flowers were used as a language especially in the Victorian era. Floriography is what it's called. A language borne out of the strict rules that surrounded courtship. To ward off a suitor's advances, a yellow carnation communicated rejection, and red roses confirmed love and affection.



## KENYA EXPORT PROMOTION & BRANDING AGENCY



# Do you want to trade globally?

Register as a buyer or seller on  
the make It Kenya e-portal

**WWW.MAKEITKENYA.GO.KE**

