

MMD STRATEGIC COMMUNICATIONS

UNLEASHING THE POWER OF COMMUNICATIONS



‘Hello! Is it me you’re looking for?’ – Lionel Richie

*MMD is a 100% black woman owned strategic communications consulting company
that uses an integrated approach for creative brand and communications solutions.*

- Initiative, Dynamism and Versatility – these are the pillars that form the heart of MMD Strategic Consulting.
- The MMD Consulting partnership offers journalistic, writing and financial expertise, in addition to political savvy and incisive leadership founded on years of experience within the communications sector.



Who we are



Hlobile Manana has led a variety of major accounts – from the massive scale and reach of Rim and Blackberry to the intricacies of investor engagement with Renaissance Capital. She has assisted multinational organizations in their bid to gain a foothold on the continent and possesses in-depth insight into the political systems and structures of the SADEC region.



Who we are



Nomonde Mxhalisa comes from a journalism background and has successfully guided and executed communications strategies and campaigns for corporate giants like the Johannesburg Stock Exchange, Rand Merchant Bank, Turner Broadcasting Systems and the African Union. She is passionate about the cultural, socio-economic and security issues on the continent and is committed to working to ensure that all stakeholders understand the critical and strategic value of Africa in the global arena.



Know your brand

‘To be nobody but yourself in a world which is doing its best, night and day, to make you everybody else means to fight the hardest battle which any human being can fight; and never stop fighting.’ – e.e. cummings.



Immerse yourself

*‘Money won’t buy happiness, but it will pay the salaries of a large research staff to study the problem.’
– Bill Vaughn*



Immerse yourself

- Determine and understand your client's business objectives
- Determine and understand your client's communications objectives
- Research and understand your client's business and sector



Create your strategy

- Communication objectives
- Target audience and engagements
- Corporate Identity and Branding
- Key messages
- Internal communication tactics
- External communication tactics
- Crisis communications
- Digital and online strategy
- Measurement and evaluation procedures



Implement your strategy

‘In any situation, the best thing you can do is the right thing; the next best thing you can do is the wrong thing; the worst thing you can do is nothing.’ – Theodore Roosevelt



Example Brief: Distell Brandy

Distell

Fine Brandy. By Design



Brief

Distell recently created a category for their fine brandies called Alchemy of Gold. This was ultimately a tasting experience for consumers but it focused more on the way brandy is made than on the experience behind fine brandies. While this resonated with some consumers it was not compelling enough for the young, modern consumer. This led Distell to create the category Fine Brandy. By Design. This is a radical change on how Distell represents their collection of fine brandies.

Fine Brandy. By Design is an experience of the brandies within the collection delivered in a new and much more relevant way for the young and aspirant consumer. The experience focuses more on the lifestyle of fine brandy. The reasoning behind the collection is to create awareness of the experience and the category rather than the individual products.



Brief

Your brief:

- To develop an awareness campaign for the category: Fine Brandy.By Design
- Successfully launch the category to the relevant audience, with particular focus on the upwardly mobile sector
- To distinguish the brand in the market segment
- To engage key influencers who will ultimately 'promote' the category
- To educate the media on the Fine Brandy.By Design Category
- To reinforce Distell's prominent position in the Brandy market
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Key Deliverables

- Innovation and effective use of the media landscape
- Include new media activities and engagement
- Tactical platforms that will deliver messaging to all stakeholders



Introduction

- Lifestyle and experience of brandy key
- Campaign will capture sensory celebration of brandies
- Campaign will engage influencers and target market



Overarching Strategy

- Core to success of campaign is understanding of clients objectives
- Key messages
- Q&A
- Crisis Communications
- Clear identification of target market



Campaign Approach

- Media Launch
- Radio Activation
- Online Activation



Media Launch

- Introduction of Campaign
- Online, Broadcast, Print Media
- Elite speed dating event
- Chance to connect Distell spokespeople and key media
- Relationship building exercise as well as campaign launch



Radio Activation

- Metro and Kaya Fm suggested partner stations
- Fine Brandy. By Design to host music, poetry, spoken word sessions in collab. with selected radio station and influencers
- Events opp. to showcase professional talent as well as up coming
- Link to Youtube channel



Online Activation

- Internet usage in Africa explosive – increased by 1000% between 2000 and 2008
- Social media harnesses collective intelligence and focuses on collaboration, participation, trust and co-operation
- Distell to focus campaign on Facebook, Twitter and with select bloggers



Online Activation

- At media launch - remote social media real time updates including images and video
- At Fine Brandy. By Design – remote social media real time updates including images and video
- Twitter Q&A/Panel Discussions
- Facebook Fine Brandy. By Design fan page
- YouTube





Questions and Answers



End.

