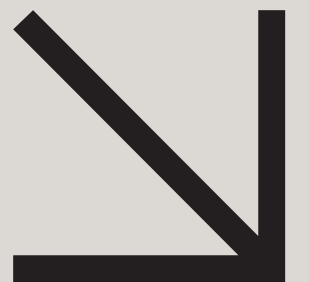


# BRAND STRATEGY PORTFOLIO





# INTRODUCTION

Hi I'm Kleopatra Sofia Fatsilidis van der Merwe, yes that is a mouthful. I am a brand strategist and senior designer with 6 years experience in my tangled world where design needs strategy and strategy needs design as my undergraduate is visual communication and my post graduate is strategic brand communication. I am not passionate but absolutely eccentric about what I do. My creative type is "The Visionary" where I live in a world of infinite possibilities, preferring to see things not as they are but as they could be. I know that life is limited only by the boundaries of your my own beliefs, and I am driven to push the limits of, well, everything.

I have untapped potential and my strengths lie within being able to be full of big ideas and the ability to see potential and possibility everywhere. I am an inspirer and a natural supporter of others in their roles, which is my version of leadership.







# STRATEGIC THINKING

A brand strategy is not only a marketing practice but a business building practice, to be without a plan is to charge into the market shouting at no one in particular. Using different ways of thinking and market research, any problem is overcome-able one step at a time.



# BRAND 1 STRATEGY



**The Brand:** HFY

**The Problem:** Missing market piece. HFY was struggling to break into the ethnic hair care market, finding it difficult to speak to their target audience. There was a disconnect between the CEO and the audience she was trying to communicate with due to race and culture differences.





 KLEOPATRA FATSILIDIS  
VAN DER MERWE

# POSITIONING STATEMENT

To the ethnic women who desire long luscious hair, HFY is a specialised ethnic hair care brand that empowers you by improving your hair as well as your self esteem by providing you with proven and tailored formulas made with your needs in mind.



# INSIGHT

For many black South Africans, hair is not just about appearance—it's a deep expression of identity, culture, and personal pride. They seek brands that truly understand the emotional and cultural significance of their hair, not just the functional benefits. They want to feel seen, respected, and valued by brands that speak their language, reflect their experiences, and empower them to embrace their natural beauty.



#### STEP 1

**Communicate directly with salons (B2B).** We decided to bring on two ethnic strategists and planners who could help us reposition and connect with the target audience. It was decided that we would relaunch HFY in an exclusive event with ethnic celebrity salon owners and hair stylists.

#### STEP 2

**We changed the tone of communication and imagery the client used.** As a client with a small budget a lot of time was put into changing their social media strategy to speak to their audience in a way they liked and were familiar with. This meant shooting new content and bringing in ethnic models and influencers to expand the brands awareness as well as boost their sales.

#### STEP 3

**We took to old school methods.** Sometimes modern marketing misses certain audiences within South Africa as we are so diverse and different at every level. This meant marketing HFY required us doing street pop ups outside newly affiliated salons and talking to our audience directly, showing them our product physically instead of through online methods.

  
SOLUTION







Secured a Simonsig sponsorship for the event at no additional cost to the brand



# MOODBOARD & DESIGNS

I also designed the brand activation stand.





# BRAND 2 STRATEGY



**The Brand:** Sani Nappi

**The Problem:** Sani Nappi was started when Steri Nappi, an older household brand was discontinued. Seeing a gap in the market led the CEO of Sani Nappi to push into the sterilising retail space. However, audiences perceived it as a brand for baby and children's items. Sales were also becoming an issue as Steri Nappi re-entered the market.





## COMPETITOR REVIEW

Sani Nappi's design was strongly based on the Steri Nappi original packaging as the CEO wanted to take the market share they previously held. When they re-entered the market the target audience faced a dilemma.

Steri Nappi however does not have strong marketing and often will copy content posted by the Sani Nappi brand.



Also designed by me.

## PRODUCT EXPANSION

The CEO was adamant about not changing the Sani Nappi branding, but I suggested a product expansion strategy. This meant increasing the market share of the Sani brand by using the same product to target a different audience. By shifting and adapting to new needs this meant that Sani could build a more competitive offering that aligned with customer needs and push to become a market leader.



#### THE DIFFERENCE

**Market penetration is not easy.** With Sani Max new competitors entered the stage. Vanish and OMO to name a couple. This meant differentiation and launching of the Sani brand would need to really grab our audiences attentions.

#### THE BIG IDEA

**Launch it.** To ensure that Sani Max and its existing partner Sani Nappi would enter the market with a **bang**, it was decided we would do a launch competition where we'd giveaway a washing machine to the winner. It was decided this would roll out as an in-land national competition as we wanted to test the campaign before expanding it into the rest of the South African region.

#### EXECUTION TBC

**Launching 2025.** To win the washing machine, consumers need to first buy one of the 4 Sani products where they will scan a QR code that takes them to our automated enter page on Whatsapp Business messenger. Winners will be drawn at random.

  
SOLUTION





#### TARGET AUDIENCE

- Mothers/Women between the age of 28-55
- South African Residents
- Main household shoppers
- Person responsible for household cleaning
- Middle income group
- Main Channel Use: Facebook, Instagram, TV (traditional)

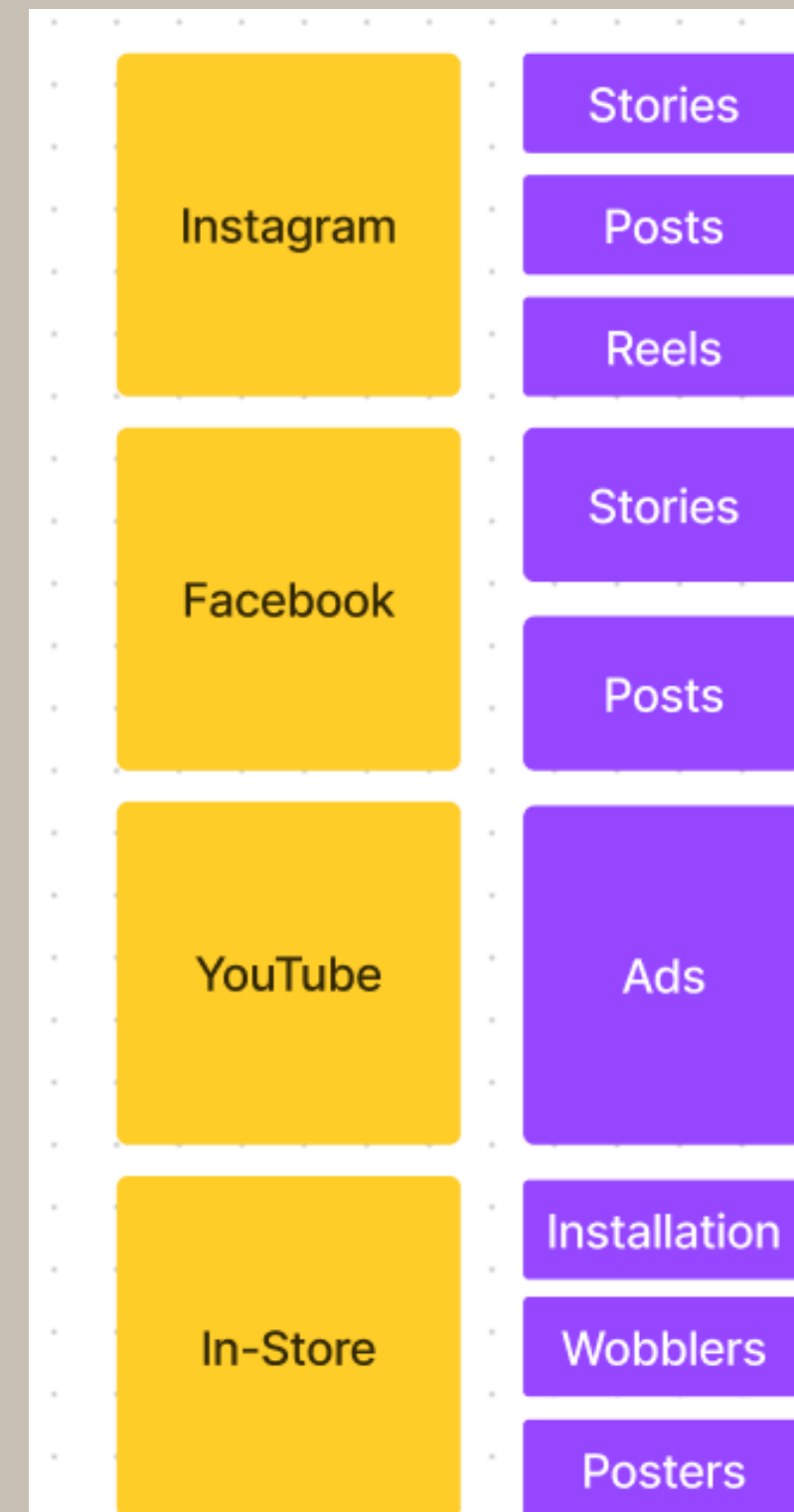
#### MEDIA CHANNELS

- In store product placements and FSU shelf stands.
- Social Media.
- Online digital channels.
- Omni-channel marketing.
- 1 video.
- Influencer Partnerships.

#### WANTED OUTCOMES

- High level of sales.
- Increase levels of awareness around the Sani brand.
- High levels of brand engagement.
- Data base expansion through entering methods. To be used for future marketing.

  
**SOLUTION**





 **KLEOPATRA FATSILIDIS  
VAN DER MERWE**

Brand Strategist & Senior Designer



# BY NOW...

YOU CAN PROBABLY TELL I AM AN ALL ROUND MARKETER  
WITH HER HAND IN EVERY PIECE OF THE PROCESS



# POST GRAD STRATEGIES



**The Brand:** Airbnb  
**Brand Architecture analysis and Extension  
Possibilities**

**Final Grade: 83%**





# THE BRANDED HOUSE OF AIRBNB

Airbnb can be considered a branded house. Airbnb currently has two extensions including Airbnb Experiences and Airbnb Adventures.

For the purpose of this brief, Airbnb Experiences will be the main focus when referring to the overall architecture of the brand.



## PORTFOLIO ROLES

The parent brand, Airbnb, is considered a cash cow. The purpose of Airbnb as a cash cow is to utilise its resources so that it can capitalise on extensions such as Airbnb Experiences.

Currently, Airbnb Experiences is a silver bullet. In terms of Airbnb Experiences, positive or negative encounters with this service could affect customers' perceptions of the overall image of Airbnb.

Ultimately, both positive and negative reviews and feedback from customers could affect Airbnb's reputation.



The **Design Thinking** process for developing a new line-extension for Airbnb Experiences includes six stages: Empathy, Identity, Ideate, Prototype, Test, and Optimise.

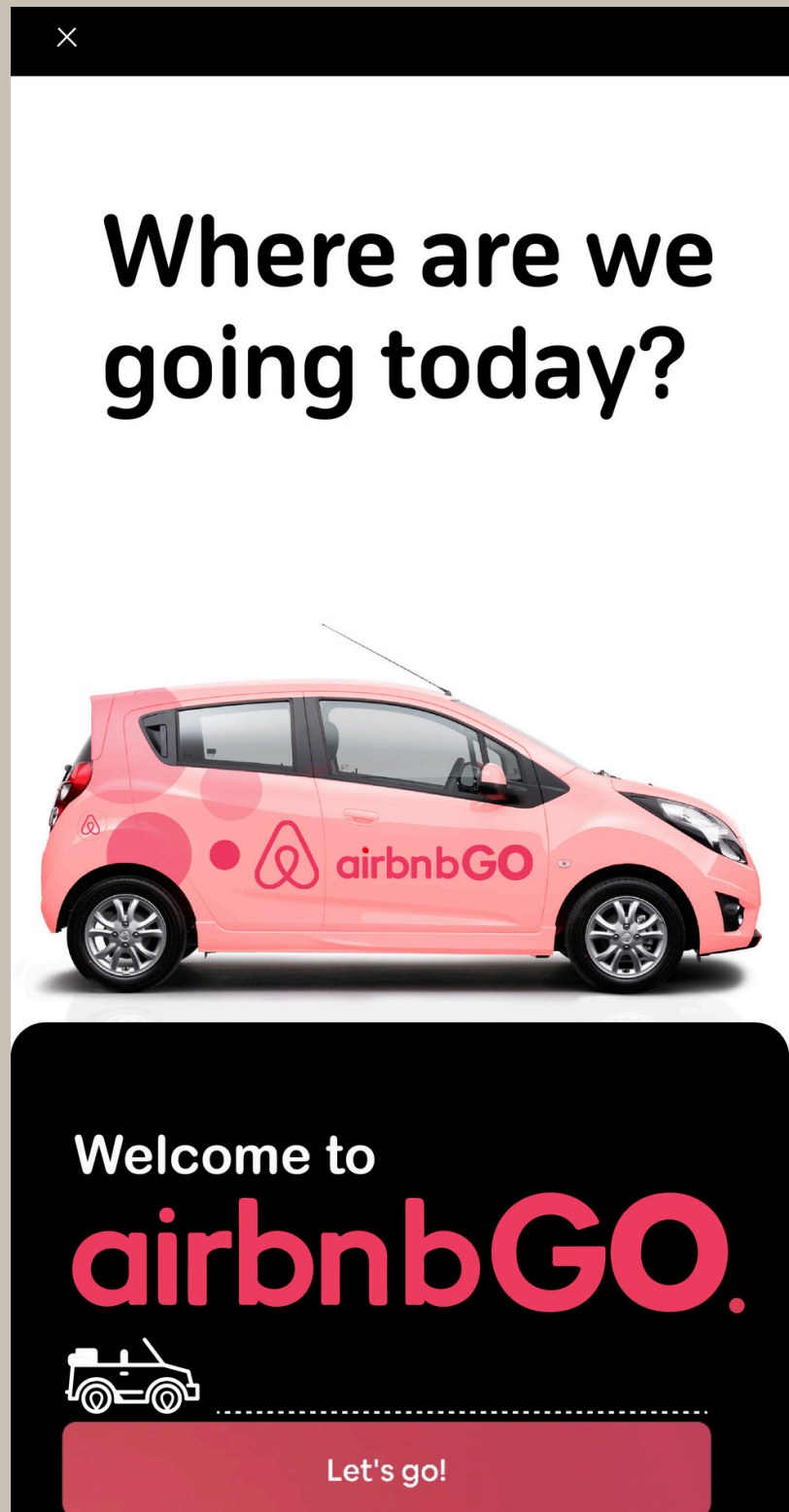
The Empathy stage identified Millennials as the primary target audience, emphasizing their preference for budget-friendly, immersive experiences.

The Identity stage formulated the problem: how to enhance Airbnb Experiences for budget-conscious Millennials.

Ideation sessions led to the creation of AirbnbGO, a platform allowing customers to rent vehicles tailored to their activities.

The Prototype phase developed high-fidelity wireframes for testing. AirbnbGO offers flexible, affordable vehicle rentals while ensuring security through verification processes, addressing Millennials' financial and experiential needs.

# DESIGN THINKING

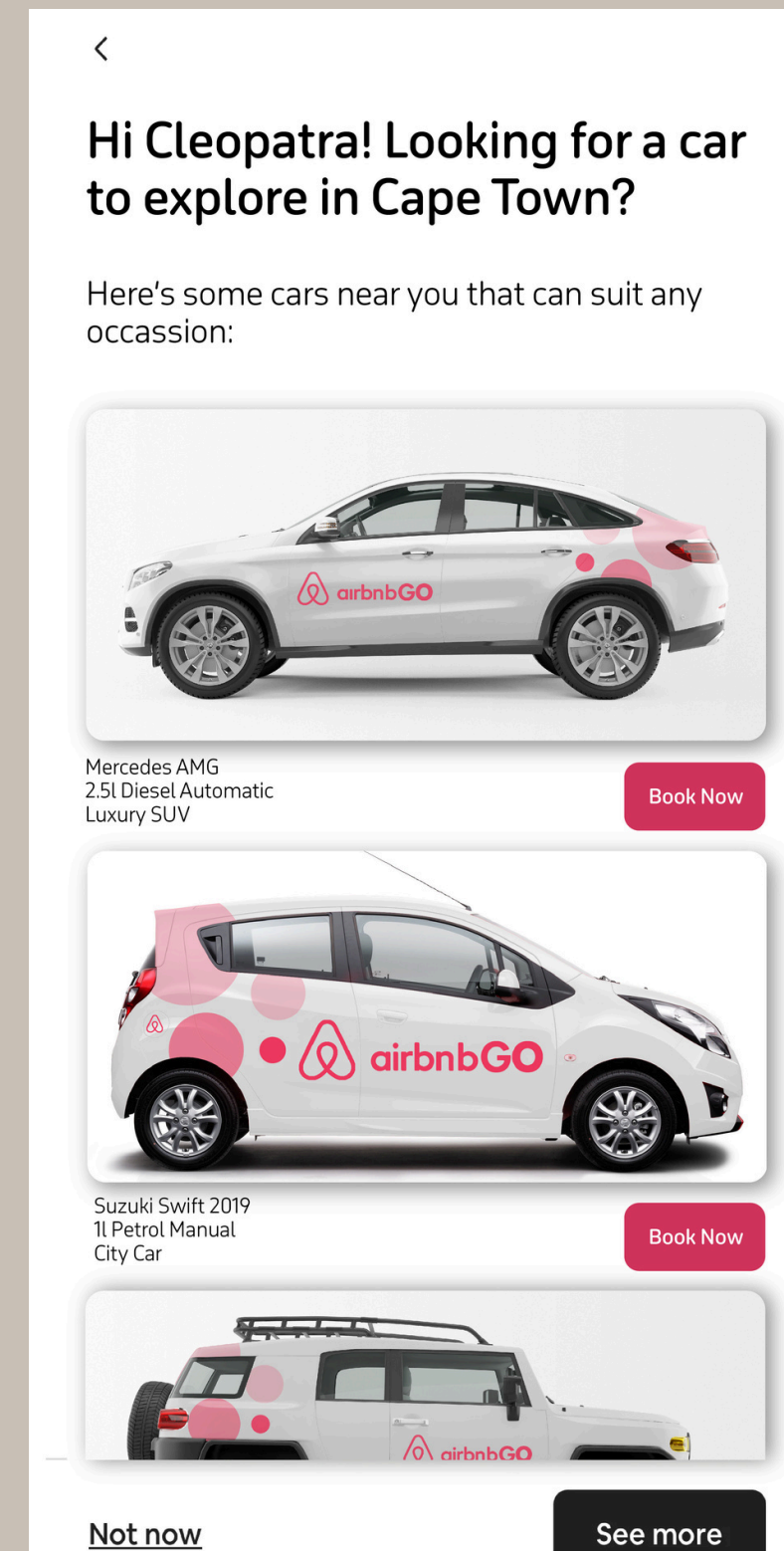




The Test stage evaluated a hypothetical AirbnbGO prototype during a 3-month contingency period among the AirbnbGO team, followed by a pilot program with a small group of Millennials in South Africa. Feedback is collected via surveys and interviews throughout the rental process to identify pain points and areas for improvement. Safety protocols are also tested. Once refined, the line-extension can be implemented on a larger scale.

In the Optimise stage, AirbnbGO is differentiated from competitors like Tripadvisor by offering a seamless rental process, flexible packages, and affordability, strengthening Airbnb's brand without cannibalizing its existing services.

# DESIGN THINKING





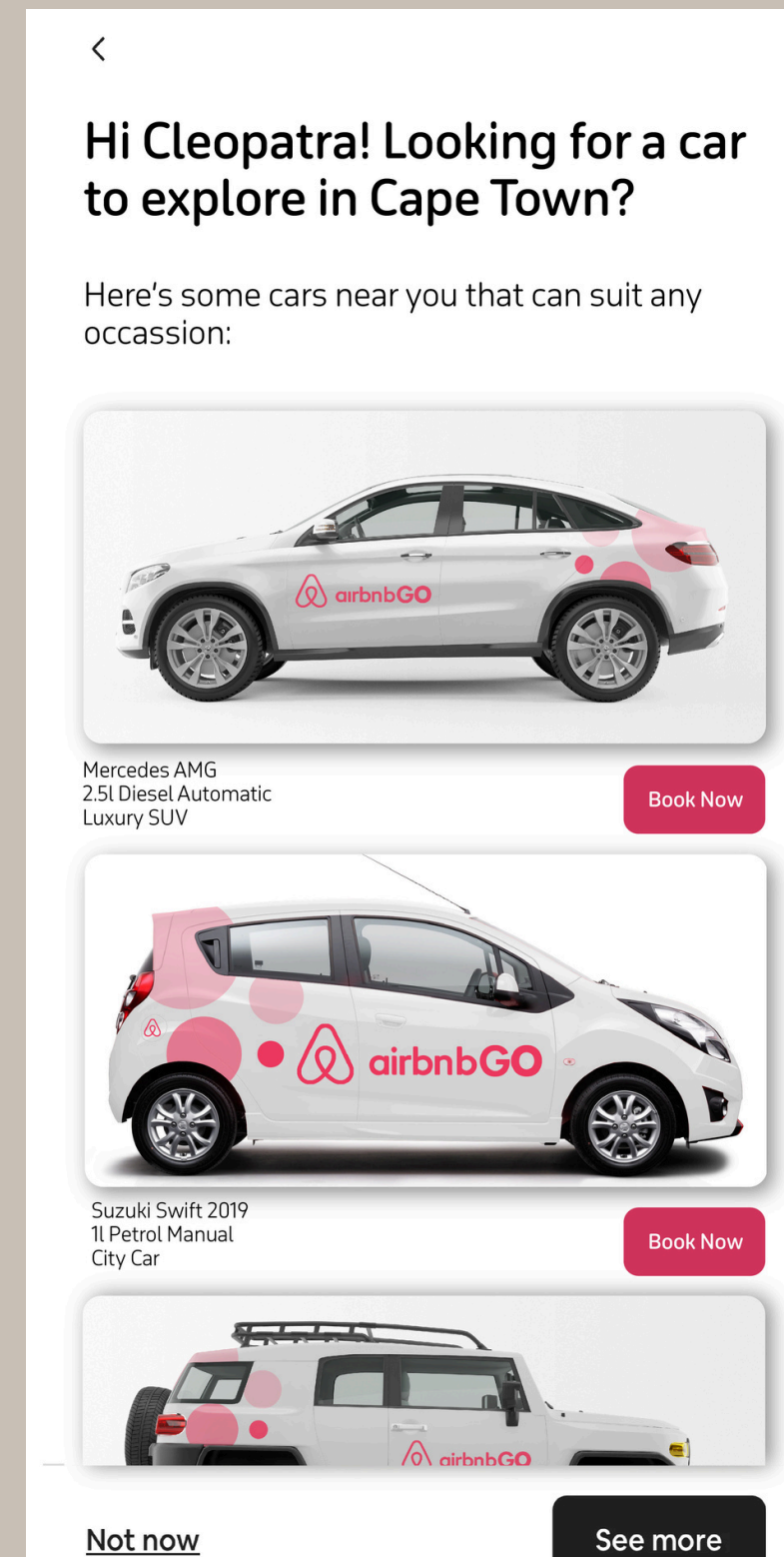
### Kapfer's Identity Model:

- **Physique:** AirbnbGO's logo, color palette, typography, and style closely align with the parent brand Airbnb, using the color Rausch to convey a welcoming and optimistic personality.
- **Personality:** AirbnbGO's tone is adventurous and motivating, using conversational language to engage Millennials and encourage them to explore new places affordably.
- **Relationship:** AirbnbGO builds emotional connections by offering a budget-friendly vehicle rental service that enhances customer adventures.
- **Culture:** Rooted in Airbnb's values, AirbnbGO promotes embracing adventure and going beyond customer expectations.
- **Reflection:** AirbnbGO customers are portrayed as independent and adventurous.
- **Self-image:** Customers feel empowered, confident, and assured of affordable, tailored vehicle options for their adventures.



# BRAND ID

SUMMARY





↗  
TARGET  
AUDIENCE  
PROBLEM  
STATEMENT AND  
NEW BRAND  
ARCHITECTURE  
SUMMARY

### The Target Market

Experiences predominantly targets consumers between the ages of 25 to 34 years old

### 86% of Millennials:

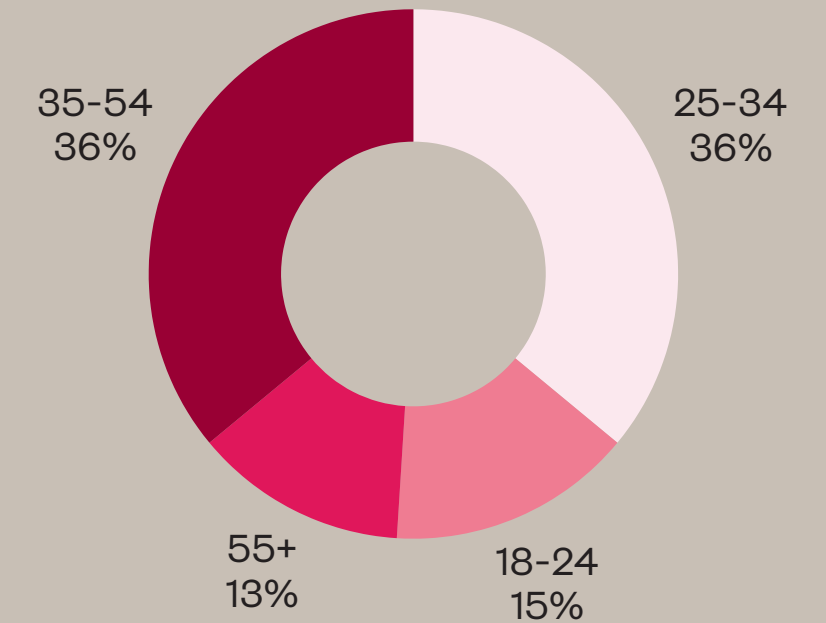
- Crave Immersive Experiences
- Different & New Locations
- Budget Friendly Travel choices

### Problem Statement

How might Airbnb's brand-building team **enhance** shared economy services such as Airbnb Experiences so that they **appeal** more to Millennials who are **budget conscious**?

### New Brand Architecture & Role

AirbnbGO is positioned as a strategic brand that aims to drive future profits and revenue.







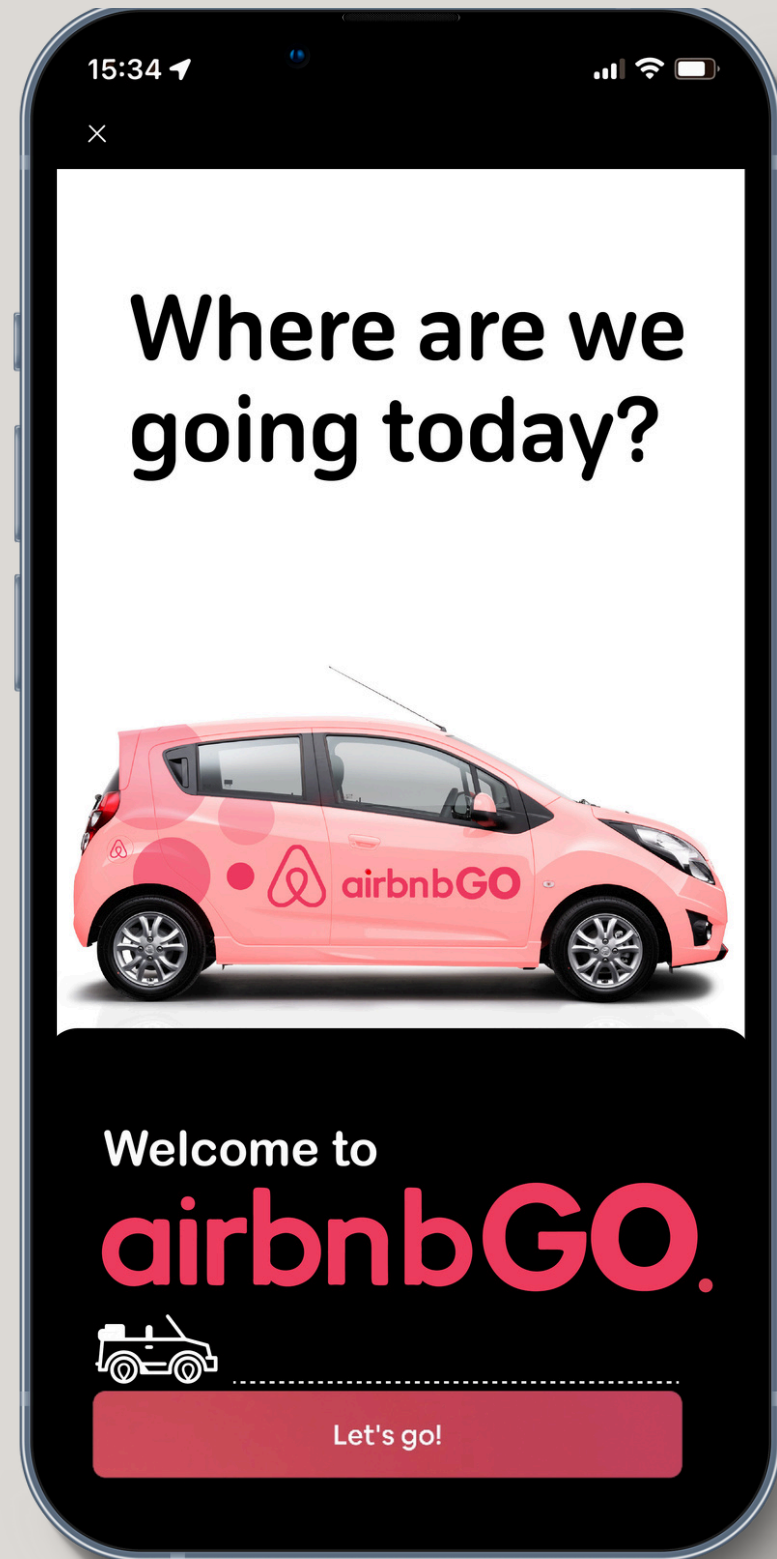
# DELIVERING BRAND GRWOTH

SUMMARY

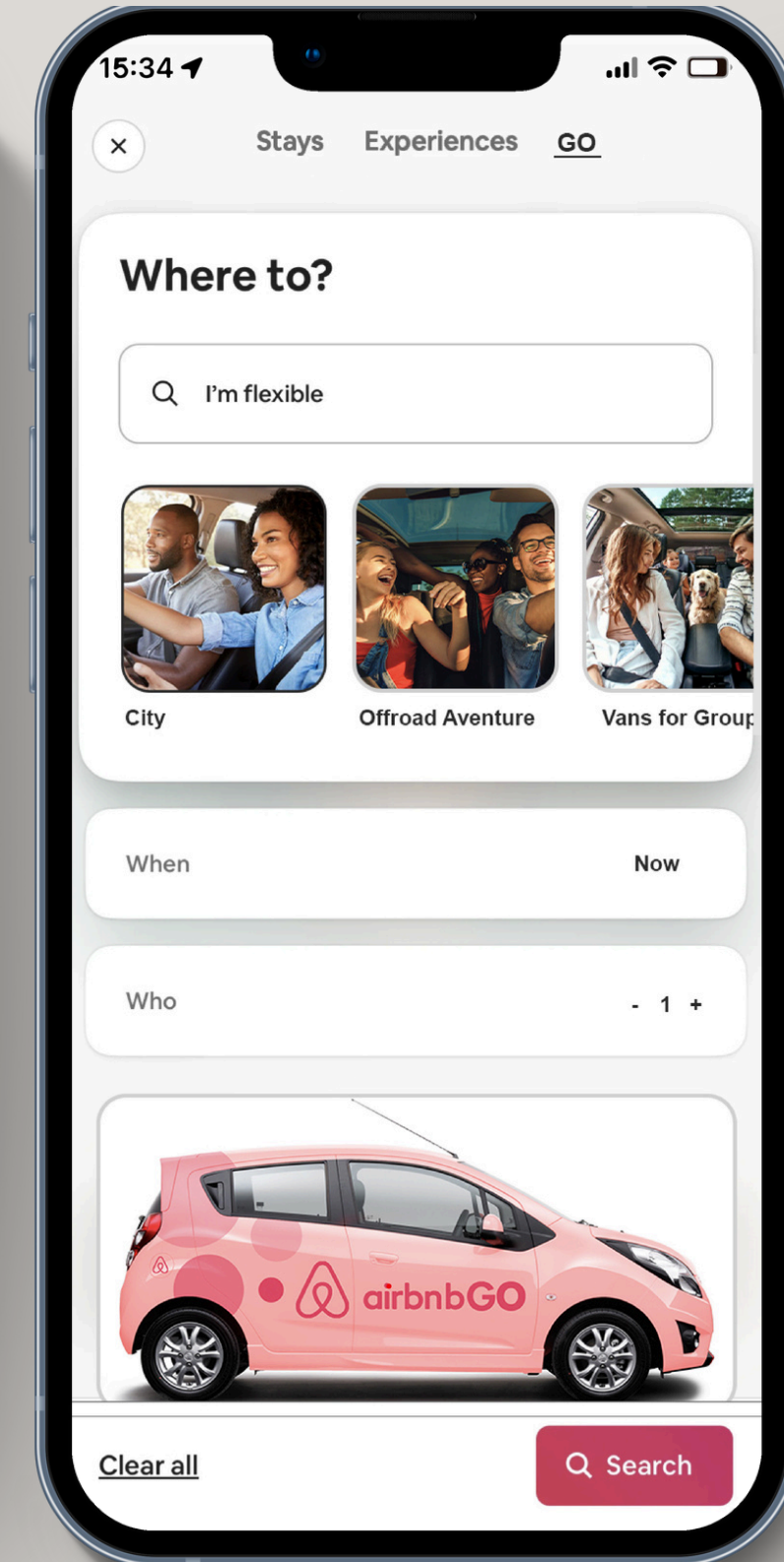
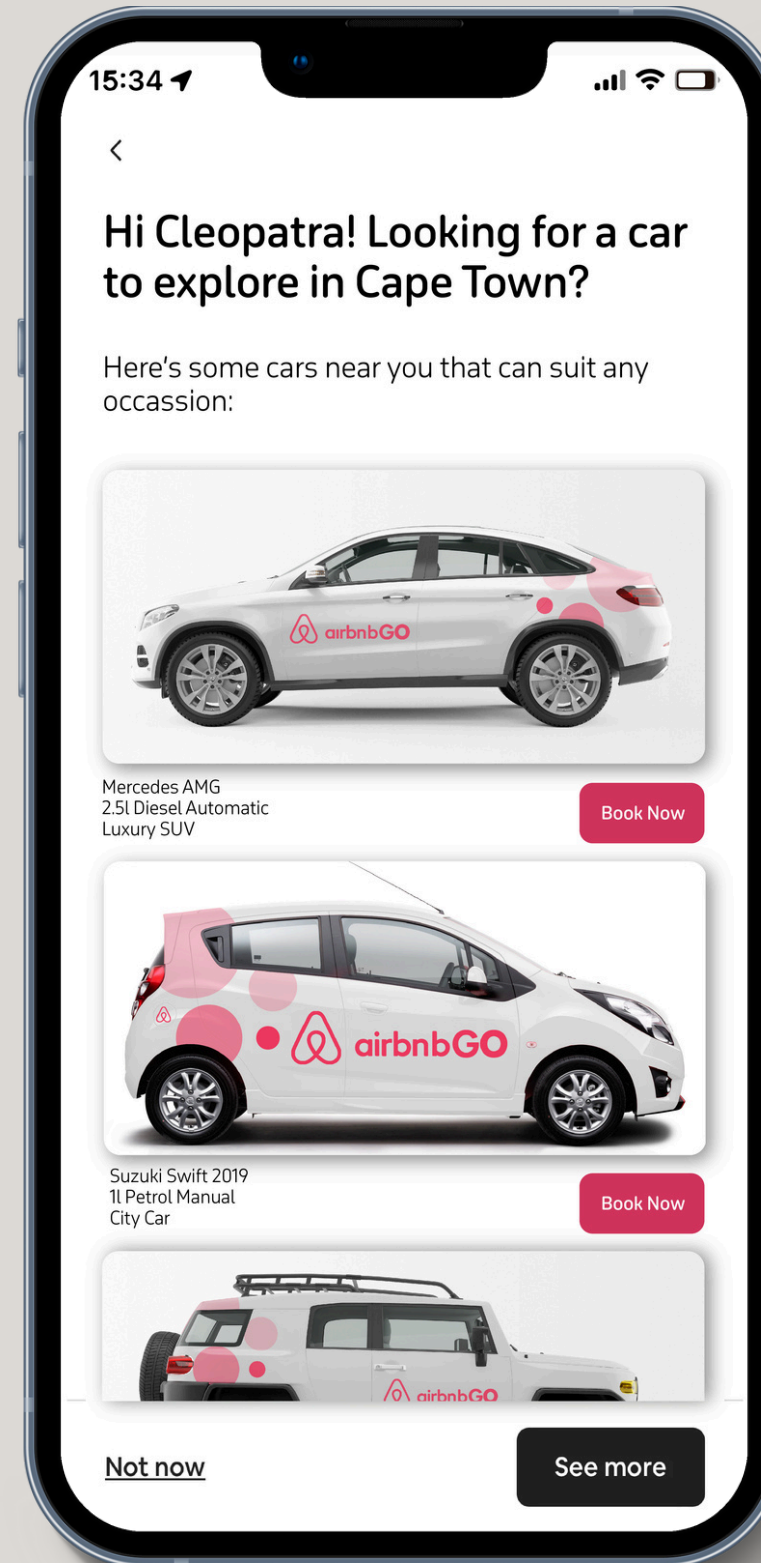
- Millennials may find affordable rental vehicles appealing
- This extension could boost Airbnb's profitability by catering to budget-friendly needs
- AirbnbGO motivates Millennials to explore unfamiliar places in a convenient, affordable manner
- It could also increase Airbnb's overall growth by increasing customer volume



# DESIGNS



I also designed the proposed UI for the app.





# POST GRAD STRATEGIES



**The Brand:** Liberty Bank  
**Target Audience Research and Media Mix  
Planning**

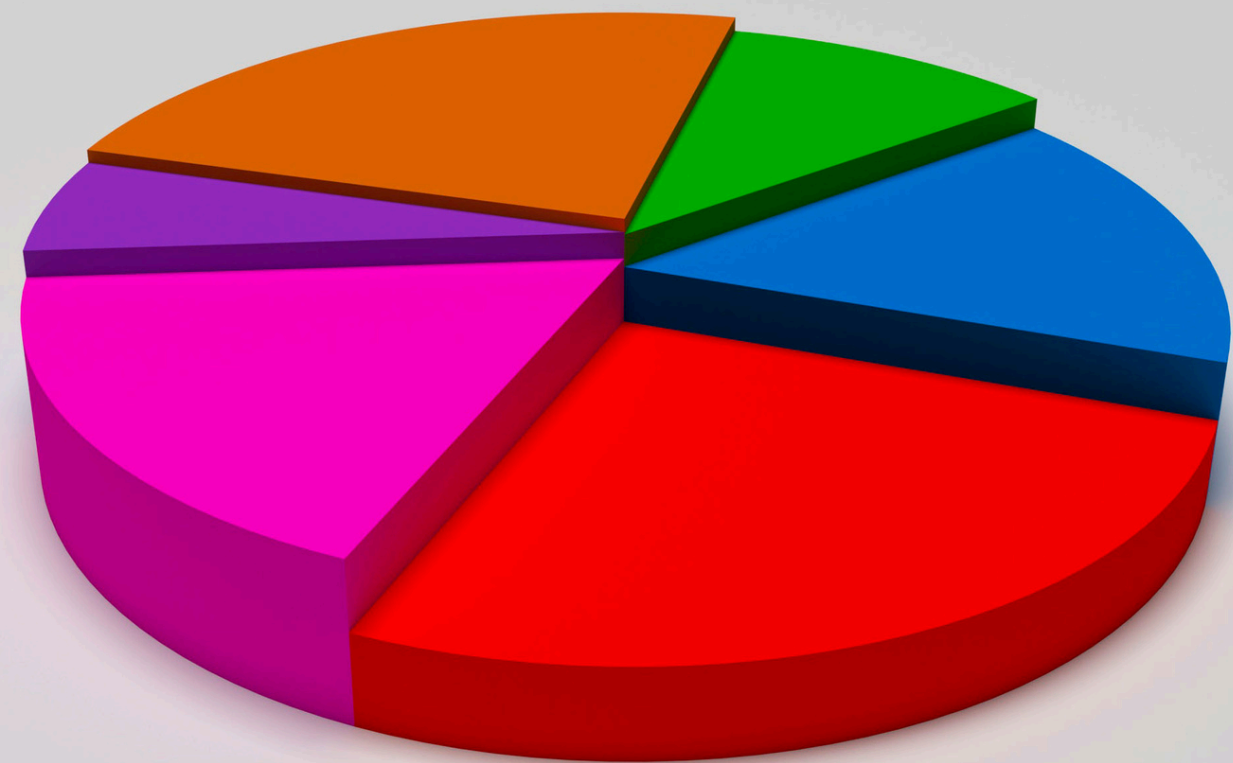
**Final Grade 84%**





# DEMOGRAPHIC SEGMENTATION

- The age groups that Liberty aims to target are South African Generation Z and Millennials, specifically those aged 18 to 35.
- As indicated by research, millennials seek more than one source of income due to the rise of the gig economy, whereby these consumers typically adopt an entrepreneurial mentality and prefer flexible, freelance jobs instead of those that are permanent.
- In contrast, Gen Z are currently at an early point in their lives and careers, they fall under the lower income category, however, they are known to be highly determined and money-driven.



# GEOGRAPHIC SEGMENTATION

Liberty aims to target the youth of South Africa through strategic geographical segmentation. The youth of South Africa, being both Millennials and Gen Z, is diverse and regionally dispersed which Liberty needs to consider when tailoring its offerings and communication channels, resonating with the youth segment across different provinces and communities.



# BEHAVIOURAL SEGMENTATION

- Millennials prioritise financial stability, using apps for budgeting and investing in retirement plans.
- In contrast, Gen Z spends impulsively, focusing on convenience and instant access to products with a "buy-now-pay-later" approach. Gen Z also invests in cryptocurrencies and technology rather than traditional financial services.



# PSYCOGRAPHIC SEGMENTATION

Millennials seek long-term financial security, investing in assets and saving for retirement, while also showing interest in personalised financial services. Gen Z prioritises financial flexibility, aiming for short-term goals like education and travel, and prefers brands with a human-centric approach, valuing advice on budgeting and spending habits.





# MEDIA SEGMENTATION

- Both Millennials and Gen Z rely heavily on social media for financial education, with Gen Z preferring platforms like TikTok and podcasts, while Millennials engage more with YouTube and Facebook.
- Digital content and influencers significantly shape their financial behaviours, with a growing preference for streaming platforms like Netflix and Showmax.





# PRIMARY PERSONAS

GEN Z

**Cody Howard** is a 24-year-old male who lives in Woodmead and works as a Junior 3D Designer, earning R19 000 per month (Indeed, 2024). He is extremely determined when it comes to making money, for example investing in side hustles such as cryptocurrency as an extra income. When making purchases, he is often impulsive and splurges his money on new technology and travelling.

He also prioritises convenience when making purchases and has a buy-now-pay-later mindset. He spends his free time watching YouTube and scrolling through social media platforms such as Instagram and TikTok.

When driving to work, he enjoys listening to business podcasts that offer advice on how to invest, manage finances and build a business. He faces the difficulty of being unable to save money as he does not have the financial means to do so. He needs a financial service provider that offers him advice on how to budget and manage his finances while providing him with a human-centric approach.



**Jonathan Moore** is a 35-year-old man who lives in Johannesburg and owns his own solar company, making R25 000 per month (Talent, 2024). Since he values being financially stable, he also works as a freelance web developer, earning an additional R22 000 per month (Glassdoor, 2024). When making purchases, he is careful when it comes to spending money because he wants to save and invest towards his future. To do so, he makes use of budgeting apps to track his expenses and investments.

As a determined entrepreneur, he desires to increase the value of his financial activities. Even though he enjoys spending money on experiences, he would rather save for his future instead of self-indulging. In his free time, he enjoys watching business podcasts on YouTube and spending time on Instagram and Facebook.

To keep up with the world's latest news and business trends, he streams channels such as CNBC Africa through the DStv Stream app on his phone. Due to the stress and responsibility of having two jobs, he is struggling to find a trustworthy financial advisor who can help him manage his accounts and ensure lifelong investments.



# PRIMARY PERSONAS

MILLENNIAL



**Bongani Dlamini** is a 29-year-old man who lives in Sandhurst and works as a chemical engineer, making R20 500 per month (Indeed, 2024). His current insurance provider is Momentum; however, he is open to moving his investments to a different company, specifically one that has his best interests at heart.

He recently did a lot of research on financial service providers and was exposed to the services offered by Liberty while watching CNBC Africa via the DStv Stream app. Since Bongani is entering his thirties, he was extremely intrigued by Liberty's determination to provide customised financial advice to their customers, thus aligning with his desire for personalisation when it comes to handling his long-term finances and ensuring a secure, financial future for himself.

While being exposed to Liberty's determination to help the youth reach their financial goals, Bongani has been considering switching financial service providers.



# SECONDARY PERSONA





# MEDIA OBJECTIVES

1. To **increase** Liberty's **reach** by 35% among 18–35-year-olds through engaging financial content using a multi-platform digital approach over six months starting from October 2024 and ending in March 2025.
2. To **increase** Liberty's **impact** among 18–35-year-olds by increasing the number of sign-ups regarding the brand's financial services by 25% over six months starting from October 2024 and ending in March 2025.
3. To **improve** Liberty's **engagement** with the youth on social media platforms including Instagram, TikTok, Facebook, and YouTube through the launch of the #YourMoneyYourMove campaign, starting in October 2024 and ending in March 2025.
4. To **enhance recall** of Liberty's #YourMoneyYourMove campaign by achieving a 20% increase in website visits using OOH billboards and street pole adverts from October to March 2025



### **1. Social Media Platforms (30% Budget Allocation)**

Liberty will utilize Instagram and Facebook to engage the youth, leveraging their average of seven hours online daily. Interactive and educational content will be posted bi-weekly, fostering two-way communication to build relationships. Paid media will enhance reach, ensuring impactful messages about financial empowerment resonate with the audience.

### **2. Streaming Platforms (30% Budget Allocation)**

The campaign will be broadcast on DStv Stream's CNBC Africa, targeting young South Africans as traditional TV viewership declines. Thirty-second ads will air during prime time on "The Exchange," providing insights into financial practices. This strategic timing aims to maximize awareness and encourage action toward choosing Liberty.

### **3. Traditional OOH Marketing (40% Budget Allocation)**

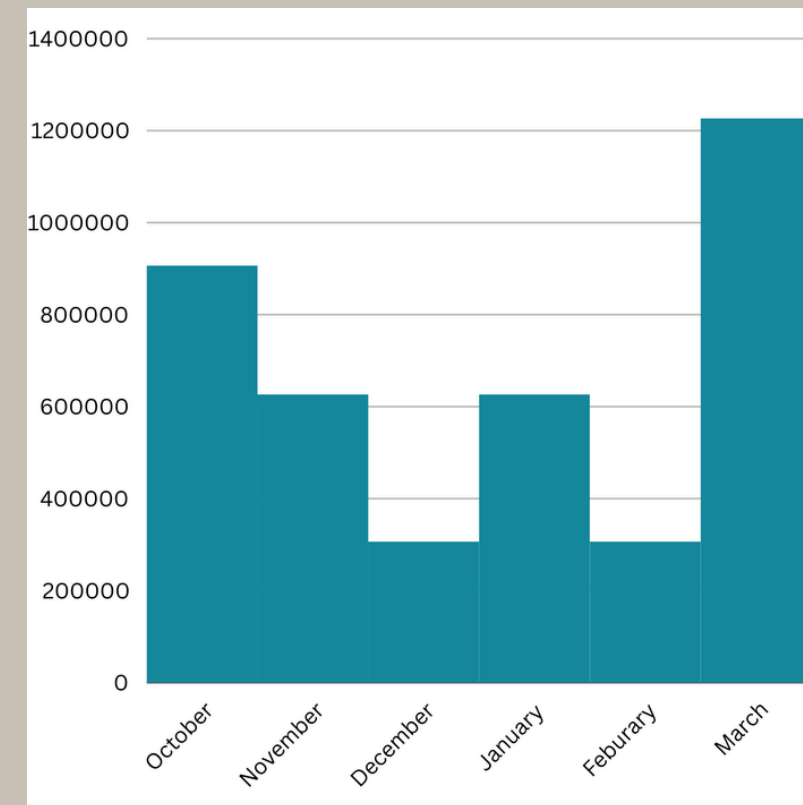
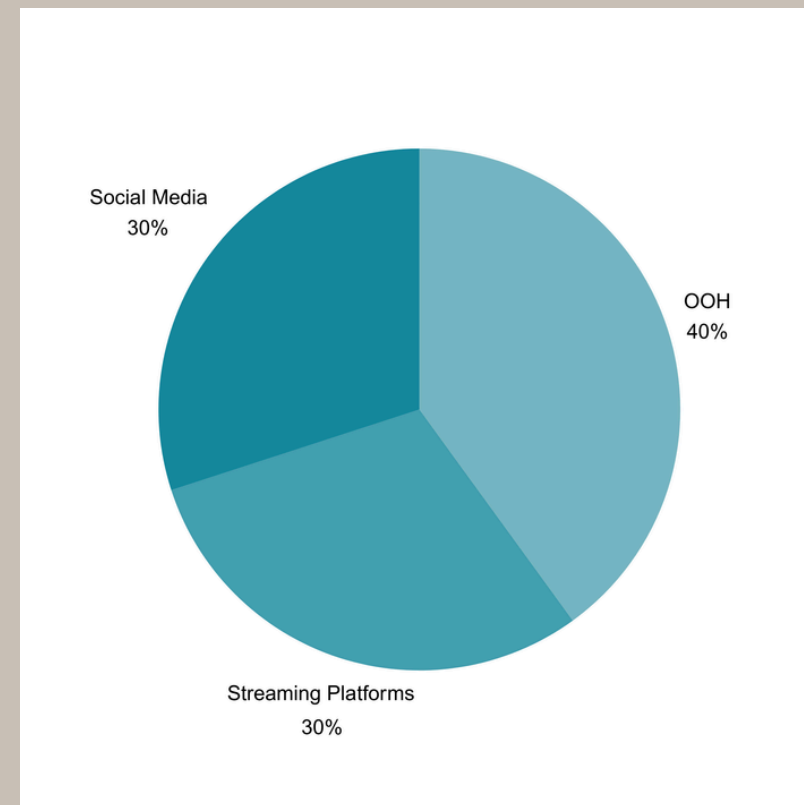
Billboards and street pole advertising in high-traffic areas of Johannesburg will ensure consistent exposure to Liberty's campaign message. This traditional approach targets commuters, enhancing brand recall and visibility. The campaign will run from October to March, capitalizing on key financial planning periods to drive engagement and promote financial literacy.



**MEDIA MIX**

SUMMARY

LIBERTY COMMUNICATION PLAN								
	PLATFORM	OCT-24	NOV-24	DEC-24	JAN-25	FEB-25	MAR-25	% OF BUDGET
OOH (40%)	BILLBOARDS		R320 000		R320 000		R320 000	24%
	STREET POLE ADS	R106 666	R106 666	R106 666	R106 666	R106 666	R106 670	16%
SOCIAL MEDIA (30%)	FACEBOOK	R40 000	R40 000	R40 000	R40 000	R40 000	R40 000	6%
	INSTAGRAM	R40 000	R40 000	R40 000	R40 000	R40 000	R40 000	6%
	TIKTOK	R40 000	R40 000	R40 000	R40 000	R40 000	R40 000	6%
	YOUTUBE PODCASTS	R20 000	R20 000	R20 000	R20 000	R20 000	R20 000	3%
	FINANCIAL GURUS PAID FEATURE	R60 000	R60 000	R60 000	R60 000	R60 000	R60 000	9%
STREAMING PLATFORMS (30%)	CNBC COMMERCIAL	R600 000					R600 000	30%
<b>TOTAL (100%)</b>		<b>R906 666,00</b>	<b>R626 666,00</b>	<b>R306 666,00</b>	<b>R626 666,00</b>	<b>R306 666,00</b>	<b>R1 226 670,00</b>	<b>R4 000 000,00</b>
								<b>100%</b>



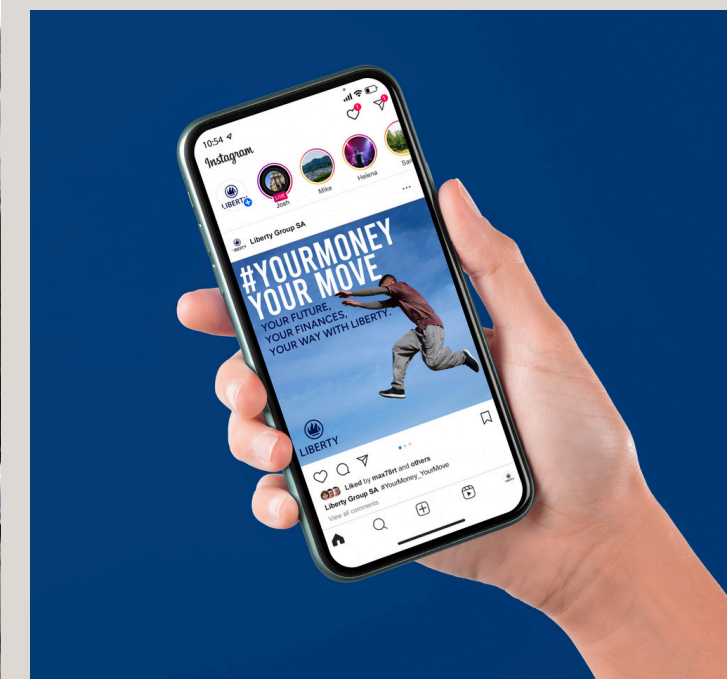
PULSING MEDIA SCHEDULE

**PROVISIONAL  
BUDGET**  
EXTRA WORK



# DESIGNS

Proposed media channel executions done by me.





# INTERESTED IN ME?

**PHONE** +27 78 6211650  
**EMAIL** CFATSILIDIS@ME.COM  
**ADDRESS** 202 AMARAND AVENUE  
**WEBSITE** WWW.KALEODESIGN.ONLINE

