



Building Regional Brands Across African Markets

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PRESENTATION FLOW

- INTRODUCTION
- DEFINITIONS
- EXPANDING YOUR BRAND –(understanding regional branding)
- STEPS TO REGIONAL BRANDING
- BUILDING REGIONAL BRANDS
- COMMON MISTAKES TO AVOID IN REGIONAL BRANDING
- CRITICAL QUESTIONS



CHOOSE A PRODUCT

1. IT CAN BE FICTIONAL OR REAL
2. DESCRIBE THE PRODUCT DETAIL
3. CREATE THE BRAND
4. TELL US THE BRAND ELEMENTS
5. WHAT ELSE WILL BE IN THE BRAND
REGIONALISATION PROTOCOL
6. WHICH COUNTRY/COUNTRIES ARE YOU
EXPANDING TO?
7. WHO IS

BRANDING LOVE MARKS



**DIGITAL RESEARCH/
AI**



UNDERSTANDING REGIONAL OR AFRICAN BRANDING

“In Africa, brand building is the art of turning a foreign company into a trusted local neighbor.”

Visual Pillars:

Pillar 1: Trust → Consistency over novelty.

Pillar 2: Context → Local nuance over global formulas.

Pillar 3: Community → Shared value over pure extraction.



UNDERSTANDING REGIONAL OR AFRICAN BRANDING

Core Theme: "Think Continental, Act Local"

The Nuance: "Africa" is not a country. A brand that succeeds in Cape Town might fail in Lagos if it doesn't adapt to local consumer behavior, culture, and infrastructure.

Key Message: Successful regional brands (like MTN or Shoprite) create a consistent brand promise but adapt the execution (marketing, distribution) to local contexts.



STRONG AFRICAN BRANDS



How Can One Start Building Their Brand For Regionalisation?

Know Your product

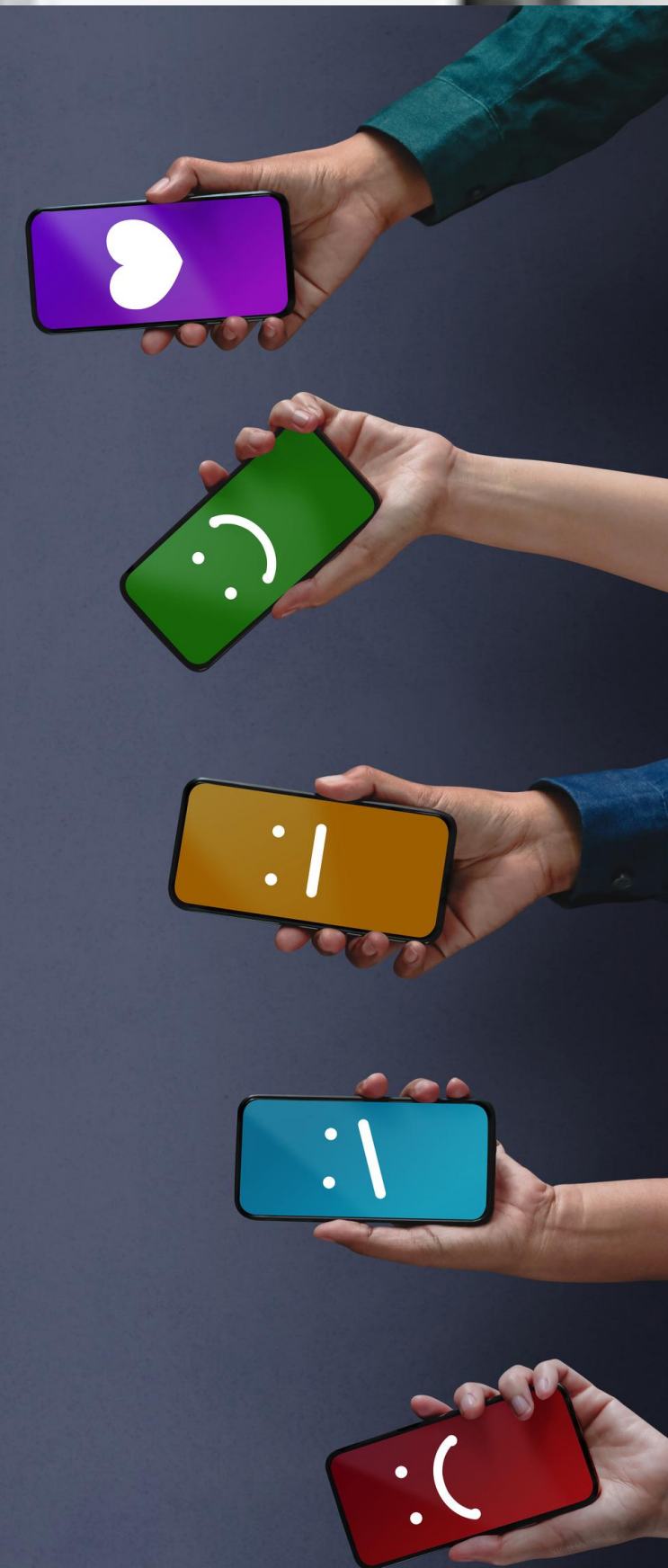
- Identify your values, strengths, passions, and unique story.
- Ask: What do we want to be known for in each market? Which elements should be consistent and which ones should be contextual

Define Your Audience

- Who are you trying to impact — Public, employers, clients, youth, the church, high net worth individuals or your local community?

Craft Your Message

- KFC's positioning statement is "Finger Lickin' Good". This statement reflects the company's focus on delivering delicious and high-quality food at a reasonable price to mixed categories.
- Create a brand statement that reflects your identity and goals (e.g., "We shall bend backwards to please you" Air India)



How Can One Start Building Their Brand For Regionalisation?

Be Visible and Consistent

- **Online:** Update your LinkedIn, Facebook, or business pages with your values and achievements.
- **Offline:** Show up consistently — in how you package, where you sell and deliver consistently the best quality. Brand research can now be done using digital tools for each market.

Add Value

- Stay on what your brand proposition is, help others, mentor your clients to know what your product can do for them, — people remember more how your products made them feel, not just those who talk loudly. Each country and context is different but the core should remain the same

Seek Feedback and Refine

- Ask trusted friends or mentors how they perceive your products and make adjustments.



Critical questions to ask before venturing...

- **Introduction:** First we must acknowledge the potential and the specific challenges of the region.
- **The "Why":** Why build a regional brand? (Scale, risk mitigation, growth).
- **The "How" (Case Studies):** Analyse successful Southern African brands expanding north (e.g., Nando's, DStv).
- **The "Now" (Trends):** Digital, sustainability, and youth culture.
- **Conclusion/Q&A: What can you change** to be the creators of the next major African brand.



BRAND AFRICA MOST ADMIRED BRANDS

ADMIRED BRANDS			
2024 Rank	Brand Africa	Category	Country
1	Nike	Sports & Fitness	USA
2	Adidas	Sports & Fitness	Germany
3	Samsung	Electronics/Computers	South Korea
4	Coca-Cola	Non-alcoholic Beverages	USA
5	Apple	Electronics/Computers	USA

2025 Rank	2024 Rank	Brand Africa 100	Category	Country
61	31	Itel	Electronics/Computers	China
62	55	McDonald's	Fastfood/Restaurant	USA
63	50	Reebok	Sports & Fitness	UK
64	77	Netflix	Technology	USA
65	98	Dell	Electronics/Computers	USA
66	87	Fendi	Luxury	Italy
67	New	L'Oréal	Personal Care	France
68	New	Yango	Technology	Russia

2025 Rank	2024 Rank	Brand Africa 100	Category	Country
21	24	BMW	Auto-Manufacturers	Germany
22	33	Christian Dior	Luxury	France
23	29	Chanel	Luxury	France
24	20	Airtel	Telecommunications	India
25	28	Dangote	Consumer, non-cyclical	Nigeria
26	51	Azam group	Consumer, non-cyclical	Tanzania

27	32	Jordan	Sports & Fitness	USA
28	34	Unilever	Consumer, non-cyclical	UK
29	45	Xiaomi	Electronics/Computers	China
30	23	Nokia	Electronics/Computers	Finland
31	42	Lacoste	Luxury	France
32	25	Infinix	Electronics/Computers	China
33	46	Hewlett Packard/HP	Electronics/Computers	USA
34	38	Microsoft	Technology	USA
35	26	Sony	Electronics/Computers	Japan
36	41	DSTV	Media	South Africa
37	36	Glo/Globacom	Telecommunications	Nigeria
38	52	Jumia	Technology	Nigeria
39	27	Huawei	Electronics/Computers	China
40	30	Trade Kings	Consumer, non-cyclical	Zambia

2025 Rank	2024 Rank	Brand Africa 100	Category	Country
41	39	Nivea	Personal Care	Germany
42	43	Ethiopian Airlines	Aviation	Ethiopia
43	35	KFC	Fastfood/Restaurant	USA
44	44	Hisense	Electronics/Computers	China
45	48	Fanta	Non-alcoholic Beverages	USA
46	47	Guinness	Alcoholic Beverages	Ireland
47	54	Versace	Luxury	Italy
48	56	Blue Band	Consumer, non-cyclical	UK
49	19	Orange	Telecommunications	France
50	75	Facebook	Technology	USA
51	53	Ford	Auto-Manufacturers	USA
52	61	Indomie Noodles	Consumer, non-cyclical	Indonesia
53	65	Shein	Retail	China
54	86	Volkswagen	Auto-Manufacturers	Germany

56	New	Bershka	Apparel Retail	Spain
57	58	Oppo Mobile	Electronics/Computers	China
58	49	Ralph Lauren/Polo	Luxury	USA
59	67	Honda	Auto-Manufacturers	Japan
60	59	Colgate	Personal Care	USA

69	New		Cadbury	Consumer, non-cyclical	UK
70		73	Alibaba/express	Technology	China
71		92	Balenciaga	Luxury	Spain
72		84	Nissan/Dacia	Auto-Manufacturers	Japan
73		81	Oraimo	Electronics/Computers	China
74	New		Close up	Personal Care	USA
75		68	Shoprite/Checkers	Retail	South Africa
76	New		New Balance	Sports & Fitness	USA
77		40	LC Waikiki	Retail	Turkey
78		88	Lenovo	Electronics/Computers	China
79		64	Bathu	Apparel	South Africa
80	New		Dolce & Gabana	Luxury	Italy

81	60	Total Energies	Energy	France
82	66	Heineken	Consumer, non-cyclical	USA
83	New	Red Bull	Non-alcoholic Beverages	Austria
84	78	Toshiba	Electronics/Computers	Japan
85	22	H&M	Apparel Retail	Sweden
86	71	Land Rover/Range Rover	Auto-Manufacturers	UK
87	69	Omo	Consumer, non-cyclical	UK
88	New	Dove	Personal Care	USA
89	New	KIABI	Apparel Retail	France
90	94	Woolworths	Retail	South Afri
91	New	Vans	Apparel	USA
92	New	Levi's	Apparel	USA
93	89	Oral-B	Personal Care	USA
94	New	Softcare	Personal Care	China



EXERCISE

- WHICH BRANDS DO YOU KNOW THAT ARE POPULAR IN AFRICA OR OUR REGION THAT YOU CAN LEARN FROM TO ENHANCE YOUR PLANS FOR REGIONALISATION?

POPULAR BRANDS



- MUKURU - ZIMBABWE
- AFRICA MAGIC – NIGERIA
- APPLE – USA
- BOOM – TRADE KINGS ZAMBIA
- MAHEU – TRADE KINGS ZAMBIA
- SOBO – MALAWI
- MAZOE - ZIMBABWE
- CHIBUKU – ZAMBIA? MALAWI
- FNB – SOUTH AFRICA
- MTN – SOUTH AFRICA
- TANGANDA TEA – ZIMBABWE
- SANLAM - SOUTH AFRICA
- WESTERN UNION - ?

THE LOOK, FEEL, AND BRAND ESSENCE

MARKETING CONSIDERATIONS

- WHICH ELEMENTS SHOULD REMAIN STANDARD?
- WHICH CHANNELS?
- VALUE CHAIN BUILDING?
- REGULATORY REQUIREMENTS?
- LOGISTICS?
- TEAM REQUIREMENTS/
DEVELOPMENT?
- CONTEXTURISING ELEMENTS? (CULTURE)

Common Mistakes to Avoid in Regional Branding

- **Inauthenticity:** Pretending to be selling something but supplying a not so good product.
- **Inconsistency:** Changing your message or values frequently confuses people. Create quality standards for your product/service in each market and maintain them.
- **Neglecting Online Presence:** In today's world, an unprofessional or inactive online profile can limit opportunities. You need to train on AI tools e.g. Chat GPT etc.
- **Focusing Only on Image:** True branding is about impact, not just appearance. "Look and feel is the big deal"
- **Ignoring Brand Growth:** Your brand must evolve as you learn and gain experience. E.g. Coca-Cola.



How Can Organisations Integrate Traditional and Digital Marketing?

- **Use a Hybrid Strategy:** Combine the reach of digital with the credibility of traditional.
- **Example:** Promote an event on Facebook (digital) and reinforce it through radio or posters (traditional).
- **Keep Messaging Consistent:** Ensure the same tone, visuals, and message across all channels.
- **Learn new digital tools** to enhance Marketing activities.
- **Use Data from Digital to Inform Traditional:** Track what works online and replicate it in offline campaigns.
- **Engage the Community:** Host in-person events and continue conversations online.
- **Train Teams:** Equip staff with skills to understand both sides – digital tools and human interaction.



BRANDING ACROSS BOUNDARIES

- **Cultural Relevance over Western Models:** Explain that, particularly in the Southern region, brands must connect with local stories, languages, and values rather than just importing Euro-centric or American marketing strategies.
- **Leveraging the AfCFTA (African Continental Free Trade Area):** Discuss how the AfCFTA makes it easier to trade across borders. Think about regulatory compliance, logistics, and regional supply chain management early.
- **Mobile-First Marketing:** Highlight that digital marketing in Africa is largely mobile-first. Brands must optimize for WhatsApp marketing, mobile money platforms, and low-data environments.
- **Trust and Reliability:** In many Southern African markets, trust is paramount. Consistent quality and reliability are the fastest ways to build brand loyalty, often surpassing price-based competition.



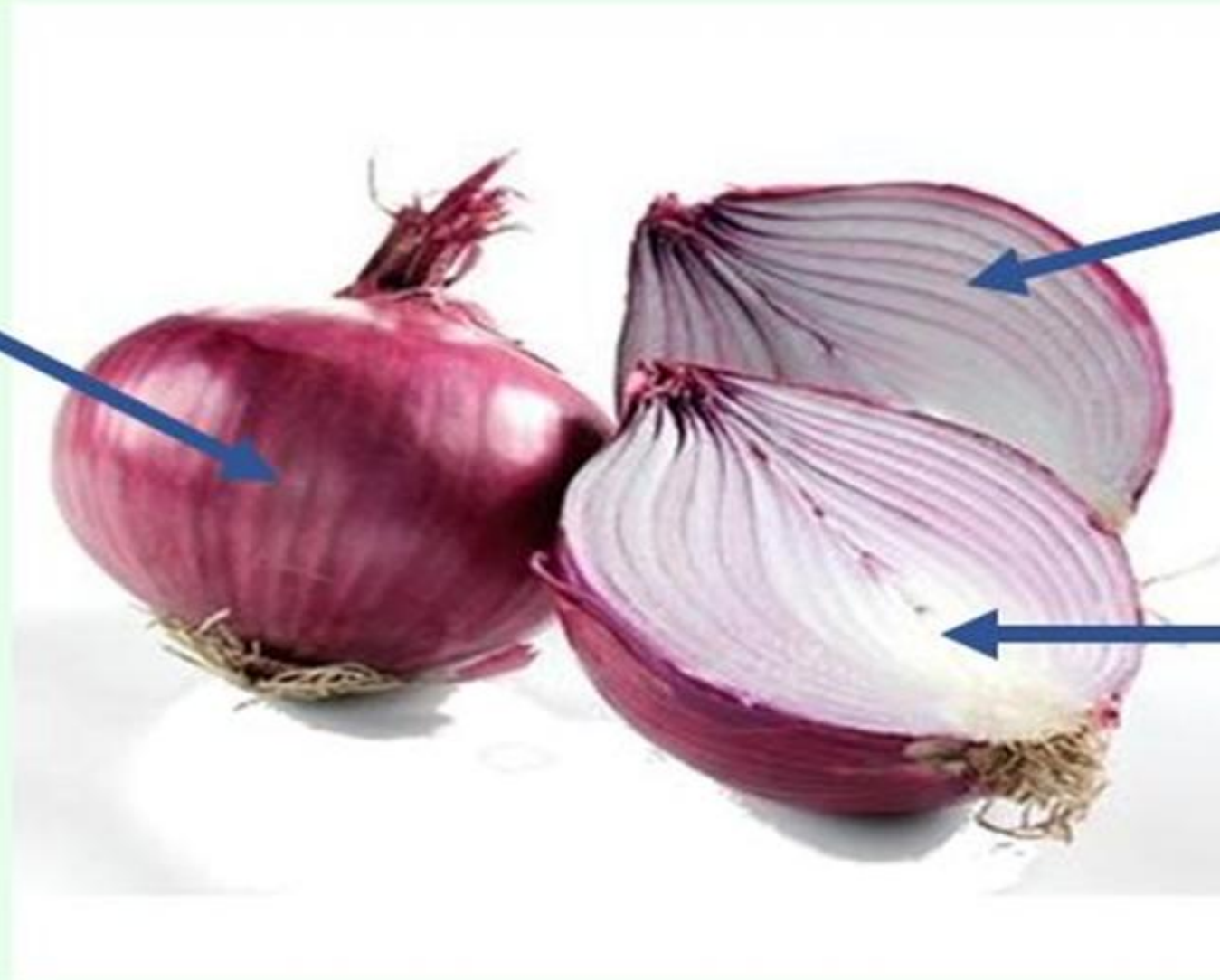
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What is culture?

The layers of culture/onion metaphor:

Visible cultural differences

Language
Housing
Food
Clothes



Norms and values

What we can do and cannot do.
What is right or wrong.

Key beliefs

Our understandings about what is true.

Other metaphors such as iceberg and ocean have also been used.



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CROSS BORDER CONSUMER INSIGHTS





KEY STRATEGIES FOR SCALING UP REGIONAL BRANDS:

Operational Standardization (Build Repeatable Systems). Our business model should operate without your direct oversight.

- **Create Operational Playbooks:** Every process should be documented, from production to customer service, to ensure consistency across new locations.
- **You should Invest in Technology and Automation:** Implement robust CRM systems, inventory management, and digital tools to handle increased demand without ballooning costs. However keep local context in the loop.
- **Establish Centralized Operations:** Maintain a central hub for core brand functions (branding, sourcing, high-level marketing) while allowing regional teams flexibility. E.g. Shoprite mega store.

2. STRATEGIC MARKET ENTRY



- Do not expand everywhere at once. Target expansion based on data.
- Identify High-Potential Adjacent Markets
- Use "Glocalization" Strategies
- Use Partnerships for Market Entry and Expansion.

3. Maintaining Brand Authenticity

As you scale, the "story" behind the brand becomes a key differentiator.



- Showcase Craftsmanship
- Tailored Marketing
- Consistent Brand Experience

4. Talent and Team Development



Establish Operations:

- Maintain a central hub for core brand functions (branding, sourcing, high-level marketing) while allowing regional teams flexibility for local nuances.

[illegible]

- **Relocate or Hire Local**
- **Empower Regional Teams**

6. Financial and Data-Driven Growth

- **Leverage Data for Decisions**
- **Secure Growth Financing**



7. Leveraging "Glocalization" in Product and Marketing



Regional brands often go viral because they fulfil needs for authenticity and identity.

- **Build a Cultural Manifesto:** Define a clear mission and set of values, using local collaboration to make the brand feel relevant to new audiences.
- **Utilize Fractional Marketing Teams:** Instead of a massive, costly, in-house team, use fractional experts to manage regional marketing campaigns and digital strategy on a flexible basis.

CROSS BORDER CONSUMER INSIGHTS

- **FMCG BRAND BUILDING (THE CHIBUKU LESSON):**
- **The Concept:** Cultural integration and local ownership.
- **The Insight:** Chibuku didn't just sell commercial beer; they commercialized traditional African sorghum beer. They respected the communal aspect of drinking from a shared "scud" container. They built a brand by validating local culture, not replacing it.



MUKURU STORY



- **FINTECH BRAND BUILDING (THE MUKURU LESSON):**
- **The Concept:** Radical empathy and functional trust.
- **The Insight:** Mukuru didn't start with complex financial jargon. They started by solving a painful, emotional problem: sending money to family safely. Their brand voice speaks to the consumer in their home language, acknowledging their struggle and dignity.



WHY THEY DO WELL...TIEING BACK TO OUR DEFINITION

- **The Reason for Success:** "Mukuru became a trusted neighbour by putting a friendly person in an orange booth on your street corner. Chibuku became a trusted neighbour by showing up at your community celebrations for decades. Neither relied on a Western textbook. They built trust, mastered local context, and gave back to the community."



STRATEGIES FOR AFRICAN BRAND BUILDING

- Deep Localization & Cultural Nuance
- Leverage Digital and Social Engagement
- Focus on Trust and Reliability
- Prioritize Local Partnerships
- Adopt Regional Trade Frameworks (AfCFTA)
- Ethical & Impact-Driven Branding
- Protect Brand Equity

SCALING UP STRATEGIES IN THE NEW ERA.

- Scaling up a regional brand requires a balance of maintaining the authenticity that built the initial local loyalty while expanding operations, distribution, and marketing to new markets.
- Effective strategies involve building repeatable, data-driven systems and adopting a "glocalization" approach—applying global standards with local nuances

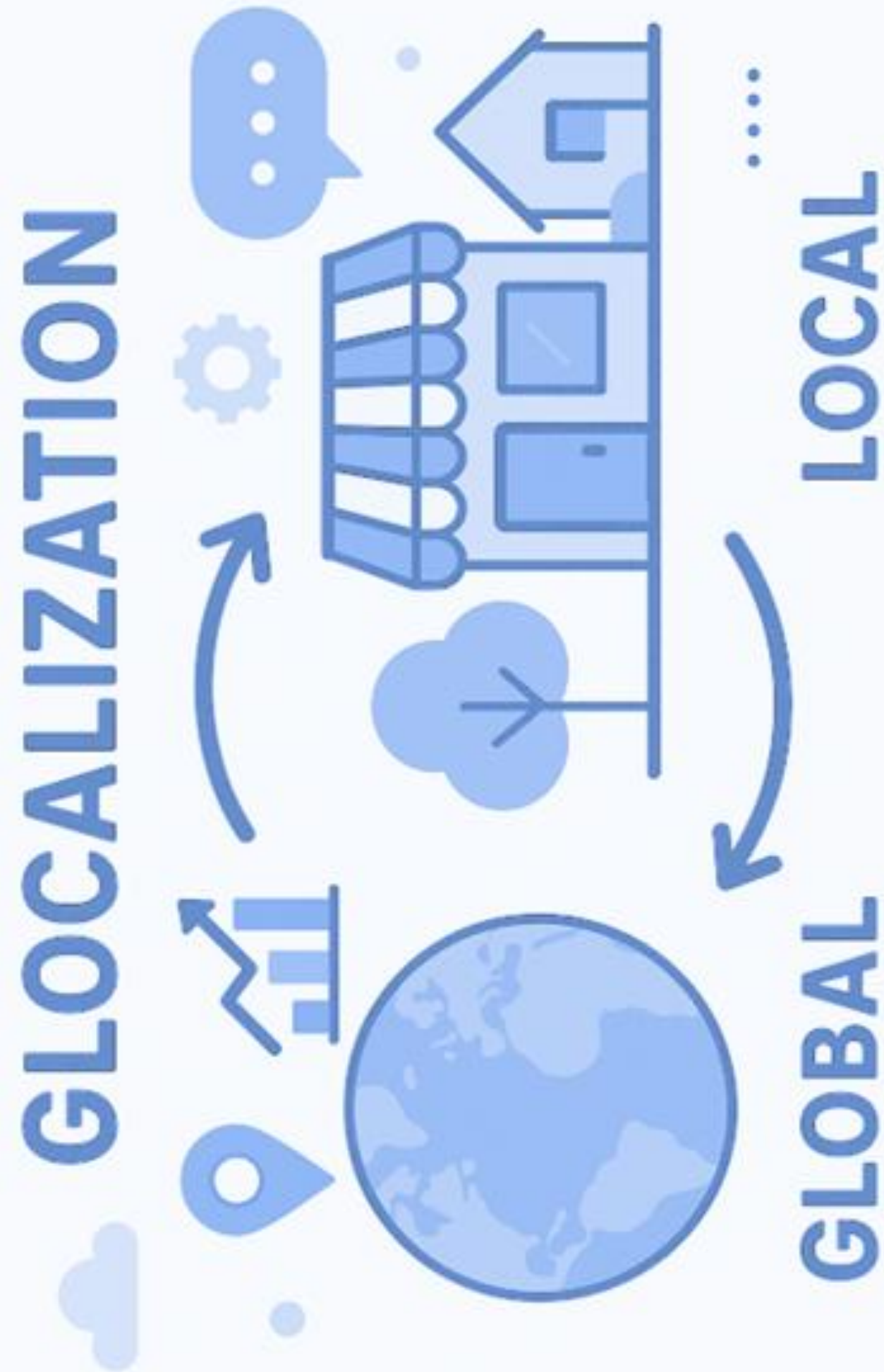


SCALING UP STRATEGIES

SUCCESS METRICS

- Deep-Dive Success Metrics- African brand building is different
- Western marketing textbooks focus on metrics like Cost Per Click (CPC), Net Promoter Score (NPS), and Social Media Engagement. In African markets, regional giants prioritize operational and trust-based indicators.
- Sometimes grapevine and word of mouth builds required trust (grapevine) and reliability (loyalty)





KEY PLANNING CONSIDERATIONS

- 1. Budgets Glocolisation is not cheap. One needs good finincing resourcing.
- 2. Continental media muscle and expertise.
- 3. Geographical Targets.
- 4. Localisation.
- 5. In-country representation.
- 6. Building media relations.
- 7. Giving back.

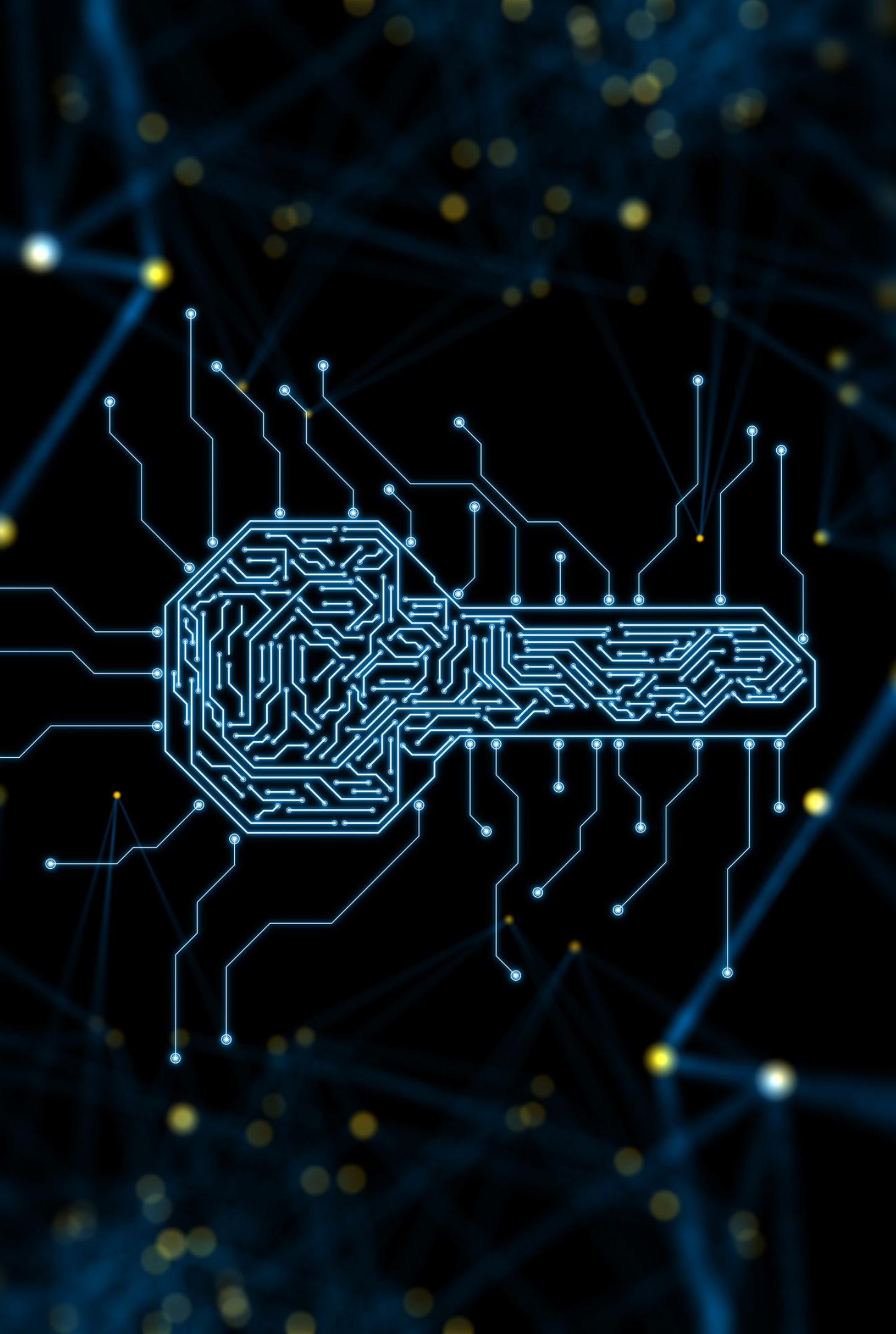


CROSS BORDER INSIGHTS. (Continuous research necessary)

- The world changes rapidly.
- The PayPal Cross-Border Consumer Research 2016 report presents insights from a global survey of approximately 28,000 consumers across 32 markets, focusing on the evolution of online and cross-border commerce.
- Key findings indicate that while the US and China are the largest markets for online spending, countries like India are rapidly growing, and cross-border shopping is most prevalent in Portugal, Peru, and Ireland. The report also highlights that clothing and consumer electronics are the most popular categories for cross-border purchases, with consumers often seeking better prices and unique products not available in their home countries.
- Some of the big brands come to our countries through cross border trading.

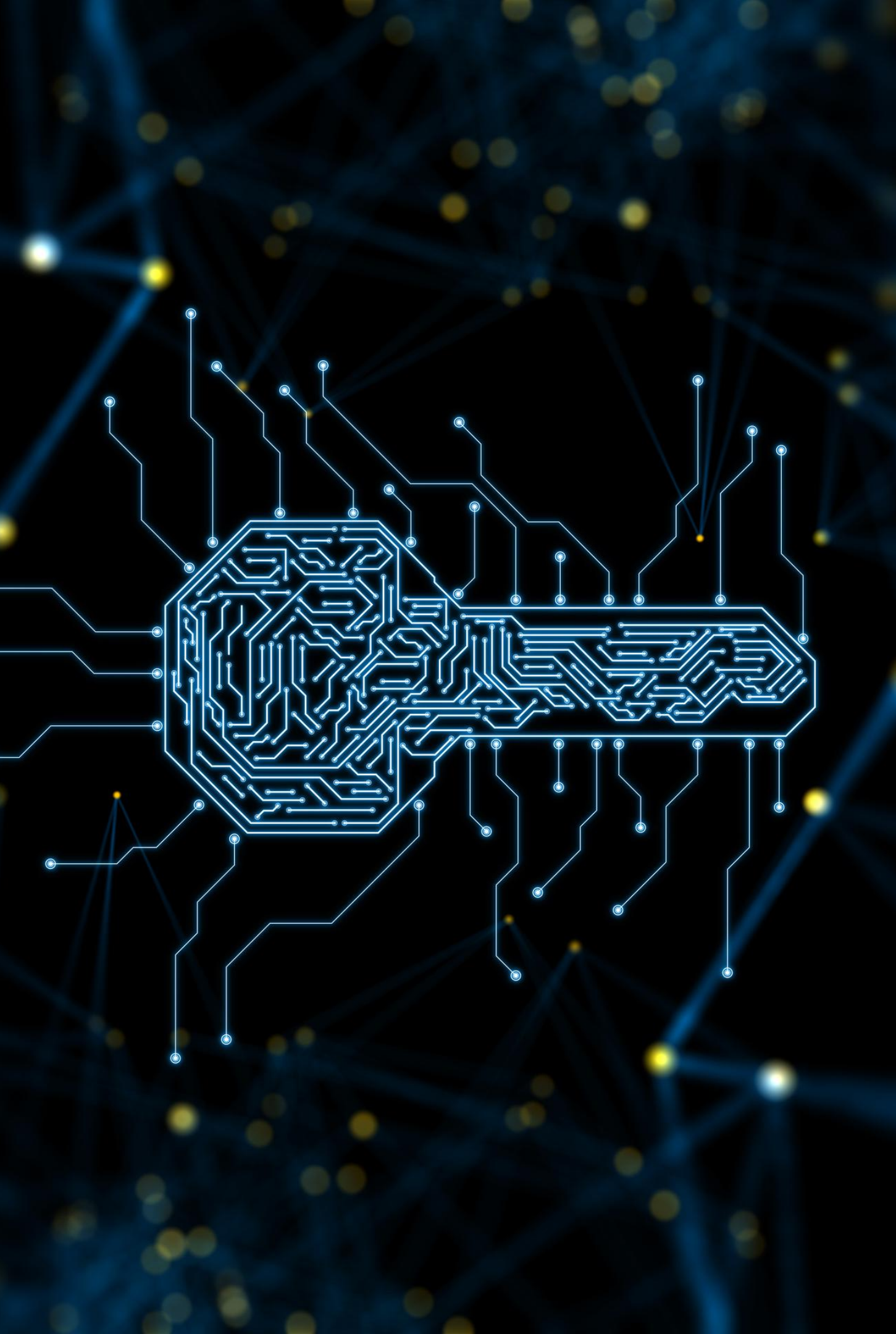
KEY TAKEAWAYS

- Keep previous brand essence original
- Research on new markets and contexturise product to local needs
- Have a budget
- Train regional teams on keeping elements visible
- Combine digital tools with traditional cultural ways of communicating the brand.



KEY TAKEAWAYS

- To keep winning across regions your AI stack must include the following:
- 1. Deep consumer insights
- 2. Pan African LOCALISED MESSAGING
- 3. Unified brand identity
-



Tools

1. MARKET RESEARCH AND CONSUMER INSIGHTS

- ✓ YAZI
- ✓ PEPLEXITY AI
- ✓ BRANDWATCH(IRIS AI)

2. LOCALIZATION & CULTURAL ADAPTATION

- ✓ Lelapa AI (and African Languages Lab initiatives)
- ✓ Lokalise AI
- ✓ Phrase

3. VISUAL BRANDING & CREATIVE ASSETS

- ✓ Ubrand - An AI branding design engine that generates comprehensive brand identity kits.
- ✓ Looka - Excellent for early-stage identity development.
- ✓ Canva (Magic and design) -A versatile platform for asset scaling.

4. SALES AUTOMATION & REGIONAL STRATEGY

- ✓ Trembi AI -An indigenous African sales automation platform.
- ✓ Live plan - Integrates market intelligence directly into regional business strategies



Other Services

- Strategy formulation facilitation
- Customer services and training
- Organisation Development
- Leadership and management Consultancy
- Cultural Remodeling
- Sales & marketing services and training
- Event management and execution
- Mentorship Services



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THANK YOU!