

BRAND ConXion: Defying All Odds

INTRODUCTION

There is a strange feeling these days - in this on-going war of brands - that catches up on every top-level manager. That feeling often exhibits itself in a fear - the much-dreaded recurring question of, 'Once again...how do we win 'them' over to our side?' Having researched on locally-consumed brands for approximately four months, with a background of two solid years of analyses, we - a group of young professionals - discovered a key that suddenly changed the way we perceived brand experience on the part of the consumer. This key is what we dubbed Brand 'ConXion' (*Connection*).

BRAND ConXion

Brand ConXion is simply our way of relating the essence, functionality, and adaptability of a product to the 'lifestyle and workstyle' of its consumers. It is the core reason behind the 'I can't wait to have mine' declaration from a potential consumer when such products hit the campaign stage. In fact, as a key resultant of the fundamental Self-Brand Connection (SBC) construct, when brand associations are used to construct one's self (image) or to communicate one's self (image) to others, a strong connection is formed between the brand and the consumer's self identity (*Escalas, 2004*). In a similar manner, brand resonance suggests a profound consumer brand relationship that is based on loyalty, attachment, and an enduring sense of communal kinship or affiliation. This relationship is so strong that members of that brand community are willing to make investments of their personal resources to remain connected to the brand (*Keller 2001*).

However, considerable efforts have been made and are spontaneously being made daily by the leading banking and telecommunication sectors in Nigeria, with the ultimate goal of demonstrating their witty strategies to appeal to new customers. Your guess? They, in our opinion, have turned the bullet-hole in their very own direction with more and more consumers looking for a more 'connected' brand experience, both in performance and adaptability to their individuality. More often than not, we discovered that more than 79% of TV, Radio, and Web-based campaigns are a direct result of top-management priorities which are grossly misplaced by Advertising and Marketing firms. The average Nigerian consumer, though not so intelligent, is aware of his/her needs, and so his level of attraction to any product is marginalized greatly by his income-level. This proves that, regardless of gender, level of education, profession, age, etc, Brand ConXion remains the only element that defies this limitation.

OUR TEAM vs ADVERTISING & MARKETING FIRMS

Many times we have been faced with so-called professionals who churn out visual-based campaigns with little or no adaptivity to the concept of Brand ConXion. And we often wonder why corporate giants continue to rely on groups of people with raw commonplace concepts without real substance in branding, and who continue to trick the trade without research-based functionality of their claims. Our team is fully grounded on brand strategies that rely on function, accountability, productivity, and future value on intangible assets that far out-weight the balance sheet figures. For instance, a well struck application of Brand ConXion can produce more than one thousand percent (1000%) of the relative brand affinity stimulation considered. The interpretation is this: your competitors can hardly counter a product that exhibits Brand ConXion; hence, you defy all odds!

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WOULDN'T YOU RATHER...?

No matter how misty the business climate may be, there are always options before you when it comes to **Team (Nigeria) Inc.** And just like the converse of how the '**GTBank**' claim says it, 'Wouldn't you rather have a Brand ConXion with your consumers?' You would never know how many potential consumers are dying to embrace you until you turn on the Brand ConXion key. Best of all, we are more than ready to help you.

TEAM: THAT'S WHO WE ARE

When it comes to demonstrating Brand ConXion, we know our onions. We have what it takes to put your brand on the map of Nigeria; and we make bold to say so. To be candid, Brand ConXion is beyond what an in-house marketing department can deliver as we have seen none of its traits in the Information Technology sector in the whole country. **Team (Nigeria) Inc.** works with methodologies that are informed by intangibles, hence our figures are essentially spontaneous and symbiotic at the same time. That's why we are the team you need.

WE CAN MAKE YOU AN IRRESISTIBLE OFFER

What if you had a product with all the traits that fit our description?

What if we propose to generate a brand affinity of a minimum of ten thousand (10,000) consumers of that product in just three (3) months of our strategy implementation?

What if we do a complete Brand ConXion Support for you?

In deed, we can make you an irresistible offer.

All you have to do is make a commitment...and keep it. 

EMMANUEL oBafemi

OMAGBEMI eDwin

BABATUNDE aDeoye

BRAND ConXion

BRAND eXecution

BRAND eXamination

Team (Nigeria) Inc. is a new group of young professionals (undergraduates and fresh graduates) with strategic research knowledge on brand creation, brand management, and brand evaluation, especially in the Nigerian business terrain. Our moral philosophies in business are world-class, hence, defying the present-day 'join-the-bandwagon' corporate wisdom for product and brand marketing.

We believe that the true future leaders in business are not the ones who multiply investments only, but rather; the ones who constantly subject their brand cycle to consumer perception in order to create long-lasting value and affinity.

For more information on how to enjoy our services - be it **BRAND ConXion**, **BRAND eXecution**, or/and **BRAND eXamination** - please contact us,

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Or

By E-mail: **team.nigeria@live.com**

We will be glad to help you.