



# Branding Technologies for African Agricultural Transformation (TAAT)

## ***AN OVERVIEW OF THE STRATEGY FOR COMMUNICATION***

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# WHAT IS BRANDING?

- A brand is not a logo. A brand is not a name. A brand is not a trademark, symbol or jingle
- A brand exists only in the minds of your stakeholders
- A brand is the sum total of all the impressions a stakeholder has, based on every interaction they have had with you, your organisation and your product/service
- Endowing a product or service with the power of the brand

# CURRENT SITUATION

- ❖ Communications office at the TAAT ClearingHouse officially began on the 3<sup>rd</sup> of September 2018.
- ❖ Implementing Agency, Partners and CGs have been carrying out communication activities for about 12 months.
- ❖ Coherence, strategic focus and integration urgently required.
- ❖ Communication should therefore become a strategic tool to drive TAAT's mission and objectives within the framework of the “Feed Africa Strategy”.

# COMMUNICATION STRATEGY

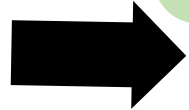
- ❖ A communication's strategy develops from an organisation's uniqueness and from identity-shaping practices, maintained over time, that lead stakeholders to perceive the organisation as credible, reliable, responsible and trustworthy.
- ❖ A favorable reputation therefore requires more than just an effective communication effort reinforced by an updated strategy; it requires an admirable identity that can be molded through consistent performance, usually over many years.

# RATIONALE

- ❖ Positively impact TAAT's mission by continually communicating the relevance of that mission and propagating information on TAAT's activities and initiatives in ways that:
  - ***Enhance stakeholders' understanding***
  - ***Broaden its partnerships***
  - ***Deepen its resources and capacities, and raise its value and standing as the flagship programme for achieving food security in Africa.***
  - ***Ensure better management and more effective utilisation of the ClearingHouse***
  - ***initiate and maintain dialogues with stakeholders and secure their feedback***

# TARGETS

**MISSION**  
 “Branding TAAT as a sector leader with the capacity to strategically communicate and deliver on its mandate”



**GOAL**  
 “To communicate more effectively with TAATs relevant stakeholders”



**MAIN OBJECTIVE**  
 “To develop a broad, forward-looking, inclusive communication strategy that delivers on TAAT objectives”

## EXPECTED OUTPUTS

<i>Distinctive and easily recognizable TAAT identity</i>	<ul style="list-style-type: none"> <li>• <i>Well defined and focused messages</i></li> <li>• ..</li> </ul>
<i>Creation of an effective network for internal communication amongst TAAT internal publics.</i>	<ul style="list-style-type: none"> <li>• <i>Functional contact data base to support information exchange</i></li> <li>• ..</li> </ul>
<i>Targeted communications products and tools</i>	<ul style="list-style-type: none"> <li>• <i>Reinforcement of existing partnerships and building of new partnerships</i></li> <li>• ..</li> </ul>



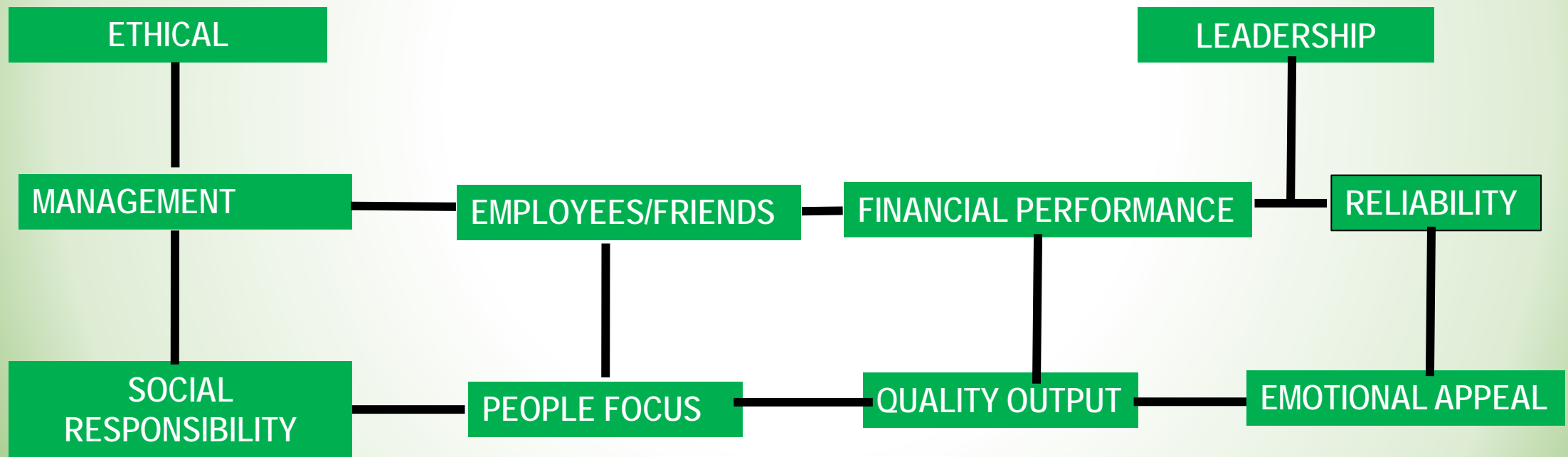
# OVERALL EXPECTED OUTPUT

*Informed stakeholders, institutions, communities and individuals who:*

- feel empowered through information, dialogue and participation,*
- avail themselves of opportunities and appropriate technologies provided through TAAT to transform Africa's agriculture*
- bring enhanced value and premium placement on agriculture within the African continent.*

# STRATEGY PILLARS

The TAAT Communications Strategy will be built on ten pillars which mirror its reputation measurement system while serving as credible framework for strategy monitoring and evaluation

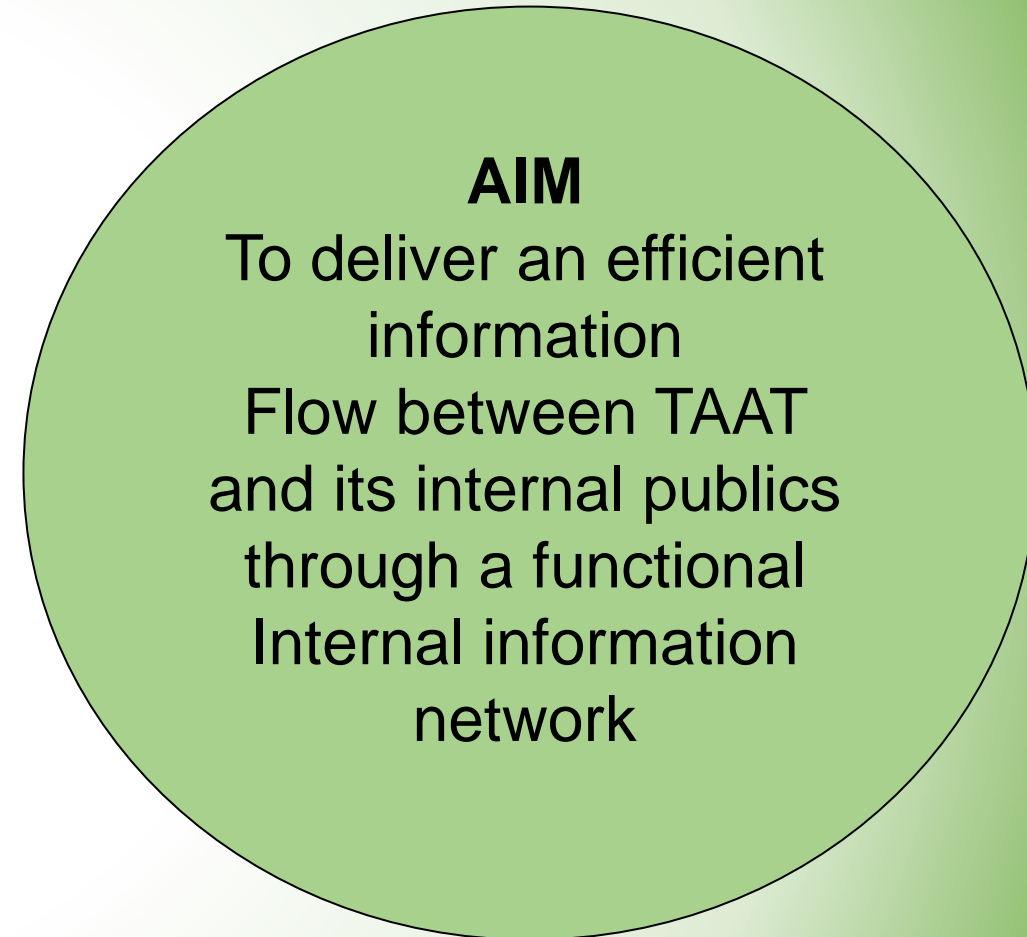
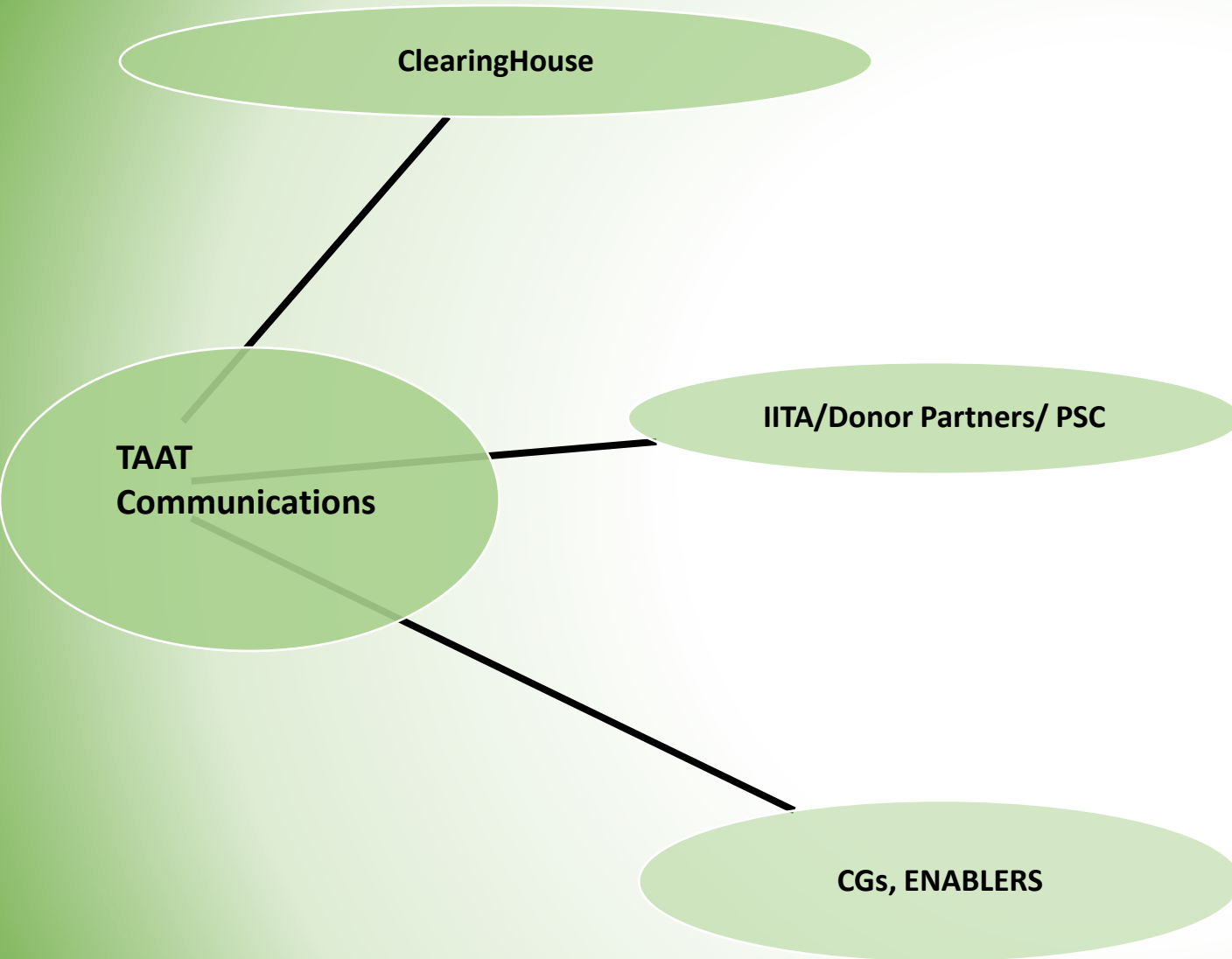




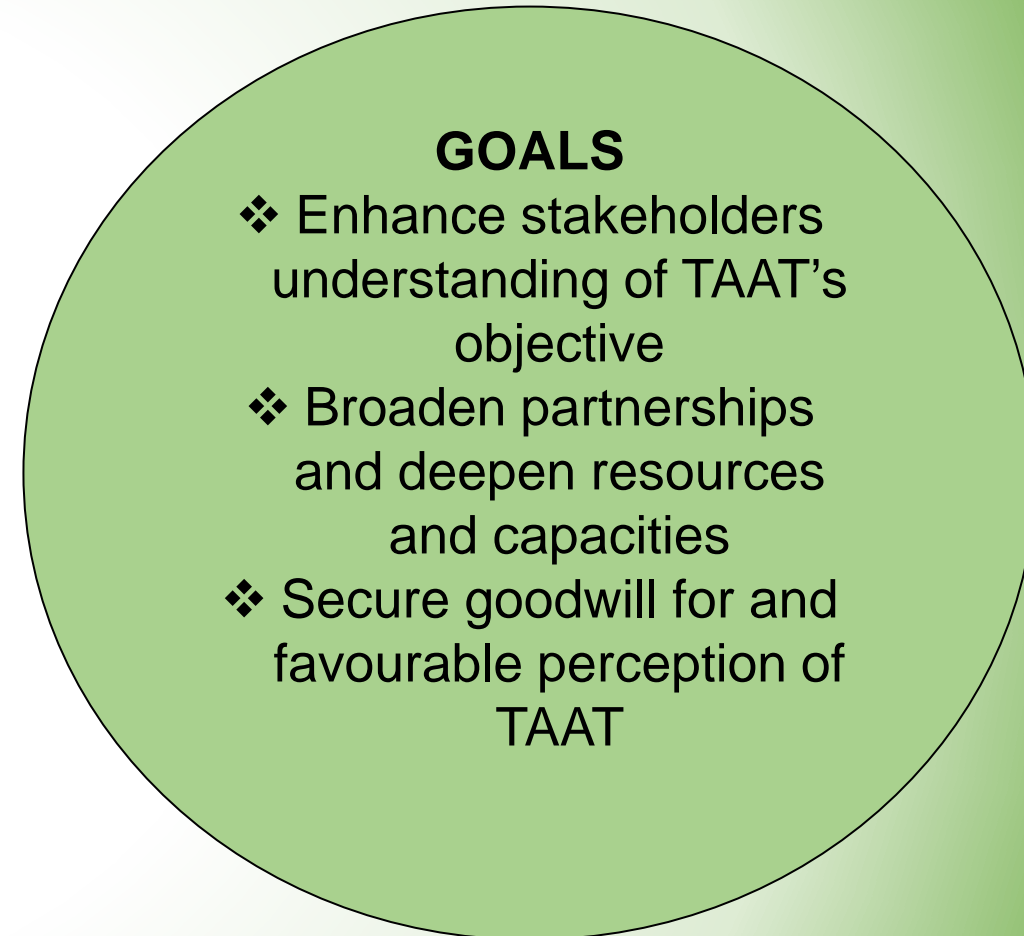
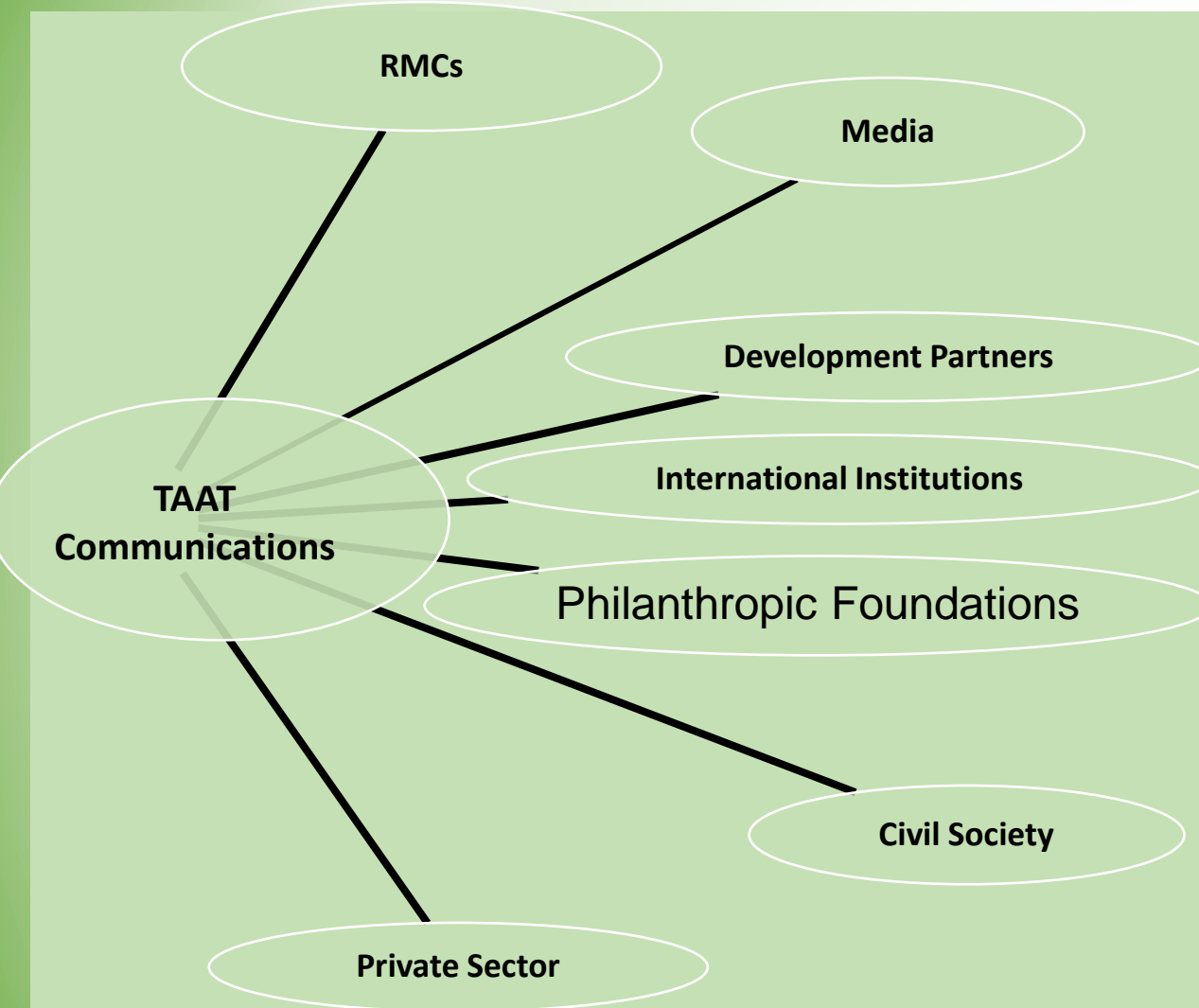
# STRATEGY ELEMENTS

- ❖ Corporate branding
- ❖ Stakeholder/Relationship Management
- ❖ Key Messages
  - *Building confidence in TAAT*
  - *Continued Resource Mobilisation*
  - *TAAT as a distinctive brand with innovation at its core*
- ❖ Top Management Visibility
- ❖ Advocacy
- ❖ Media Relations
- ❖ Crisis Communications
- ❖ *External and Digital Communications*
- ❖ Website
- ❖ *Knowledge management*

# Target Audience (Internal)...



# TARGET AUDIENCE (External)



# VEHICLES OF DELIVERY

- ❖ Group mailing lists
- ❖ TAAT website: an online clearinghouse, one-stop shop for proven technologies for African agricultural transformation
  - Communiqués, press releases, speeches, talking points, documentaries, video clips, jingles, press conferences, interviews and media kit,
- ❖ Social media channels – Facebook, Twitter, Instagram, Youtube and Flickr
- ❖ Newsletters and in-house publications, corporate profile, journals, progress reports, FAQ sheets, brochures, pamphlets, photo stand, roll-ups, branded power point presentations templates, etc
- ❖ Stakeholder consultations
- ❖ Events and meetings

# CONCLUSION

**The overall goal is to give tactical support to achieving TAAT's objectives using strategic communication and reputation management tools.**

- ❖ A communications strategy develops from an organisation's uniqueness and from identity-shaping practices, maintained over time, that lead stakeholders to perceive the organisation as credible, reliable, responsible and trustworthy. Best regarded organisations achieve their reputations by implementing systematically, a communications strategy. They adhere rigorously to practices that consistently and reliably produce decisions that the rest of us approve of and respect. By increasing faith and confidence in the organisation's actions, credibility and reliability, they create economic value.
- ❖ A favourable reputation therefore requires more than just an effective communication effort; it requires an admirable identity that can be moulded through consistent performance, usually over many years.

***Merci / Thanks / Obrigado***