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Exclusive Portfolio Communication/Marketing - Thierry Dubus

Born and raised in Canada with French upbringing (family).

McGill and Concordia universities – Administration/Marketing

Post graduate studies with



McCann-Erickson

...or 20 years of continued education and partnerships with:



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A passion for communication and marketing

A recurring question: **"What ideas do you have for my brand?"**

Ideas are generally not the problem.

The company's problem must first be clearly identified.

An idea will only be worthwhile if it solves a company's needs and strategy, such as

- reaching/tapping into new markets,
- Increasing awareness with potential consumers,
- Enhancing the brand/company's image,
- Improving the experience the customer has with the brand/company
- Etc...

Always with one final objective: Increasing turnover.

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To clearly identify the issue that needs fixing in order to offer the most efficient and adapted actions/operations, an open dialogue is essential, a relationship of confidence and trust must be created between the company and the consultant.

Following are a few examples to illustrate this.

Without proper identification of the issue that needed attention, the solution, proposed action could have been quite different...

Examples: DT DOBIE

Lose fetish Nissan brand to politics and with it their SUV clout.
JEEP brand/image very low in Kenya as are budgets.

Proposed strategy

Give “opinion leaders” clients unforgettable JEEP experience to make them the best brand ambassadors
Have their employees participate in the running of the operation for motivation.
Invite Kenyan motor press as witnesses.

Tactics

A VIP week-end is offered.
They are gifted a preloaded GPS to reach a secret location bush lunch on and off roads.
For the afternoon, a **4x4 track** has been built on natural terrain and expert 4x4 pilots are there to show them and coach them on their SUVs.

Results

All press covered the event citing DT as “giving back to their clients”.
Prospects have come in mentioning raid, some transformed in sales .
3 raids done with Garmin and Serena as partners.



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Examples: VOLKSWAGEN

VW will replace Nissan.
With limited stock/sales
force how can they
present commercial
vehicle range to all
potential fleet users?

Proposed strategy

Organize a spectacular on
invitation only (CEOs/MDs) car
fashion show in a prestigious
location for selected companies
using fleet cars and commercial
vehicles.

Tactics

A massive tented runway is set
up at Muthaiga golf club.
All vehicles presented with
actors to show their specific
use.
Re-creation of VW showroom in
second tent.
Cocktails and finger food served
by waiters.

Results

450+ guests.
Event had to be closed
“discotheque style”.
4 firm orders.
20+ rendez-vous.



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Examples: DUSIT D2 Hotel

Thai international hotel are launching in Nairobi. They will recruit business travelers. Locally the hotel facilities must attract upwardly mobile Young Kenyans and firms who are susceptible to having clients from abroad.

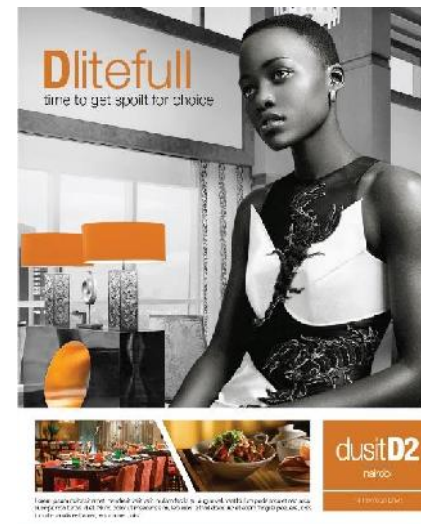
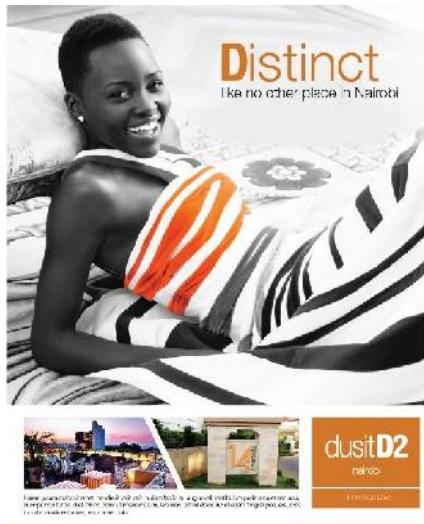
Proposed Strategy

Work with an agency to create a trendy media campaign with strong visual identity.

Use social media to preview and inspire on hotel's offerings.

Tactics

Billboards carefully positioned near young upwardly mobile Kenyan usual places. Social media leaders (Fb / Twitter / Instagram) will be given material to preview bars, spas, restaurants, etc. Traditionally Thai dressed envoys will deliver private invitations to grand opening.



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Examples: TAWI LODGE, AMBOSELI.

2013, High end lodges are in difficulty with lucrative Intl. guests following recent terrorist events.

Proposed strategy

Budget preventing recruitment of additional agents abroad, it is proposed to concentrate on and develop the local Kenyan market.

Tactics

Re-connect with local Tour Organizers by organizing a cocktail with prize giving. Increase social/e-media contacts based on dream and Image of Tawi lodge. Propose new products that will appeal more to Kenyans.

Results

35% increase in Kenyan bed nights over a two year period.



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Examples: GRANIT SOLUTIONS

Tourism software, web site designer, wildlife photography, their “Safari software” is at a standstill, there is no demand for internet sites. They are a small independent firm, the budget is very very tight.

Proposed strategy

Focus on his core competence, software design, pause web design and photography activities for the time being.

Software being available in French, open up French speaking African markets.

Tactics

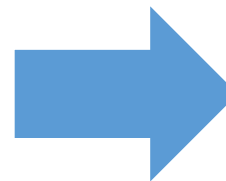
Modernize and improve his internet site for a more “pro look”,
Keep his two employees in Kenya for existing customers’ maintenance and bug solving,
Create a professional mailing to French speaking agencies in French countries. A test run is decided in Madagascar.

Results

Kenyan office still operating.

Mr. Granier has been living in Madagascar since 2013.

When the Malgache market is saturated, perhaps he will start again the process in the West African region?



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Need to wake your team up? Internal re-organization, new range of products, team needs to learn to work together?

Possibility of tailor made seminars with specific exercises/motivational days outside of the firm to build team cohesion and communication.

Fun reward days.



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These examples also show the different types/size of events and how we can work together,

- Solo (Granier/Tawi),
- Managing a team of confirmed specialists in specific fields (VW/Jeep/Motivation days),
- Managing an ad agency after selection (Dusit D2) or imposed (VW).

How does this benefit you?

The best adapted solution to solve your particular need.

Always!

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Specialists and ad agencies have fixed personnel, always the same with strengths but also limitations, weaknesses.

My personal experience and time spent in Africa mean access to a reservoir of talent from:

- 3 adv. agencies – clients such as Safaricom, Toyota trucks, Coop bank...
- 2 media counselling agencies – Safaricom, KBL, OLX...
- 2 events agencies
- 1 market research agency
- Other suppliers as needed -Tents-catering-dancers-actors-music/musicians-lighting-www sites-stages-events furniture-security-video-photographers-etc...

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Proposed consultancy services

- Temporary missions as communication/marketing director,
- Assistance in selection of local marketing/communication partners,
- Communication/marketing strategies (with or without creative package),
- Media strategies,
- Creation and setting up of original personalized events adapted to firm's objectives,
- Tailor made motivation/team bonding days,
- Incentives, rewards packages.

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Communication and marketing consultant



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