INTEGRATED BRANDING SINCE 1998
For more than a decade,

USP has been at the forefront of delivering integrated brand management solutions to companies across different sectors of the economy.

With the passion to share your vision, and a commitment to helping you build globally competitive brands, USP remains Nigeria’s Premier Brand Management Company with network offices in South Africa, United Kingdom and United States of America.
Our Vision
We See a Prosperous Africa

Our Mission
Creating wealth across Africa by building globally competitive brands
Our Services

- Brand Strategy Development
- Corporate Branding
- Brand Identity Design
- Package Design
- Brand Communications
- Corporate Social Responsibility Development
- Experiential Marketing
- Product Development
Integrated Brand Marketing Strategy, IBMS

This is our proprietary tool for holistic brand management. It guarantees speedy and cost effective brand value creation.
Our Brands

With four subsidiaries and more than 80 healthcare products, Emzor is Nigeria’s leading pharmaceutical company. USP was appointed to develop a holistic corporate and product brand strategy for Emzor Group. This involves total rebranding, a new brand architecture for the group and package design for more than 80 products.

Services Provided:
- Corporate Brand Strategy and Brand Design
- Product Repackaging
- Brand Communications
- Marketing and Promotional Strategy
- CSR Strategy
Fascinating Nigeria

Working with the Federal Ministry of Tourism, Culture and National Orientation USP developed a tourism brand identity for the nation, a first!

The identity captures what makes our country so fascinating and is built on the three dimensions of Weather and Landscape; Wildlife and Nature; People and Culture.

Services Provided

- Brand Strategy Development
- Brand Design
- Brand Communications
- Promotional Strategy
Bank of Industry
The first branding program for a merger of financial institutions in Nigeria was managed by USP. This led to the creation of the Bank of Industry brand, from the merger of Nigerian Industrial Development Bank (NIDB), the Nigerian Bank for Commerce and Industry (NBCI) and the National Economic Reconstruction Fund (NERFUND).

USP developed a new Corporate Identity based on (the 3 industrial wheels of progress), and a positive platform of brand value anchored around the three Es of Enterprise, Excellence and Empowerment.

Services Provided
- Brand Strategy Development
- Logo Design & Visual Identity
- Brand Communications
As a consultant to Tinapa, USP conceptualized and organized the first ever international trade expo at Tinapa Business Resort. The 1st Tinapa Trade Expo attracted businesses across the different sectors of the economy both in Nigeria and across Africa.

**Services Provided**

- Concept Development and Naming
- Logo Design & Visual Identity
- Event Implementation
Tinapa Invitational Soccer Fiesta was the biggest sports entertainment event in Nigeria. Manchester United Football Club and Portsmouth FC Club, both of England were brought to play in Nigeria for the first time in history. The epoch making event which attracted coverage in more than 200 countries and over 500 million viewers, was staged at Abuja International Stadium.

As the consultant to Tinapa, USP organized the event successfully and conceptualized the marketing and communication strategy and implementation for the Fiesta.

**Services Provided**
- Concept Development and Naming
- Logo Design & Visual Identity
- Event Implementation
- Brand Communications
- Marketing Strategy
USP was appointed to create brand strategy and marketing initiatives for VISION 2020. USP was equally responsible for the Inaugural Event held at the Presidential Villa.

**Services Provided**
- Logo Design & Visual Identity
- Event Implementation
- Brand Communications
- Marketing Strategy

- USP CEO at BSG Inauguration
USP developed an integrated brand strategy, incorporating a distinct visual identity, marketing strategy, and brand communications for AIICO Insurance.

The new brand’s positioning is captured in the brand promise: “Value For Life”.

**Services Provided**

- Brand Strategy Development
- Logo Design & Visual Identity
- Brand Communications
When Global Assurance was acquired, renamed International Energy Insurance Plc, and strategically repositioned to become a niche player in the energy sector, USP was appointed to manage the creation of the new brand. The company’s brand essence is captured in the 3 Ways We Care philosophy.

- **About your business** (Non-Life Cover)
- **About your people** (Life Cover)
- **About the environment** (Pro-environment Social Investment Programme)

**Services Provided:**
- Brand Strategy Development
- Logo Design & Visual Identity
- Brand Communications
USP developed a comprehensive marketing strategy for Business Day. This entails strategic brand associations, event marketing initiatives, and effective brand communications across various platforms. Business Day's position as “The Voice of Business” is being enhanced, as it is increasingly being known and seen as the leading authentic source of business and finance intelligence.

**Services Provided**
- Marketing Strategy
- Brand Communications
USP was engaged by Saro Lifecare to manage the relaunch of Carat Medicated Soap.

**Services Provided**
- Package Design
- Brand Communications
- Marketing and Promotional Strategy
USP was engaged by the Ekiti State Government on a Public Private Partnership project to develop specific tourism assets of the state.
USP worked with Equity Life Insurance Company Limited in its transformation to CrystalLife Assurance Company Limited (Now ARM Life).

The name and the brand value proposition; The Better Life were developed by USP, which is the marketing platform for the brand.

The CrystalLife logo was created by USP. The logo is a combination of name and symbol in a solid purple block. The symbol is a half-part crystal with the image of people (life) in it. It is about protecting and enriching lives.

**Services Provided**

- Brand Naming
- Brand Strategy Development
- Logo Design & Visual Identity
- Brand Launch
- Brand Communications
In 2001, USP developed the launch strategy and brand building programme for Zinox, Nigeria’s first internationally certified branded computer.
The brand was launched by the Vice President at an event organized by USP, in Lagos.

**Services Provided:**
- Brand Strategy Development
- Logo Design & Visual Identity
- Brand Launch
- Brand Communications
USP worked with Saro, Nigeria’s leading crop protection company, in repositioning of the corporate brand from Saro Agrachemicals to Saro AgroSciences in line with the global trend. A new brand identity was developed to reflect the new positioning, and this formed part of the brand communications implemented.

**Services Provided:**
- Logo Design & Visual Identity
- Brand Communications
- Marketing Strategy
Experiential Branding

USP has created some of the most memorable brand experience for our clients. We do this by developing event concept, design and implementation. Our strategic branded approach ensures that events effectively reinforce brand identity while achieving an impactful marketing objective.
Every year, USP organises a seminar which aims to give small businesses the branding knowledge they need to develop competitive products and services. Brand2Wealth was established by USP in 2007, and the first edition was held at the Fidelity Bank Training Centre with 55 participants in attendance. Since then the program has been held annually in partnership with Fite Foundation. Other organizations with interest in the development of SMEs have also played various roles in the seminar.

**Objectives Of Brand2Wealth**

Empower SMEs with the branding knowledge they need to build competitive businesses and develop strong product and service brands. Contribute significantly to the wealth creation capabilities of SMEs with the attendant transformational impact this can have on the economy.
THE NATIONAL THEATRE INVESTOR ROAD SHOW

• USP was appointed to package the National Theatre Investor Road Show, to mobilize investor for the National Theatre Master Plan.

• The Road Show was taken from Lagos to London, Dubai and Johannesburg.

• USP provided the full branding services, event management and communications design as well as logistic support.
BANNERS
Development and Concession of National Theatre Complementary Facilities

THE NATIONAL THEATRE
LAGOS

BE IN THE
MASTER PLAN

WEB
KEY EXECUTIVES
KEY EXECUTIVES

MUYIWA KAYODE
Muyiwa graduated from the University of Lagos, with a Bachelor’s degree in English and worked with The Guardian, before switching to advertising in 1990 when he joined SO&U Saatchi & Saatchi, a copywriter. He moved to Prima Garnet Ogilvy, at inception in 1992 to set up the Agency’s Copy and Radio/TV Department. Muyiwa wrote and produced Nigeria’s first TV commercial on a global medium for Crystal Bank in 1994. It ran for six months on CNN. He produced a similar project for Nigeria Export Processing Zones in 1997. At Prima Garnet Ogilvy, he produced a series of award winning work, and was part of the team that launched LG in Nigeria in 1995.

Training:

Brand Experience:
Muyiwa has over 20 years experience in brand marketing during which he worked on local and international brands which include: GT Bank, Sheraton Hotels & Towers, UBA Plc, LG Electronics, MultiChoice/MNET, Diamond Bank Plc., Brett Mouthwash (Pharma Deko), Sans Cream Soda (Pharma Deko), DHL, KLM, Intercontinental Bank Plc, Tinapa Business Resort, Emzor Pharmaceuticals, Zinox Computers, Saro Lifecare
KUNLE AJOSE
A truly outstanding graphic designer, Kunle’s experience spans publishing and advertising. After graduating from Yaba College of Technology, he worked at Idodo Umeh Publishers and Patike Communications before moving to SO & U Saatchi & Saatchi. He joined Prima Garnet Ogilvy at inception in 1992, and produced a lot of outstanding work including an award winning press ad for Multichoice.

Kunle has attended several training programs including: CMC Total Marketing Course, Ogilvy & Mather Brand Stewardship Program

Brand Experience:
Kunle has over the past 20 years, been involved in creating and building various world class brands which include: Bank Of Industry, Unity Bank, Intercontinental Bank, International Energy Insurance, Saro AgroSciences, KLM, GTBank, Box Office, Crown Realties, Stonecraft, Swatch, H.Pierson, Dakova, ZinoX, Farafina
THE TEAM

ANNE IMOMOH
Anne is an adept Graphic Artist with a background in Computer Sciences. She started out in the Comic Industry as a Colourist and worked as a Graphic | Layout Artist with Farafina, a foremost Nigerian Publishing House with titles such as Half of a Yellow Sun, Zarah the Windseeker, etc. She has worked on leading Nigerian brands including Sweet Sensation, Emzor, Saro. She serves as Brand Manager, and Deputy Manager, Creative, at USP Brands.

DARE ODEWOLE
A seasoned Chartered Accountant with a strong background in Audit, Taxation & Finance with over five year of experience. He holds a Bachelor Degree in Economics from Olabisi Onabanjo University Ogun State.
He is an Associate (ACA) of The Institute of Chartered Accountants of Nigeria (ICAN) and an Associate of the Institute of Strategic Management, Nigeria (ISMN)
THINK BRANDING THINK USP!

USP means Unique Selling Point.
This is what your branding should deliver to you.
This is what gives you competitive advantage. This is what USP does for you.
Brand your business for competitive advantage. Make the call now.

BRAND MANAGEMENT Integrated Branding Since 1998
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