

# WE CREATE LOVE STORIES

... between you and your brands



**BRAND MANAGEMENT**

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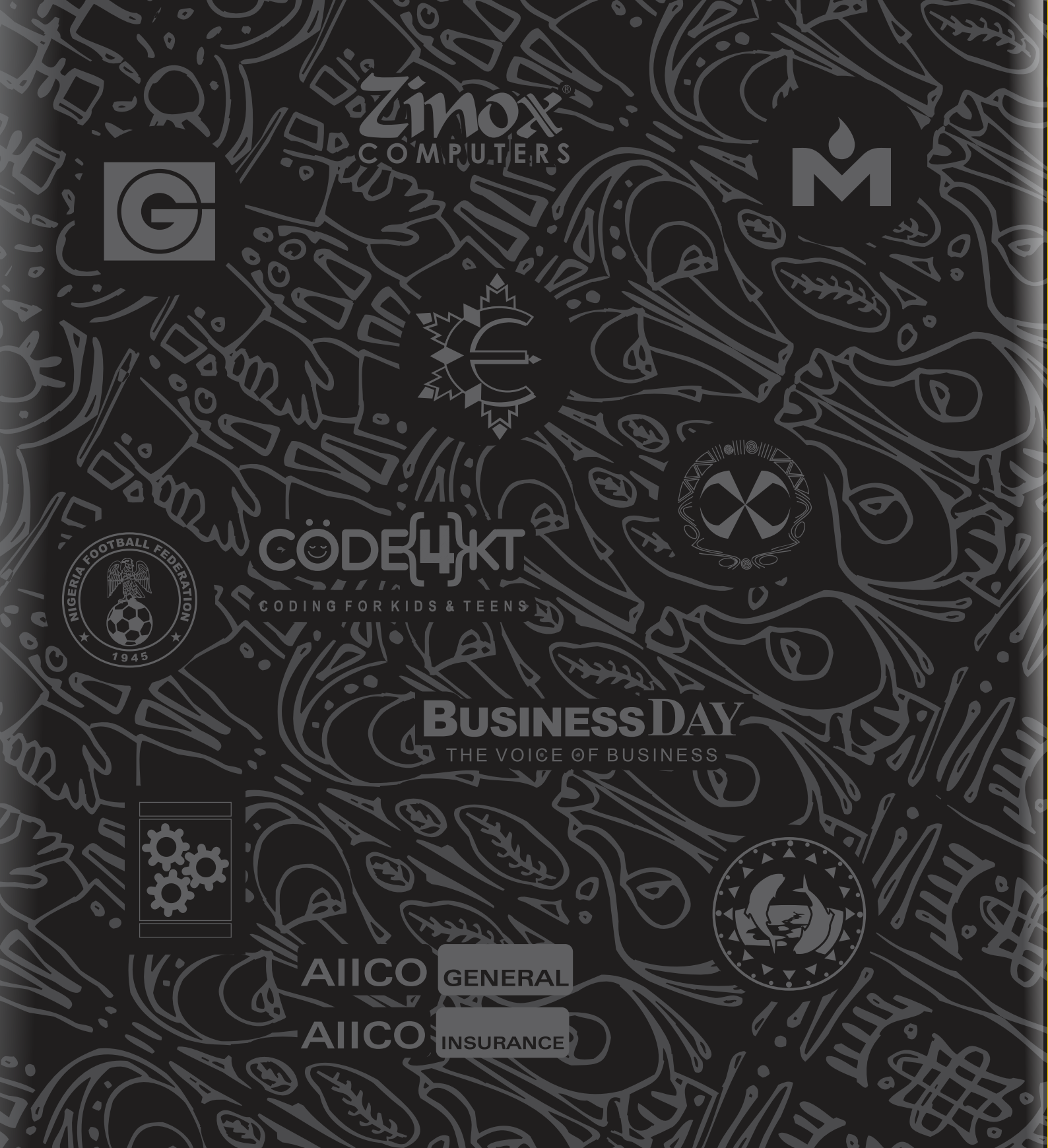
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**BRAND NEW THINKING**

[www.uspbrands.com](http://www.uspbrands.com)



# SINCE 1998...

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, we create love stories for brands and help you build brands that people love

## 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

Sports Marketing

# PEOPLE WE LOVE...

Our people are passionate about branding.

Young but experienced,  
we bring you branding  
solutions that work.





# LOVE AT FIRST SIGHT....

## LOGOS AND IDENTITY

We create logos and visual identity that get you noticed and get you loved



# BEAUTY TO BEHOLD....

## PACKAGE AND LABEL DESIGN

We design packaging and labels that make your brand a thing of beauty.





# WE SAY WE DO....

## ADVERTISING AND BRAND COMMUNICATIONS –

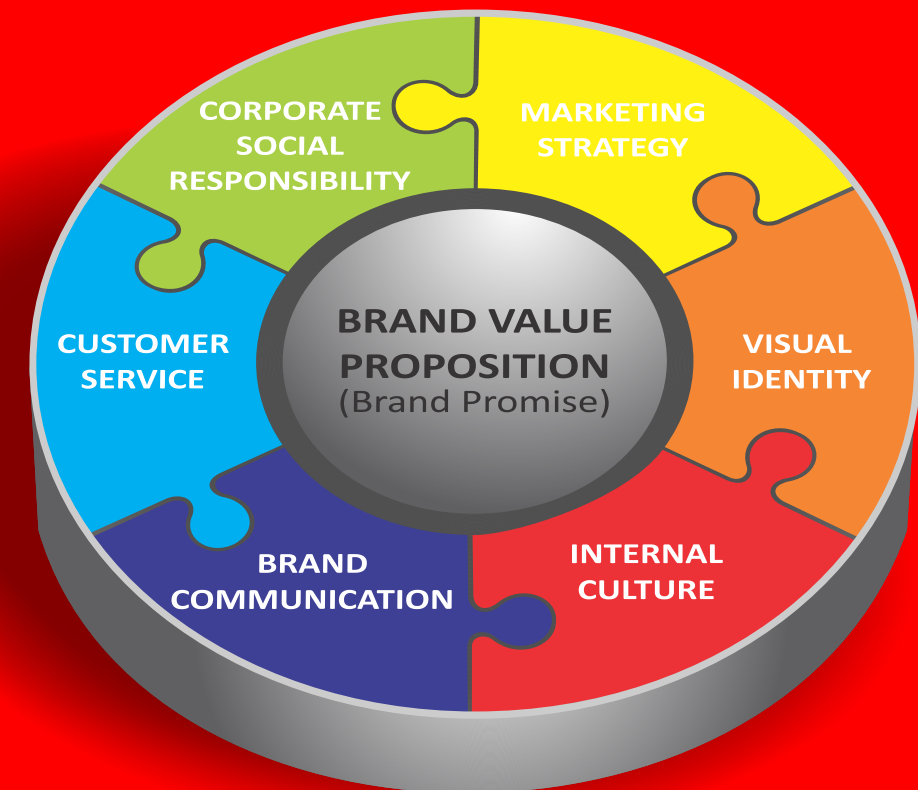
Online or offline, we help you tell the most compelling stories about your brand through the most effective advertising messages and total brand communications. We know the best ways to help you say what you do.



# IBMS

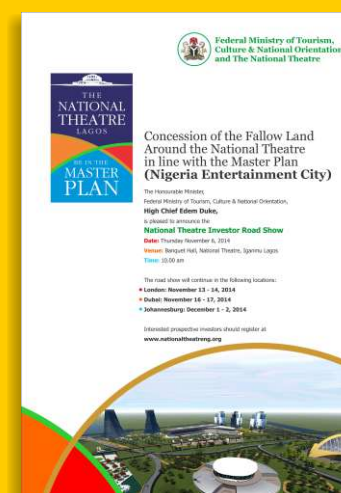
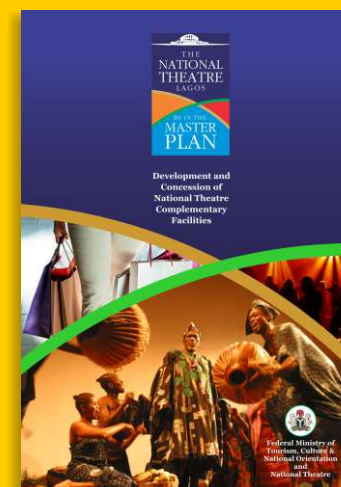
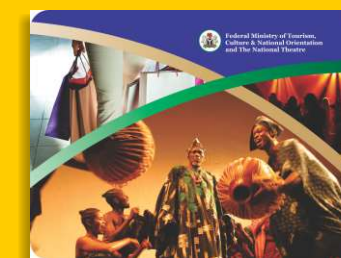
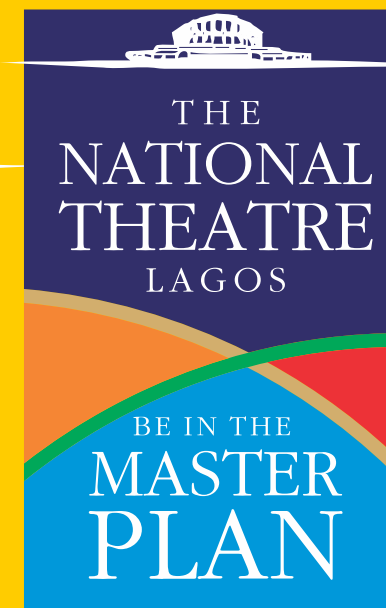
## INTEGRATED BRAND MARKETING STRATEGY,

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



# BRANDS WE LOVE...

We have helped these brands create love stories



## 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.







## EMZOR PHARMACEUTICAL INDUSTRIES LIMITED

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







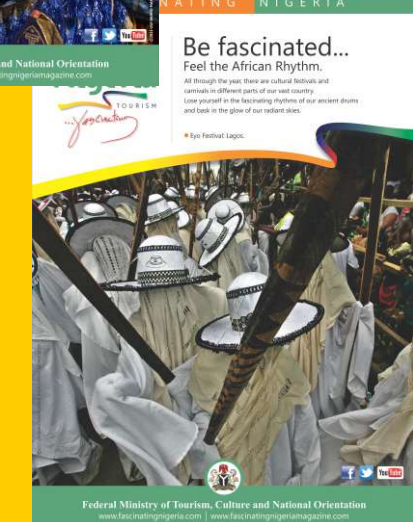
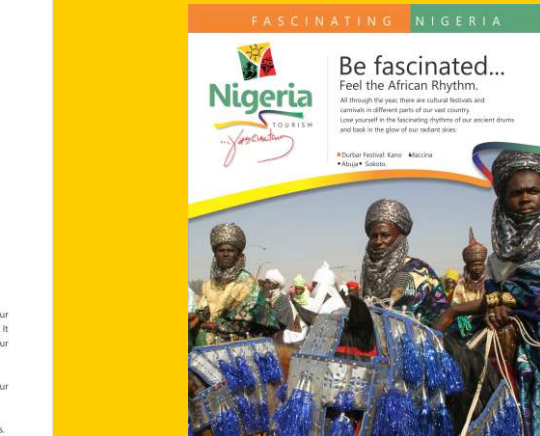
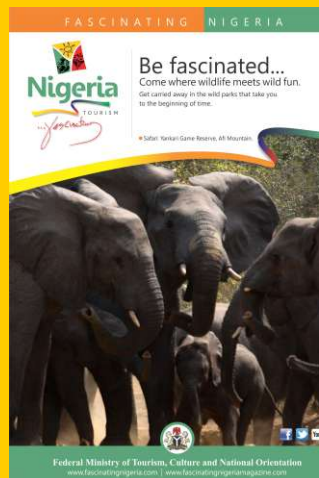
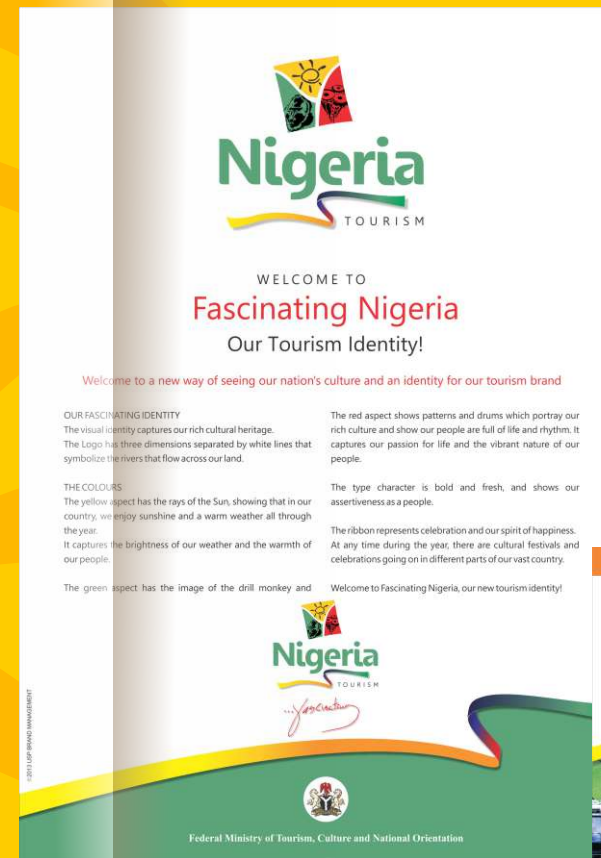
## FASCINATING NIGERIA

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

TRANSFORMING THE INDUSTRIAL SECTOR

## 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.

Under a special partnership agreement, USP provides Branding Support for BOI loan beneficiaries, under the USP Brand2Wealth Program.

## SERVICES PROVIDED

- Brand Strategy Development
- Logo Design & Visual Identity
- Brand Communications



**Bins**  
B R O W N

**CÖDE{4}KT**  
CODING FOR KIDS & TEENS

**LEARN**  
STATION

**EDULIGHT**  
CONSULTING



## TINAPA SOCCER FIESTA

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





## SARO LIFECARE/ SARO AGROSCIENCES

USP worked with Saro, Nigeria's leading crop protection company, in repositioning of the corporate brand from Saro Agrochemicals 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.

USP was engaged by Saro Lifecare to manage the re launch of Carat Medicated Soap.

## SERVICES PROVIDED

- Logo Design & Visual Identity
- Package Design
- Marketing and Promotional Strategy
- Brand Communications





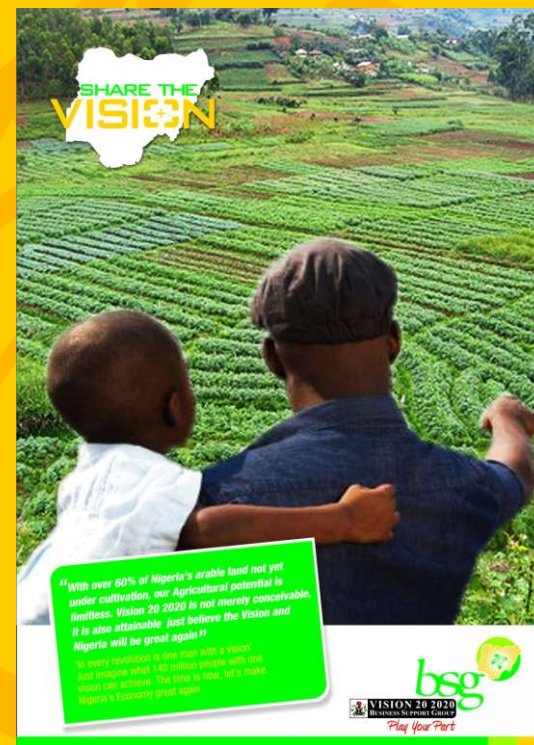


## BSG

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



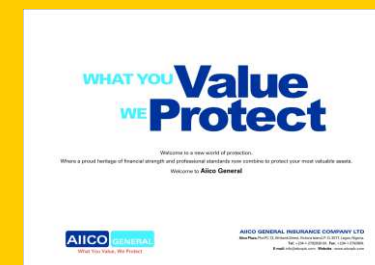
## AIICO INSURANCE PLC

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







## INTERNATIONAL ENERGY INSURANCE PLC.

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)

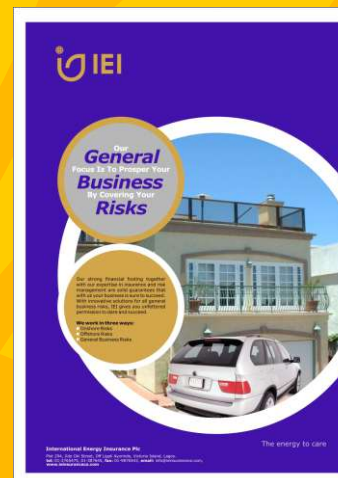
*About your people* (Life Cover)

*About the environment*

(Pro-environment Social Investment Programme)

## SERVICES PROVIDED;

- Brand Strategy Development
- Logo Design & Visual Identity
- Brand Communications



# BUSINESSDAY

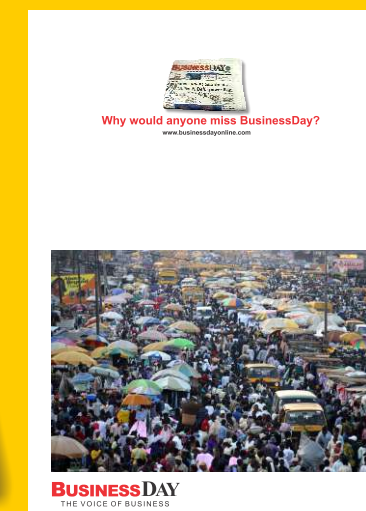
## THE VOICE OF BUSINESS

## BUSINESS DAY

USP developed a comprehensive marketing strategy for Business Day. This entails strategic brand associations, event marketing initiatives, and effective brand communications across various platforms. BusinessDay'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



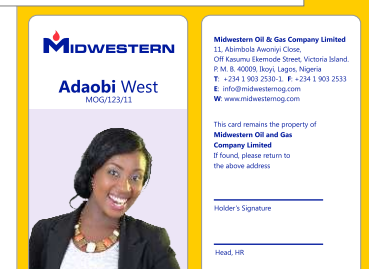
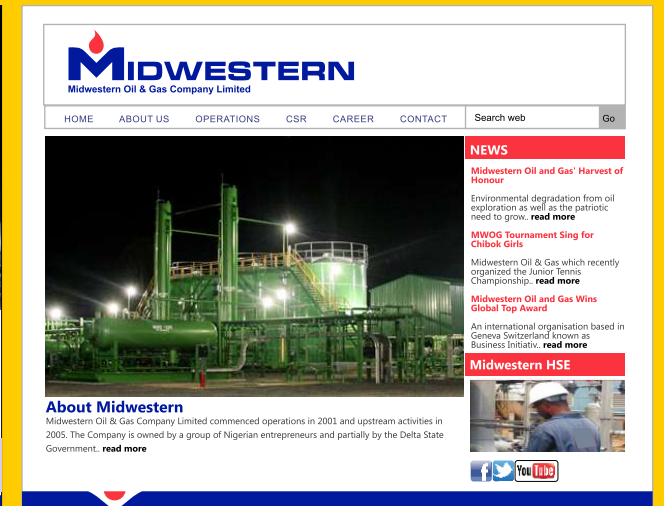
## MIDWESTERN OIL AND GAS COMPANY LIMITED

USP developed an integrated brand strategy, incorporating a distinct visual identity, marketing strategy, and brand communications for AllCO 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







Chicason Group

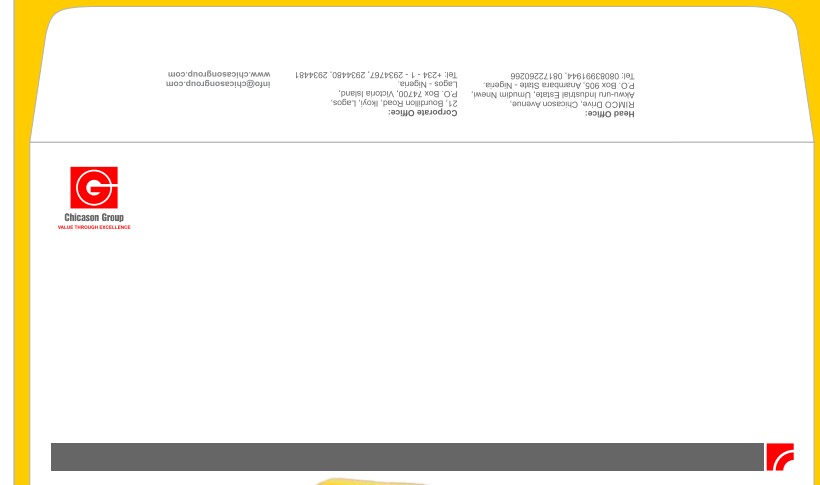
## CHICASON GROUP

### VALUE THROUGH EXCELLENCE

Chicason Group is an African Conglomerate with more than 15 subsidiaries engaged in Oil and Gas, Mining, Real Estate and Manufacturing. USP worked with Chicason Group to implement a corporate branding program.

### SERVICES PROVIDED

- Brand Strategy Development
- Logo Design & Visual Identity
- Brand Design
- Brand Communication





## MART UMUSADEGE

Mart Umusadege Resources Inc. is an international energy company committed to financing and developing oil and gas related assets in West Africa. The company is wholly owned by Midwestern Oil and Gas, a major player in the country's upstream energy sector.

## SERVICES PROVIDED

- Brand Strategy
- Logo and Visual Identity Design
- Brand Manual





# Zinox<sup>®</sup> COMPUTERS



## ZINOX COMPUTERS

In 2001, USP developed the launch strategy and brand building program for Zinox, Nigeria's first internationally certified branded computer.

The band 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

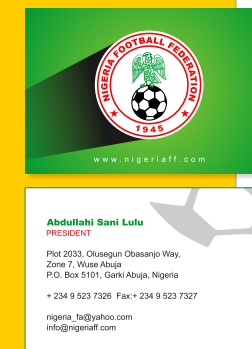


## NIGERIA FOOTBALL FEDERATION

The Nation's football Federation signed on USP as its brand consultants early 2018 to provide brand visual identity and marketing consultancy

### SERVICES PROVIDED

- Logo Design & Visual Identity
- Event Design
- Brand Communication





# Brand2Wealth

## Branding Support for Small Business

Every year, USP organises a seminar which aims to give small business the branding knowledge they need to develop competitive products and services. Brand2Wealth was established by USP in 2007, and the first edition was held in the Fidelity Bank Training Centre with 55 participants in attendance. Since then the program has been held annually in partnership with Fate 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





# 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.







The Lagos State Football Association engaged USP to brand identity for the Eko Super Leagues.

#### SERVICES PROVIDED

- Logo & Visual Identity
- Brand Communications
- Event Design
- Brand Manual

