



# THE COMMS AVENUE CHAT WITH A COMMS PROFESSIONAL

The Comms  
Avenue

# HIGHLIGHTS FROM MR SEUN ODEGBAMI'S SESSION

- ❖ The ability to think about a design that drives result on how people perceive our brand, drive equity among consumers or clients is the reason why I do what I do.
- ❖ The ability to communicate the value I bring to the table determines the message I write.
- ❖ Collaboration is key in the industry because we depend on each other in the industry to grow. You can leverage on a brand's visibility and use it for your brand.



# FOLLOWING TRENDS

- ❖ Be the one to initiate trends instead of jumping on any trend. Be the one to start the engaging conversations, be the trend!
- ❖ Think like there is no box, think outside the curve of the trend and create your own narrative. That's how you can stay ahead.
- ❖ In as much as you should follow trends, you should also set the foot-line. When you're able to create your narrative, you'll see significant changes and you will have the ability to stand out.



# BRANDING

- ❖ Branding and marketing run in the same category but they are different.
- ❖ Branding has a lot to do with perception.
- ❖ As a Brand Manager, ensure you give out the right price when it comes to the value you're giving. There is no fixed price to your value.
- ❖ Pricing at premium is a good addition to the brand.



# TACKLING CHALLENGES

- ❖ When it comes to value, give people an additional value to what is already there. Sell it as an additional branding advantage. It will change the perspective of what you're selling.
- ❖ Always ask the right questions and clarify what the brief is about before collecting any project or brief.
- ❖ Following brands like Apple, Uber, Amazon, ZAPPOS to see how they run their operations have given me an in-depth knowledge. On YouTube, I watch TEDx videos that talk about communication, storytelling and branding.

