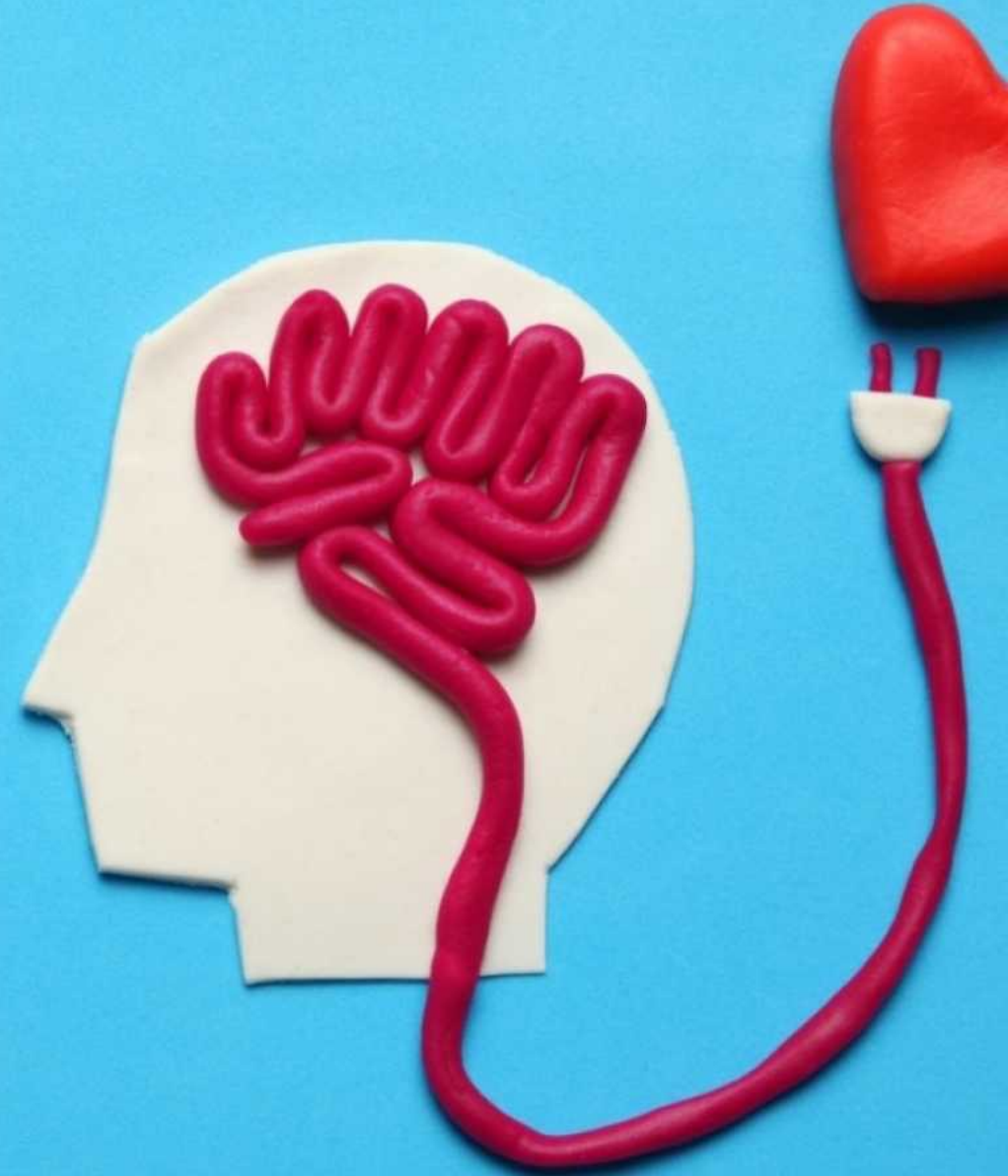


# Finding the Why?

Mosala Phillips, CMO Old Mutual

My Brain is not listening, but  
my HEART has ears

*Sweet spot is when your Brand  
purpose meets the heart's need*



Anti-Vaxxer

Covid Survivor and Fully vaxxed

Long Covid Survivor

Joy of the family, and we need to create a better tomorrow for him



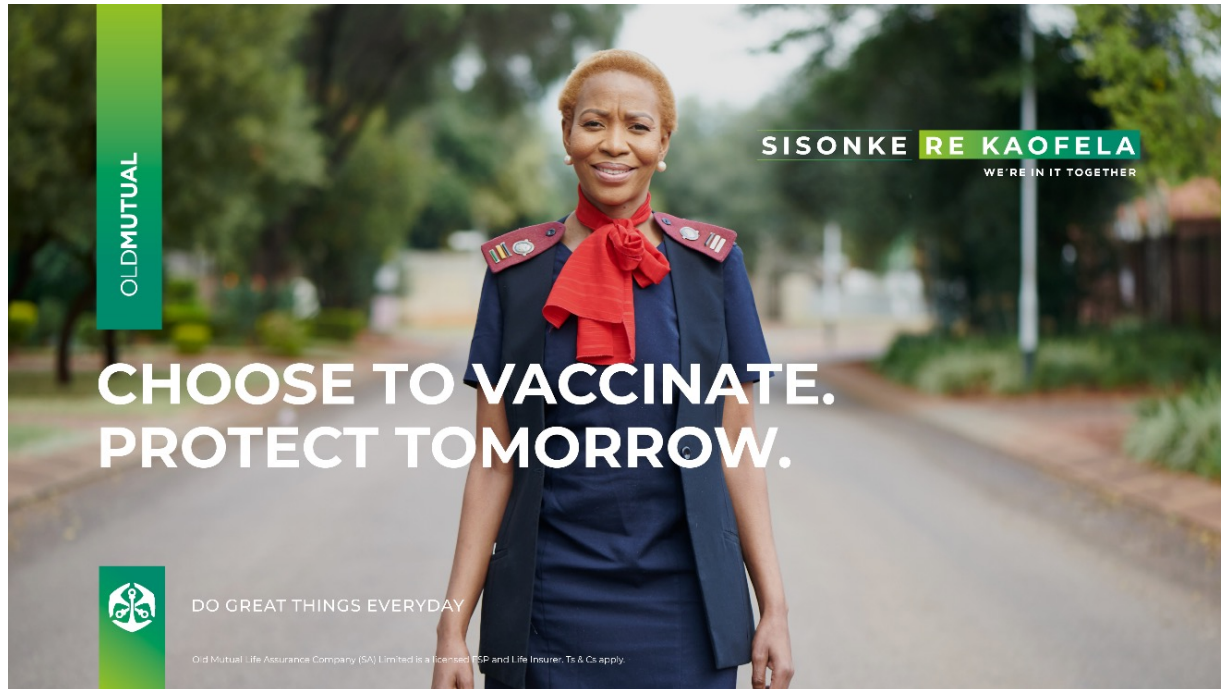


# The Social call is clear, The Business Why?

- Market Size Growth
- Share Growth
- Customer Growth
- Retention
- Reputation
- Stakeholder Partnership



# Be Authentic To Your Brand



OLD MUTUAL

SISONKE RE KAOFELA  
WE'RE IN IT TOGETHER

CHOOSE TO VACCINATE.  
PROTECT TOMORROW.

DO GREAT THINGS EVERYDAY

Old Mutual Life Assurance Company (SA) Limited is a licensed FSP and Life Insurer. Ts & Cs apply.



THE NIGHT BELONGS TO THE VACCINATED

#FreshBeginnings

TIME TO JOIN THEM

Heineken



Is a collective effort  
from all Brand Builders





Maybe my efforts  
can convince your  
loved one, and  
your efforts can  
convince my Dad