

Kim Kullmann



By [Louise Marsland](#)

26 Mar 2015

Kim Kullmann has been appointed business director of Saints Branding at the Cape Town studio with responsibility for operations, strategy and key client management.

Top clients include Medshield, Coca Cola and Savanna City. "I work 'in' the business in support of managing director, Ana Kukoc, who works 'on' the business."

Kullmann has 16 years of agency experience, holding senior client service posts at top agencies such as FCB, Jupiter Drawing Room, McCann Erickson, Publicis and DDB South Africa. At FCB she was the general manager of FCB's below-the-line divisions. She has worked across brands such as Vodacom, MTN, Cell C, Toyota, FNB, Visa, SAB and many others.

"I've always been passionate about branding. I'm one of those people who eats, sleeps and lives branding. It is part of the strategic mind-set in branding... how we always look at how we can improve upon our last project, how we make that one connection and how we harness human truths," Kullmann says.

"Branding presents a challenge that requires a solution, sometimes a strategic solution, sometimes a graphic solution. A good brand person does not have a one size fits all. It has to be bespoke," Kullmann reiterates.

Kukoc praises Kullmann's understanding of brands. "Kim speaks my language. She gets brands. She also has a slight bias towards traditional branding, believing in crafting the brand experience and committing to conveying it across all channels of communication. She is a true disciple. I'm thankful she found a home with Saints."



ABOUT KIM KULLMANN

Kim Kullmann is the new Business Director of Saints Branding. She has specialised in brand strategy and client service since graduating from the AAA School of Advertising with honours in 2001, later adding Vega courses in the principles of brand management and practice.

Q: What is at the top of your to do list?

A: To build a formidable creative 'army' - improve upon Saints' offering. Build an agency in the Southern Peninsula that will put the likes of Fish Hoek on the map.

Q: What is your business focus right now?

A: Systems; processes; client health; organic.

Q: What is it about branding that you are passionate about?

A: That I can use my 16 years of experience and skill to assist client/brands with ease. It's nice to be in a position of being an 'almost' oracle in terms of understanding intimately how each of the communication discipline works, how it benefits the bigger picture, what value it renders and how it builds brands. I am able to see the bigger picture in terms of a brand's path of success.

Q: Most important attribute needed to do your job?

A: Patience, vision, humility, good communication skills, the ability to hear what is not being said (on client briefs for example).

Q: What do you want clients to know about branding?

A: It's not a short term campaign.

It has tangible and real value.

It connects consumers, it creates conversations.

It has longevity.

It is more than just a logo.

Q: How will you make an impact?

A: I would like to be part of a group of people that starts to bring new thinking to South Africa - as in 'Post Demographic Consumerism'. Bring brands closer to consumers. It's more than starting or finishing a conversation or a journey - this is a lifelong relationship.

Q: What inspires you?

A: Simplistic design, clean form, clever use of space. Formulating strategies that work, that ignite brands and excite consumers; finding and harnessing human truth.

Q: Your life philosophy?

A: When the pupil is ready the teacher will appear; laugh as much as you breathe; the problem is not the problem, it's your attitude towards the problem.

Q: Tell us something about yourself not generally known?

A: Love for "self-branding", AKA tattoos - I love tattoos and currently have more than 10. My most recent tattoo is a half-arm piece - stylised freehand feather, which is very rich in colour and bold - a lot like me.

Q: What are you reading for work?

A: *'Finding the next Steve Jobs - How to find, keep & nurture creative talent'* by Nolan Bushnell with Gene Stone.

Q: At the top of my 'bucket list' is...

A: Finish the tattoo on my back, tandem skydive, kite surfing, the Burning Man festival and AfrikaBurn, speak at Design Indaba, give back to the design community, and improve Telkom's customer service!

ABOUT LOUISE MARSLAND

Louise Burgers (previously Marsland) is Founder/Content Director: SOURCE Content Marketing Agency. Louise is a Writer, Publisher, Editor, Content Strategist, Content/Media Trainer. She has written about consumer trends, brands, branding, media, marketing and the advertising communications industry in SA and across Africa, for over 20 years, notably, as previous Africa Editor: Bizcommunity.com; Editor: Bizcommunity Media/Marketing SA; Editor-in-Chief: AdVantage magazine; Editor: Marketing Mx magazine; Editor: Progressive Retailing magazine; Editor: BusinessBrief magazine; Editor: FMOG Files newsletter. Web: www.sourceagency.co.za.

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