

# Brand Inside and Y&R brands in new partnership

By [Carole Kimutai](#)

22 Mar 2011

The Brand Inside from the UK and Young & Rubicam Brands have gone into a partnership that aims to help Kenyan companies bridge the gap between brand promise and customer experience.



The Brand Inside's founding partner Mike Ward (left) and Chris Harrison, chairman Young & Rubicam Brands Africa and Indian Ocean after signing the partnership agreement.

The Brand Inside is a London-based consulting firm, which uses the brand as a focal point for employee behaviour; its mission is the creation of sustainable culture change - where the workforce is inspired by the brand and uses it to guide everyday operational decisions.

## Clients will receive relevant training

Through this partnership Young & Rubicam Brands' clients will receive relevant training and engagement that will help them deliver the brand promise to internal and external customers.

"The Brand Inside has built its business by delivering measurable culture change in European companies. In our expansion plans, we are targeting Africa and the Americas with equal emphasis. We see the brand delivery challenges faced by business as universal," said The Brand Inside's Founding Partner Mike Ward.

The Brand Inside is based in London and has been operating across Europe since 2003. It has worked with big names such as the UK's National Health Service, DHL, Ericsson, Volkswagen Group and The Financial Services Authority. Closer to Kenya, Founding Partner Mike Ward worked on an assignment for the Laikipia Wildlife Forum, a pioneering environmental conservation association.

Carole Kimutai is a writer and editor based in Nairobi, Kenya. She is currently an MA student in New Media at the University of Leicester, UK. Follow her on Twitter at @CaroleKimutai.

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