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COLLEGE OF ARCHITECTURE AND ENGINEERING

SCHOOL OF THE ARTS AND DESIGN

B.A. DESIGN

PROJECT PAPER: **BDS 413**

(Graphic Design Specialization)

**INCORPORATING AFROFUTURISM AND MAASAI CULTURE IN REBRANDING
OLOIBONI HOTEL IN TENA ESTATE, NAIROBI**

BY

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A project paper submitted in partial fulfillment of the requirement for the Bachelor of
Art in Design Degree submitted to the school of the Arts and Design, University of Nairobi

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DECLARATION

I Wambugu Dennis Gichohi hereby declare that this is my original piece of work and it has not been presented for the award of Degree in any other university. Where ideas of other scholars have been used, I have clearly indicated in a standard way.

To the best of my knowledge I have not committed any plagiarism or deliberate omission in the acknowledgement of original works by others.

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DEDICATION

I dedicate this project to God Almighty my creator, my strong pillar, my source of inspiration, wisdom, knowledge and understanding. He has been the source of my strength throughout this project and on His wings only have I soared. I also dedicate this work to my parents, who have encouraged me all the way and whose encouragement has made sure that I give it all it takes to finish that which I have started.

ACKNOWLEDGEMENT

I am highly indebted to University of Nairobi for their guidance and constant supervision as well as for providing necessary information regarding the project & also for their support in completing the project.

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Lastly, I would like to extend special thanks to my fellow classmates of the Legends Group, June Valentine and the entire fourth years, 2020 class for their support where needed. Each of them has shaped me in ways I will never forget. They will always have a special place in my heart.

ABSTRACT

What was humanity's first invention? Some say it was the wheel, while others say it was fire. But perhaps it was our invention of communication. Without this, no tool can be conceptualized, built, replicated, and improved upon by others over time. Communication helps us in getting information to a big audience in a short amount of time. This is where social media came into place. Social media brought the platform of visual communication. That's why, today, the definition of content marketing success includes visual communication.

This research paper looked into hotels or the hospitality industry, and in this particular case Oloiboni Hotel and the unique aspects that can be incorporated towards its rebranding. This research is composed of five major chapters, where by each chapter handled major segment of the study.

Chapter one outlines the introduction and the background of this study. It also includes the problem statement, objectives, limitation as well as the significance of the study. Chapter two consists of critical analysis of available theoretical literature on afrofuturism, hotel rebranding and impact of culture in branding. It also consists of sustainability and how it can be applied in graphic design. Chapter three details the research design adopted by the researcher, the methodology used by the researcher to collect, analyze and present data of this study. Chapter four contains a qualitative and quantitative analysis of data collected from residents at Oloiboni Hotel, the presentation and interpretation of findings finally, chapter five is a summary of the findings, and the researcher's recommendations based on the four facets of graphic design, which is the specialty of focus in the case of this research.

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CHAPTER ONE

1: INTRODUCTION TO THE STUDY

1.1 INTRODUCTION

The very idea of sustainable graphic design and graphic design being separate entities provides an excuse for those designers who identify simply as “graphic designers” to disregard sustainable practices. Sustainable design seeks to reduce negative impacts on the environment, and the health and comfort of building occupants, thereby improving building performance. The basic objectives of sustainability are to reduce consumption of non-renewable resources, minimize waste, and create healthy, productive environments. (USA.General Service Administration, n.d.)

As a Graphic Designer, I derive inspiration from my African culture because I believe we know better where we to go when we know where we came from. In a digital age where identity can easily be lost, how do we connect with our roots? In the past few years, it seems that African influence is gradually coming back. It would be valuable that European designers start considering African creation out of the exotic prism. African typography is inevitably linked in the minds of many to tribal imagery, rough lettering, and loosely geometrical features. Designers wishing to convey an African sensibility in their work through typography are often left with stereotypical choices.

Culture is one of the most important things in the modern era. Since times are changing people try to hold on to their culture. In Africa especially, culture is in every industry so as to give products or services a sense of being from there, or so as to make it relate to the customer or the buyer. The hospitality industry is using that format very successfully. When tourists visit Kenya, most of them come to site see and get to know the culture that is here.

Maasai culture has been there since the 20th century. It is well known in many countries across the world. Their bright red robes set them apart visually from other communities. They are usually dressed in their traditionally colorful shuka, cowhide sandals and with a wooden orinka in their hand. They are usually nomads but most of them have stirred away from the nomadic life to positions in business commerce and government roles.

1.2 CASE STUDY

Oloiboni hotel is located on the outskirts of Nairobi, in Umoja estate off Manyanja Road. It is a seven-story building which is open twenty-four hours a day, seven days a week. The hotel has many rooms ranging in prices. The hotel also boasts a restaurant at the ground floor to serve non-residents. The restaurant offers different meals, mostly fast foods since the guests staying at the hotel are served food from a different kitchen. They also boast of conference room which can be indoors and also be on the rooftop. The hotel also offers ample parking with twenty-four hours a day security. Customers can be picked up from the airport since the hotel is 17kms from the airport.

Afrofuturism in the hotel can be incorporated since the hotel is using Maa culture. Maa culture is seen as a culture they can incorporate in the afro futurism philosophy since it has evolved with the modern times and people have grown fond of it. Afrofuturism is the reimagining of a future filled with arts, science and technology seen through a black lens. This is a major trend since it incorporates the old and the new. Afrofuturism addresses themes and concerns of the African diaspora through techno-culture and science. Afrofuturism can be incorporated in the branding of the hotel, afro-futurism bring out the maasai patterns better since they would add a touch of modernism to it.

1.3 STATEMENT OF THE PROBLEM

Oloiboni's hotel brand awareness is limited. The target audience is not reached since the necessary measures like advertising on social media platforms or on television are not done for the company's brand awareness to increase.

1.4 MAIN OBJECTIVE

To create brand awareness for Oloiboni Hotel inspired by Afrofuturism and Maasai Cultural aspects.

1.5 SPECIFIC OBJECTIVES

1. To identify the branding Oloiboni Hotel is currently using to promote itself.
2. To interrogate the importance of cultural inspiration towards awareness and marketing of brands.
3. Incorporate sustainable design and afro-futurism rebranding the hotel to promote brand awareness.

1.6 RESEARCH QUESTIONS

1. What branding strategies is Oloiboni Hotel currently using to promote their brand?
2. How can a unique awareness campaign be implemented which shall build brand awareness, drive sales and promote brand loyalty?
3. What are some of the locally available materials in Kenya that can be used to create sustainable packages?
4. What hotels have used culture in their branding?

1.7 SIGNIFICANCE OF THE STUDY

The research will focus on creating awareness and brand visibility for Oloiboni Hotel. In the modern era marketing, your product or service is extremely important. Most business create a brand that is memorable. The advertising of the brand keeps bringing in new customers to the business since it always stays relevant.

This research will help other businesses in advertising their brand. Culture is important and therefore- including afro-futurism is good since it is a combination of the old and the new.

1.8 LIMITATION

1.8.1 Time

There isn't a lot of time allocated to conduct a comprehensive research.

1.8.2 Access

Access to the site was also problematic this is due to the need for clearance letters from the school every now and then.

1.9 SCOPE OF THE STUDY

1.9.1 Geographical

The research will be conducted around Umoja estate. The customers and staff will act as the main source of information.

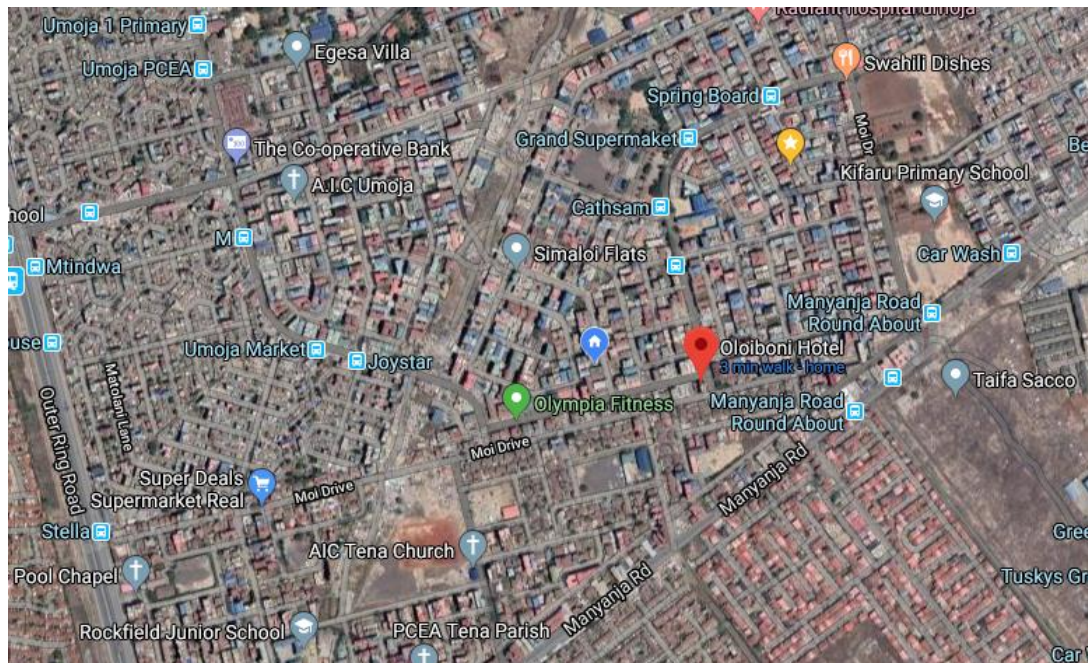


Figure 0.1 Map of Oloiboni Hotel and the surrounding (Source; Google Maps)

1.9.2 Thematic

The research will focus on how the hotel has gone about in making it brand more memorable. The different ways in which the brand is based on and using afro-futurism in creating a better brand, making the hotel receive new customers.

1.10 CONCLUSION

The researcher has outlined the background of the study. The problem statement is well outlined as well as the specific objective that the researches hopes to accomplish with the research.

CHAPTER TWO

2 : LITERATURE REVIEW

2.1 INTRODUCTION

Literature review is a critical and in-depth evaluation of previous research. It is a summary and synopsis of a particular area of research, allowing anybody reading the paper to establish why you are pursuing this particular research.

A literature review has four main objectives:

- It surveys the literature in your chosen area of study.
- It synthesizes the information in that literature into a summary.
- It critically analyses the information gathered by identifying gaps in current knowledge; by showing limitations of theories and points of view; and by formulating areas for further research and reviewing areas of controversy.
- It presents the literature in an organized way. (What is a literature review?, n.d.)

Literature review enables the researcher to understand what has been done by people previously concerning the topic or study that he /she is about to undertake.

As the research is about how to incorporating afrofuturism and maasai culture in rebranding Oloiboni hotel, the literature review will tackle subjects like afrofuturism, about maasai culture about hotel marketing and also about rebranding. How to create a better or new brand identity.

2.2 AFROFUTURISM

Afrofuturism is shorter words can be described as the combination of the old and the new.

Afrofuturism is the reimagining of a future filled with arts, science and technology seen through a black lens. The term was conceived a quarter-century ago by white author Mark Dery in his essay “Black to the Future,” which looks at speculative fiction within the African diaspora. The essay rests on a series of interviews with black content creators. (broadnax, 2018)

Then there's "Black Panther." The film wears themes of Afrofuturism proudly on its sleeve. Tech genius Princess Shuri is not only the smartest person in the fictional world, but she's responsible for the creation and maintenance of sophisticated gadgets for her brother T'Challa, a.k.a. Black Panther. A prosperous alternative afro future can be seen in their fictional East African home of Wakanda, a small country the size of New Jersey that has never been colonized and is steeped in its blackness.



Figure 2.1 Screenshot from a movie (Source: Black Panther Movie)

It's a utopian society that also boasts one of the world's richest resources, vibranium. Because white supremacy never intruded on Wakandan culture and its people, ancient African traditions remain common practice there. Africans and African-Americans have full autonomy as Afrofuturists. A community of people can take a piece of visual art or notes from a song and develop an entire universe and say, "This is ours." And that's what this film represents to so many excited fans. Black Panther is a superhero who is for us by us. We can claim him. (broadnax, 2018)

2.2.1 Afrofuturism in Packaging and Branding

2.2.1.1 Afro-futurism playing cards



Figure 2.2 Afro futurism playing cards (Source; packagingoftheworld.com)



Figure 2.3 Custom typefaces and suit designs (Source; packagingoftheworld.com)

These cards feature a completely custom design in a typical afro cultured style which can be described as minimal, modern, graphic, delightful, and just plain African. The design of the deck is so that each card has its own presence and personality, making them ideal pieces of artwork that can stand on their own. This is further established with the custom type face designed specifically for the cards. While the suits remain the same the symbols were also designed strategically to represent futurism.

2.2.2 Afrofuturism in photography

2.2.2.1 Osborne Macharia

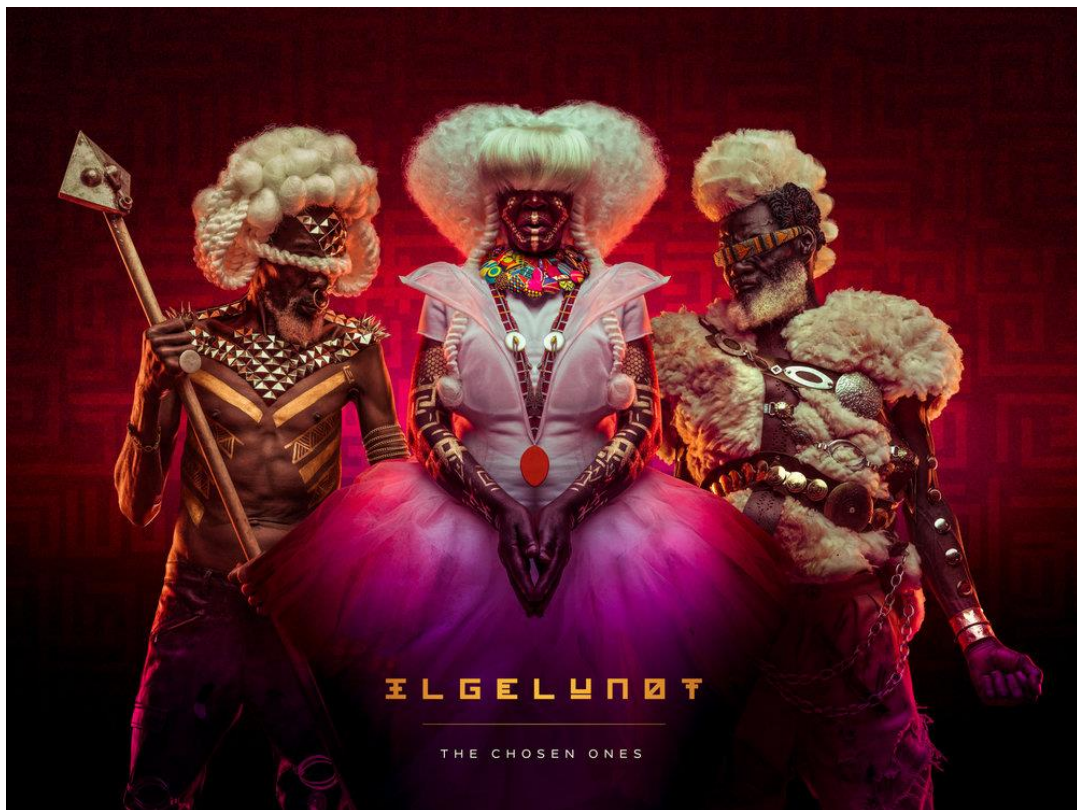


Figure 2.4 ILGELUNOT which in Maasai translates to 'The Chosen Ones' (Source; Behance)

Osborne is a commercial photographer creating expressively captivating brand imagery for advertising or storytelling around the world, with much of his work using a sumptuous polish to

present both utopian and dystopian visions of Afrofuturism. Pulling on the traditions of Afrofuturism Osborne used historic and culturally specific references to develop futuristic styling and storytelling for the Ilgelunot/ Black Panther and Gikosh projects, a series of images which highlight his work as having particular resonance with the Afrofuturism aesthetic. (Kirkland, n.d.)

2.3 MAASAI

The maasai are an indigenous ethnic group in Kenya made up of mostly semi-nomadic people. Their language is called 'Maa' derived from nila-saharan, related to Dinka and Nuer. They also speak Swahili and even some of them English. The maasai people say that they originated from north of Lake Turkana (north-west Kenya). They began migrating south in the 15th century and ended up settling around the Great Rift Valley and near the present Maasai Mara park. The maasai were one of the tribes that took part in fighting the British colonizers.

Maasai are traditionalist and have resisted the urging of the Kenyan and Tanzanian governments to adopt a more modern lifestyle. The Maasai have rightfully demanded pasturing and grazing rights to several of the national parks in both Tanzania and Kenya.

The Maasai tribe stood firm against slavery and lived alongside most of the land's wild animals with an aversion to eating birds and game. Maasai land now boasts East Africa's finest nature and wildlife areas. (The Maasai Tribe, n.d.)

2.3.1 Maasai Culture

The maasai culture is patriarchal in nature, with the elder men who are joined by retired elders determine most factors within the people. They live a traditional way of life, when one dies there isn't a formal funeral ceremony, the dead are left out in the fields for scavengers. Their people's lifestyle concentrates on their cattle which is their primary source of food. In the maasai culture wealth is measure by the number of children and cattle one has. The more the better. A man who has plenty of cattle and a few children is considered poor and vice versa.

2.3.2 Maasai Clothing

The maasai clothing is easily noticeable. Red is the most favored color among the maasai, although they also use black, blue, checkered and stiped cloths. Their clothing varies by sex, age and place. After circumcision wear black for a couple of months. In the 60's the Maasai began to replace

animal skin with more commercial materials. The cloth wrapped they usually have wrapped around them is called a shuka in their language.



Figure 2.5 Maasai warriors in their clothing. (Source: Google Photos)

2.3.2.1 Meaning of Maasai/Masai Bead Colors

Maasai jewelry is very important to them. It is a form of expression as well as it gives them a sense of identity. They signify different things in their community, they can indicate if a woman is married, single or engaged. It is a duty for every maasai woman to learn how to make jewelry. Jewelry is worn by both men and women. The jewelry is always in different colors. Beadwork worn by an individual signifies their age and social status.



Figure 2.6 Maasai woman wearing jewelry (Source: African Crafts Village)

The colors of the beads usually had meaning. For instance;

Red – stands for bravery, unity, and blood. Red is the color of cow's blood. Often a cow is slaughtered when the Maasai meet and therefore unity is associated with red. And during important community ceremonies like Initiation

White – represents peace, purity, and health. The association with health comes from white cow's milk which the tribe drinks to stay healthy. Milk that comes from cows is considered pure as it is milked directly from them.

Blue – represents energy and the sky. Rain falls from the blue sky which provides water for the cattle and makes the grasses that cow feed on to grow.

Orange – Symbolizes hospitality. The association with cattle is that visitors are served cow's milk from orange gourds.

Yellow – like orange yellow also symbolizes hospitality. The animal skins from cattle which guests lie on are usually Yellow.

Green – symbolizes health and land. Cattle graze on the green grass of the land.

Black – represents the people and the struggles they must endure. (Meaning of Maasai/Maasai bead colors, n.d.)

2.4 ADVERTISING

Advertising is a marketing communication that employs an openly sponsored, non-personal message to promote or sell a product, service or idea. Sponsors of advertising are typically businesses wishing to promote their products or services. Advertising is differentiated from public relations in that an advertiser pays for and has control over the message. It differs from personal selling in that the message is non-personal, i.e., not directed to a particular individual. Advertising is communicated through various mass media, including traditional media such as newspapers, magazines, television, radio, outdoor advertising or direct mail; and new media such as search results, blogs, social media, websites or text messages. The actual presentation of the message in a medium is referred to as an advertisement, or "ad" or advert for short.

2.4.1 Characteristics of Advertising

Paid Form: Advertising requires the advertiser (also called sponsor) to pay to create an advertising message, to buy advertising media slot, and to monitor advertising efforts.

Tool for Promotion: Advertising is an element of the promotion mix of an organization.

One Way Communication: Advertising is a one-way communication where brands communicate to the customers through different mediums.

Personal or Non-Personal: Advertising can be non-personal as in the case of TV, radio, or newspaper advertisements, or highly personal as in the case of social media and other cookie-based advertisements.

2.4.2 Importance of Advertising

2.4.2.1 To the Customers

1.Convenience: Targeted informative advertisements make the customer's decision-making process easier as they get to know what suits their requirements and budget.

2.Awareness: Advertising educates the customers about different products available in the market and their features. This knowledge helps customers compare different products and choose the best product for them.

3.Better Quality: Only brands advertise themselves and their products. There are no advertisements for unbranded products. This ensures better quality to the customers as no brand wants to waste money on false advertising.

2.4.2.2 To the Business

1.Awareness: Advertising increases the brand and product awareness among the people belonging to the target market.

2.Brand Image: Clever advertising helps the business to form the desired brand image and brand personality in the minds of the customers.

3.Product Differentiation: Advertising helps the business to differentiate its product from those of competitors' and communicate its features and advantages to the target audience.

4.Increases Goodwill: Advertising reiterates brand vision and increases the goodwill of the brand among its customers.

5.Value for Money: Advertising delivers the message to a wide audience and tends to be value for money when compared to other elements of the promotion mix.

2.4.3 Advantages of Advertising

1.Reduces Per-Unit Cost: The wide appeal of advertisements increases the demand for the product which benefits the organization as it capitalizes on the economies of scale.

2.Helps in Brand Building: Advertisements work effectively in brand building. Brands who advertise are preferred over those which doesn't.

3.Helps in Launching New Product: Launching a new product is easy when it is backed by an advertisement.

4.Boosts Up Existing Customers' Confidence in The Brand: Advertisements boosts up existing customers' confidence in the brand as they get a feeling of pride when they see an advertisement of the product or the brand they use.

5.Helps in Reducing Customer Turnover: Strategic advertisements for new offers and better service helps reduce customer turnover.

6.Attracts New Customers: Attractive advertisements help the brand in gaining new customers and expanding the business.

7.Educates the Customers: Advertisements inform the customers about different products existing in the market and also educates them in what they should look for in an apt product.

2.4.4 Disadvantages of Advertising

1.Increases the Costs: Advertising is an expense to the business and is added to the cost of the product. This cost is eventually borne by the end consumer.

2.Confuses the Buyer: Too many advertisements with similar claims often confuses the buyer in what to buy and should he buy the product or not.

3.Is Sometimes Misleading: Some advertisements use smart strategies to mislead the customers.

4.Only for Big Businesses: Advertising is a costly affair and only big businesses can afford it. This makes small businesses out of competition with big businesses who get to enjoy a monopoly in the market.

5.Encourages the Sale of Inferior Products: Effective advertisements even lead to the sale of inferior products which aren't good for the consumers. (Pahwa, 2019)

2.5 BRANDING

What is a brand? A brand is a name, term, design, symbol, or any other feature that identifies one seller's good or service as distinct from those of other sellers. A product can be defined as anything that can be offered to the market that satisfies the need or want.

Branding helps in identifying a product and distinguishing it from other products and services. It is not only what makes a memorable impression on the consumers but it also lets the consumers know what to expect from that brand or from that company. It is a way of distinguishing yourself from the competitors and telling or showing your consumers what your brand or company offer. Ways to develop a brand are many e.g. advertising, customer service, promotional messages, reputation, logo and merchandise. All of these create a unique and eye-catching professional profile.

2.5.1 Brand identity

Brand identity is the face of a brand. It is the visual component of a brand that represents those larger ideas. Brand identity includes logos, typography, colors, packaging, and messaging, and it complements and reinforces the existing reputation of a brand. Brand identity attracts new customers to a brand while making existing customers feel at home. It's both outward- and inward-facing. (McDonald, 2016)

2.5.1.1 Creating a brand identity

2.5.1.1.1 Clear brand purpose and positioning

The first part of establishing a brand identity is determining what the purpose and positioning is. The brand purpose is the big reason for the company's existence. Brand positioning is the naming of who the product is for and why the product is a better option than the competitors. Defining these will inform the strategy as one creates a logo, decide on a color palette, etc.

2.5.1.1.2 Thorough market research

A brand's purpose and positioning can be informed, at least in part, by market and customer research. One of the best ways to conduct market research is to simply talk to people. Phone interviews allow for detailed discussions and place a helpful emphasis on the human element of research—an element that's essential if you want to make an emotional appeal to customers. Beyond phone interviews, online survey tools, like Survey Monkey, are a fast way to gather a lot of information, and government resources can also be a powerful tool.

2.5.1.1.3 Likable brand personality

Brand personality has a huge impact on the voice and tone used in marketing materials and other communications. If a personality isn't established, customers will get mixed messages and have trouble connecting with the brand.

2.5.1.1.4 Memorable logo

A logo is central to the brand identity design. It's the piece of your brand identity that people will be exposed to the most. It needs to line up with all the other elements of the brand identity, as well as the broader emotional appeal of the brand. When a logo is simple, it becomes an open canvas customer can fill with positive experiences they have with the brand. Also, the simpler the logo, the easier it is to scale between mediums such as digital advertising and the more traditional print advertising such as flyers or brochures. A logo needs to be flexible enough to look great on a huge billboard or as a tiny social media icon.

2.5.1.1.5 Attractive color palette

A lot of color psychology is intuitive, like blue expressing calm and red and yellow expressing passion and energy. Depending on the tint or shade of a color one uses, that emotion can be adjusted. A tint is the color mixed with white, making it lighter, and a shade is the color mixed with black, making it darker. A lighter tint of blue conveys tranquility, while a darker shade of blue often conveys trust, an effect that many banks use in their color schemes. Brands should have only a few primary colors, but one can also select secondary colors to be used alongside primary colors in some of the materials. Selecting a few additional colors helps the brand stay exciting but still on brand.

2.5.1.1.6 Professional typography

Fonts are powerful. The most famous fonts are recognizable even when taken out of context. A brand needs a single primary typeface to lead the brand design, and it should work well with the logo and your color palette. It should also be simple.

2.5.2 Importance of branding

2.5.2.1 Branding Gets Recognition

The most important reason branding is important to a business is because it is how a company gets recognition and becomes known to the consumers. The logo is the most important element of branding, especially where this factor is concerned, as it is essentially the face of the company. This is why a professional logo design should be powerful and easily memorable, making an impression on a person at first glance. Printed promotional products are a way of getting this across.

2.5.2.2 Branding Increases Business Value

Branding is important when trying to generate future business, and a strongly established brand can increase a business' value by giving the company more leverage in the industry. This makes it a more appealing investment opportunity because of its firmly established place in the marketplace.

2.5.2.3 Branding Generates New Customers

A good brand will have no trouble drumming up referral business. Strong branding generally means there is a positive impression of the company amongst consumers, and they are likely to do business with you because of the familiarity and assumed dependability of using a name they can trust. Once a brand has been well-established, word of mouth will be the company's best and most effective advertising technique.

2.5.2.4 Improves Employee Pride and Satisfaction

When an employee works for a strongly branded company and truly stands behind the brand, they will be more satisfied with their job and have a higher degree of pride in the work that they do. Working for a brand that is reputable and help in high regard amongst the public makes working for that company more enjoyable and fulfilling. Having a branded office, which can often help employees feel more satisfied and have a sense of belonging to the company, can be achieved through using promotional merchandise for your desktop.

2.5.2.5 Creates Trust Within the Marketplace

A professional appearance and well-strategized branding will help the company build trust with consumers, potential clients and customers. People are more likely to do business with a company that has a polished and professional portrayal. Being properly branded gives the impression of being industry experts and makes the public feel as though they can trust your company, the products and services it offers and the way it handles its business.

2.5.2.6 Branding Supports Advertising

Advertising is another component to branding, and advertising strategies will directly reflect the brand and its desired portrayal. Advertising techniques such as the use of promotional products from trusted companies such as Outstanding Branding make it easy to create a cohesive and appealing advertising strategy that plays well into your branding goals. (Smithson, 2015)

2.5.3 Elements of branding

2.5.3.1 Mission statement and brand values.

The mission statement and brand values are the foundation of a good brand. The mission statement is a short statement that defines the present state and the purpose of your organization. A company's vision is also important, providing an inspirational and motivational preview of what you seek to achieve in the long term.

2.5.3.2 Brand guidelines

Since the mission and vision statement are already set as the pillars of the organization, the brand strategy comes to combine everything in between. These guidelines are compromised into a tangible document that will reflect and support the business' goals and help in differentiating the business from the competitors, the consumers and will provide a template for future ideas in marketing. It also includes all the elements of the branding, including the color palette and the font.

2.5.3.3 Logo

The logo is the face of a company. Designing the logo is the most important part in the branding process. The logo is how the consumers will perceive the company. The logo is one of the things that make the company's products memorable.

2.5.3.4 Website

The website is important in branding. The website is the brand's digital identity. The website should be visually engaging, easy to use and a reflection of what the company entails as a brand. The website should be guided by the logo design.

2.5.3.5 Additional assets.

Depending on your business and industry, one might need additional assets like business cards, product packaging or event flyers. Assess the business and its unique needs, and then develop additional branding assets accordingly.

2.5.4 HOW PHOTOGRAPHY IS ESSENTIAL TO BRANDING

A brand isn't just a product or service; it is a complete experience. To communicate all that a brand stands for to its target audience, a lot of factors come into play and appropriate media are involved. Visual media is very effective in creating the right impact and amongst visual media, photography is one of the most powerful mediums to get desired results.

In the past, pictures were very predictable and formal, adding very little to the personality of a company with each brand using a similar approach. Over the years, with changing aesthetics, developed technology and a sea change in the landscape in which brand communications occur, photography has evolved into an art form that can elevate a brand and tell a story that sets it apart, endearing it to its audience. More than ever before, bringing the human side of a business in front of customers is gaining value and looking at how such brands perform, it is indeed a great strategy. Great photography sets one apart from the competition. When you choose to move away from stock pictures and create something unique, it shows and reflects in the way customers bond with your brand.

Social media is a big deal and while everyone waxes eloquent about how important content is, we tend to overlook photographs and focus on content as being the written part only. Photographs are content; a very powerful tool. It takes time building your brand's online story. Not all photos are products, many are visuals that conjure up ethnic, vibrant and warm vibes that is just what their target audience relates to. The pictures it shares aren't just pictures but a part of the experience that Wedding Asia is trying to create.

Not just brands that offer products, even service providers can create an impact with powerful images. Services have a direct link with experiences and sharing that feeling through pictures can go a long way in establishing the brand. Airbnb is a case in point. They don't just talk of their model, but go beyond and take you on a tour around the world to places that make you want to get up and go. It shows you through images the various offbeat and attractive abodes you can choose to be at. Photographs create a personal connect with audiences that are a must and the first step in creating brand loyalty. It is important to keep the images consistent and distinct to create a coherent narrative that helps the brand establish itself. (Partners India, 2019)

2.5.5 REBRANDING A HOTEL

Hospitality is becoming more competitive; hotel rebranding has become more prevalent. Segmentation is no longer just about price, but increasingly about finding your target audience or niche and creating an identity that's distinctive on the hotel scene. Standing out from the crowd and competitors is the name of the game to remain profitable and relevant, which is generally the motivation behind a rebrand in the first place.

Instead of just making a cosmetic change such as a logo and new livery which is really only seen on the surface, the key point is to truly identify what part of your business strategy will truly change and build a new hotel identity around that new target or belief system. The truth is that a hotel rebrand is a challenge, and is best achieved when worked through methodically and with a clear end result and audience in mind. (Stuebe, 2013)

The first step is to debrand, which is not always an easy feat. Debranding generally involves the unceremonious task of removing from site – and from sight – all collateral, signage, uniforms, advertising, marketing material both online and off that pertain and make reference to the hotel's previous identity and of course carry the former branding, imagery, logos and even words or catch phrases associated with the previous look and feel. Other platforms like Tripadvisor and similar feedback or profiling sites online and sales channels and ambassadors including travel agents and booking sites also need to be advised, revised and updated to have true cut through for the eventual rebranding to have traction in the marketplace.

Rebranding a hotel is a lot like creating a new hotel by using the same staff and structure but with a new belief system. New rules, policies, marketing strategies, distribution and customer base are all essential elements in making a new brand a reality. Rebranding means imposing an entire set of new standards and systems, but from a practical operations viewpoint, it's important to involve people power by deciding which departments need to be involved in the rebranding process. Only then can a budget be fixed for the entire project, and specific expected outcomes determined and defined in a set timeframe.

If the hotel is planning to retain the same operator and merely change the brand, it's a much more fluid, it's a simple process rather than changing both the operator and the brand. Changing the operator at the same time can be very disruptive from a personnel perspective, and that transition

needs to be planned out much more thoroughly, possibly with assistance from a consulting expert in corporate rebranding.

Once the decision to rebrand the hotel has been made, having the right team in place operationally makes all the difference. The devil is in the details, so the more each department has a scheduled game plan, the smoother the rebrand will go. The hotel's new brand identity and core values need to be at the heart of every decision related to product or service, no matter how big or small.

Financially, a rebrand might involve new reporting methods, computer systems, procedures, suppliers and contacts to be implemented. From a financial perspective, a decision also needs to be made ahead of time as to whether the hotel will remain open during the rebranding. Often there's more of an impact after a reopening, but realistically the operation may need to continue in order for the business to survive the process. This may put more pressure on the team; however, it also means that errors are likely to be addressed and fixed more efficiently with real performance indicators at stake.

To adequately rebrand, marketing is an important part of the process to promote and publicize the new identity, but also champion and police the new look and feel within the new brand guidelines. An increased marketing spend is unavoidable, but can be coupled with the less expensive but often more influential power of media relations and publicity. On marketing, creating new advertising and templates to work with is just part of the plan. Signage and all branded elements from in-room cards and compendiums to restaurant menus and gift bags need to be revised. A definite focus should also be on loyalty marketing and promotions to convert existing supporters, and a definite focus on internet and social media to gain and sustain momentum for the hotel's new brand.

There are various ways to conclude if a rebrand is a success or not, including brand awareness, perception and distribution. However, according to brand experts, the truest measure is most certainly customer satisfaction. Customer Service during a hotel rebrand is therefore one of the most important parts of the rebranding process, and guests present and future need to be communicated to and involved in the experience. After all, branding is more than a logo. A brand is every single touch point of the guest experience and consistency is key. The lynchpin to this is ensuring that the brand is understood internally with each staff member an ambassador, its then time to embark on a true rebranding process for maximum impact with all stakeholders.

A good rebrand starts with foundation discussions and strategy discussed by the general manager and director of sales. Distribution and sales are key areas, with sales platforms and relationship partners such as websites and travel agents on board to embrace the different services and style you are rolling out. (Stuebe, 2013)

2.5.6 Conclusion

In conclusion, getting it right at the start is essential to a successful hotel rebranding. Making a list, assigning roles to team members and getting them involved will make the process easier. Be clear about what your brand is all about, and this will assist in the rollout by influencing everything the team does and the way they execute it.

2.6 THE IMPACT OF CULTURE IN BRANDING

A culture operates primarily by setting loose boundaries for individual behavior. Culture, in effect, provides the framework within which individuals and households function. A major consequence of culture is its impact on consumption patterns of individuals and institutions. Depending on the underlying cultural philosophy consumers tend to follow certain consumption patterns. Successful brands have been able to adopt their branding strategies in line with this dominant cultural philosophy and weave their brands into the cultural fiber.

One of the underlying premises of branding is its ability to reduce customers' search cost and perceived risk by standardization of images, messages, communications, attributes and features. As such brands generally strive to maintain their defining brand identity, brand personality, brand images and brand elements across markets. This standardization which forms the fundamental building block of a brand itself poses the first challenge in cross cultural situations. Many times, brands will need to adopt their offerings to different cultures and this violates the standardization principle. Therefore, deftly handling the standardization and adoption issue becomes extremely crucial.

One of the biggest implications of globalization for brands seeking to expand to foreign shores is the task of balancing standardization with customization. When some of the world's biggest brands expand beyond their home markets, they are tempted to repeat their tried and tested formula in the new market as well. In fact, this has been the path followed by many brands. The

assumption in such a case is that customers would be too eager to consume the great brand because of its authenticity, heritage and associations. But this tendency is gradually changing as global companies are learning about the unique needs of the customers in different markets along with the pressures of lifestyle, economic and cultural conditions. (Roll, 2009)

2.7 USE OF SUSTAINABLE RAW MATERIALS

2.7.1 Sustainability in Graphic Design

Who would have thought that sustainability could be used in graphic design? In the modern age sustainability for graphic designers includes a wide range of issues. To determine the carbon footprint of a product, one needs to follow it through its life cycle, from the time it is created to the time it is being thrown away.

In Green Graphic Design, author Brian Dougherty argues that graphic designers need to think of the process starting from the end rather than the beginning. Designers should start to think about the delivery, production, and then the ideation steps. Then, an evaluation process should be applied to the whole project including internal development factors such as printing techniques and external factors such as shipping and carbon emissions. (Elmansy, 2015)

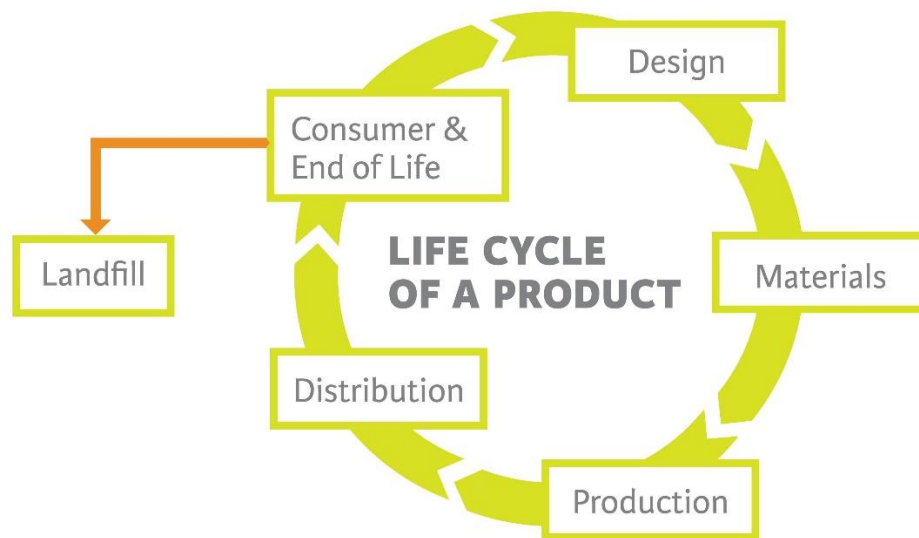


Figure 2.7 Life cycle of a product. (Source: Ethics in graphic design)

2.7.2 Materials

2.7.2.1 Paper

As technology progresses, we find new ways of reducing our carbon footprint. The digital media has emails, eBooks and digital advertising, but also printed materials are still part of the graphic design process. The continued use of paper has a negative effect on the environment as they come from trees which are cut down in order to make the paper. Paper should be used wisely. Recycled paper can be used to reduce the consumption of forest resources. Also implementing industrial technologies that reduce fuel and electricity consumption in the paper making process will also help in reducing our carbon footprint.

2.7.2.2 Printing Ink

The ink used in printing contains pollutants and some printing inks include volatile organic compounds (VOCs), which contributes to global warming and climate change. Additionally, the VOCs emission mixes with vehicle exhaust to form photochemical smog. Inks can contain toxic heavy metals such as barium, cadmium, and lead. In order to reduce the pollution produced by printing inks, ink should be used wisely to reduce waste and experienced ink management should be applied. (ELMANSY, 2015)

2.7.2.3 Digital Design

Digital design is the new way to go but it isn't all good. While the print media contributes to pollution through misuse of ink and paper, the digital world contributes to climate change by using electricity. Softwares for design should be designed in a way that they lower the use of electricity. Also new software releases should be designed to run on older devices to avoid throwing them out and buying new ones all the time.

2.8 DESIGN PROCESS

The design process refers to procedures undertaken or the steps needed to tackle each project.

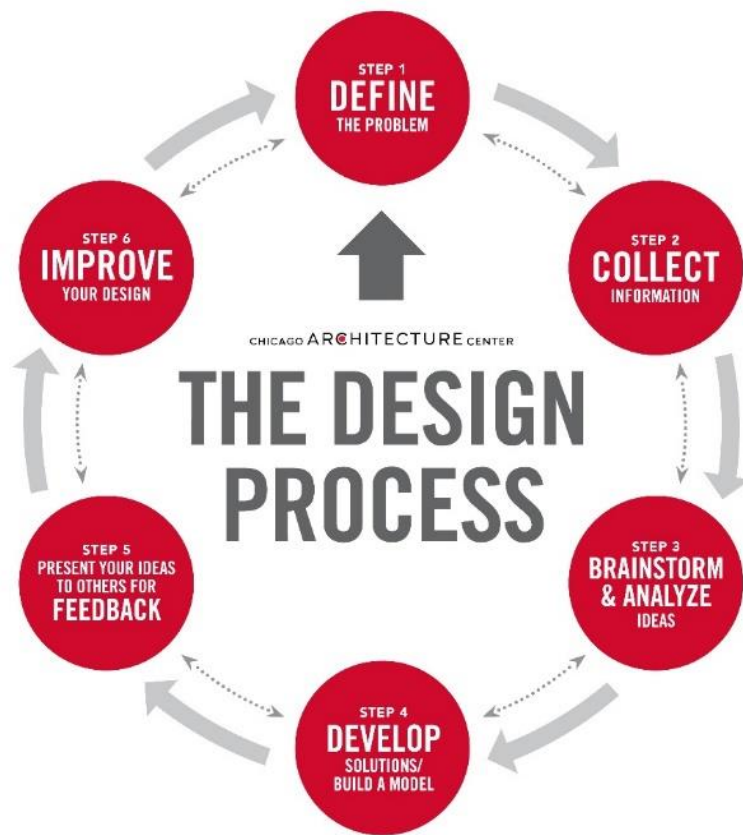


Figure 2.8 CAC Design Process (Source, Discover Design)

2.8.1 1. Define the problem

Researching on what the problem is

2.8.2 2. Collect information

Gathering of data from the site through various means. While collecting data one should also do sketches so as to visualize the problem.

2.8.3 3. Brainstorm and analyze ideas.

Doing sketches and studying the site or the problem well so as to know the information collected will impact your solution.

2.8.4 4.Develop solutions

Taking the solution and implementing it.

2.8.5 5.Gather feedback

After the solution is implemented, one goes to see if it is working.

2.8.6 6.Improve on the existing idea

Reflect on all of your feedback and decide if or to what extent it should be incorporated. It is often helpful to take solutions back through the Design Process to refine and clarify them.

2.9 CONCLUSION

The literature above helped the researcher to develop a viable solution for the problem at hand in a unique manner. Valuable insights were gained from each sub chapter and aid in establishing a guiding system for the project undertaken.

The literature above helped the researcher to learn fully on what should be done and also in developing a viable solution to the problem outlined in the first chapter. Interesting and valuable insights were gained in establishing on how to undertake the project.

CHAPTER THREE

3 : RESEARCH DESIGN AND METHODOLOGY

3.1 INTRODUCTION

Research methodology has been defined as the specific procedures and techniques used to identify, select, process and analyze information about a specific topic. Methodology provides a way for the researcher to increase validity and credibility of his/ her research. (Mbugua, 2018)

Research methodology can be defined as the specific procedures and techniques used to know, select, process and analyze information about a certain topic. Research methodology helps the researcher to analyze the data obtained so as to understand and interpret the data correctly.

3.2 RESEARCH DESIGN

The function of a research design is to ensure that the evidence obtained enables you to effectively address the research problem as unambiguously as possible. In social sciences research, obtaining evidence relevant to the research problem generally entails specifying the type of evidence needed to test a theory, to evaluate a program, or to accurately describe a phenomenon. However, researchers can often begin their investigations far too early, before they have thought critically about what information is required to answer the study's research questions. Without attending to these design issues beforehand, the conclusions drawn risk being weak and unconvincing and, consequently, will fail to adequately address the overall research problem. (What Is Research Design? The Context of Design, 2020)The researcher therefore will set out to employ largely a qualitative approach towards the research.

3.3 POPULATION- TARGET AND SAMPLE

3.3.1 Target Population

Population sampling is the process of taking a number of subjects to represent a larger number or the entire population. For this research, random sampling will be executed to determine the sample population. Based on the geographical scope of the study, area around Umoja estate, and the research problem, the population under study will include: workers, staff and guests in the hotel. Outside the hotel, the researcher will interview the people who live within the area where the hotel is located.

3.3.2 Sampling

The following sampling methods will be used:

3.3.2.1 Random Sampling

Random sampling is a type of probability sampling where everyone in the entire target population has an equal chance of being selected.

Random samples require a way of naming or numbering the target population and then using some type of raffle method to choose those to make up the sample. Random samples are the best method of selecting your sample from the population of interest.

The advantages are that your sample should represent the target population and eliminate sampling bias, but the disadvantage is that it is very difficult to achieve (i.e. time, effort and money). (McLeod, 2019) The researcher will randomly select individuals from the entire population and interview them so as to get the information needed.

3.3.2.2 Stratified Sampling

The researcher will identify the different types of people that make up the target population and will work out the proportions needed for the sample to be representative. A list is made of each variable (e.g. IQ, gender etc.) which might have an effect on the research. For example, if we are interested in the money spent on books by undergraduates, then the main subject studied may be an important variable.

For example, students studying English Literature may spend more money on books than engineering students so if we use a very large percentage of English students or engineering students then our results will not be accurate.

We have to work out the relative percentage of each group at a university e.g. Engineering 10%, Social Sciences 15%, English 20%, Sciences 25%, Languages 10%, Law 5%, Medicine 15% The sample must then contain all these groups in the same proportion as in the target population (university students).

Gathering such a sample would be extremely time consuming and difficult to do (disadvantage). This method is rarely used in Psychology. However, the advantage is that the sample should be highly representative of the target population and therefore we can generalize from the results obtained. (McLeod, 2019) The researcher will divide the whole population into certain strata as this will almost ensure that each status of the entire population is addressed.

3.4 DATA COLLECTION INSTRUMENTS

The following are the data collection instruments:

3.4.1 Interviews

The interview method of collecting data involves presentation of oral-verbal stimuli and reply in terms of oral-verbal responses. This method can be used through personal interviews and, if possible, through telephone interviews. The researcher interviewed mostly the staff at the hotel, people who frequent the hotel as well as the locals who live around the hotel. The number of people interviewed were 10. Types of interviews include;

3.4.1.1 Personal interviews

Personal interviews require a person who is going to ask the questions known as the interviewer to ask the other person questions while being face to face with the other person or persons. The interviewee can also ask the interviewer questions and the interviewer will respond but the information being collected will be done by the interviewer. The researcher believes that the personal interviews will give more accurate information as they provide an opportunity for more intense and personal questions. Also are more accurate as no consultation is done during answering.

3.4.1.2 Pre-requisites and basic tenets of interviewing

Interviewers should be carefully selected trained and know why they are going to be interviewed for. The interviewee should be honest, sincere and impartial. The interviewer can pre-visit the place so as to know if the interviewee is being truthful. Also, some provisions should be made in advance so that appropriate measure is taken if the interviewee will not cooperate or are not available when they are called upon.

3.4.1.3 Telephone interviews

This method of collecting information consists in contacting respondents on telephone itself. It is not a very widely used method, but plays important part in industrial surveys, particularly in developed regions. The people who were interviewed through this method were the manager and 3 people of the staff. The chief merits of such a system are:

- It is more flexible in comparison to mailing method.
- It is faster than other methods i.e., a quick way of obtaining information.
- It is cheaper than personal interviewing method; here the cost per response is relatively low.
- Recall is easy; callbacks are simple and economical.
- There is a higher rate of response than what we have in mailing method; the non-response is generally very low.
- Replies can be recorded without causing embarrassment to respondents.
- Interviewer can explain requirements more easily.
- At times, access can be gained to respondents who otherwise cannot be contacted for one reason or the other.
- No field staff is required.
- Representative and wider distribution of sample is possible. (WISDOM JOBS, n.d.)

3.4.2 Observation

Observation method is the most commonly used method in qualitative data collection methods.

In the observation method the information is sought by way of investigators own direct observation without asking from the respondent. For example, this study which is mostly about brand awareness the investigator instead of asking how their packages are, he or she may look at them by themselves.

The main advantage of observation method is that subjective bias is eliminated, if done correctly. Secondly, the information obtained is collected in the current time where current events are happening. Also, this method is independent in cases where the respondents refuse to respond or are not cooperating fully. This method is most suitable in cases where the respondents are not capable of giving verbal reports of their feelings for one reason or the other.

Observation method also has limitations. Firstly, the information acquired by this method is very limited. Secondly unforeseen factors may interfere with the observational task. At times, the fact that some people are rarely accessible to direct observation creates obstacle for this method to collect data effectively.

While using this method however the researcher should keep in mind things like; what should be observed, how the observations should be recorded, how the accuracy of observation can be ensured. The researcher used this method by going to the site and having a first hand look at how things are run down there.

3.4.3 Photography and video

Photographs and videos show still or moving images. Photographs can be used on their own, but are more often accompanied by written captions, providing additional information.

Videos are often accompanied by a commentary. The use of photography and video has become increasingly common within M&E over recent years. This is partly because of improvements in mobile phone technology, which has increasingly enabled people to produce cheap, high quality audio-visual products.

This method was used as the researcher took a few photos of the hotel and outside the hotel as well.

3.4.4 Surveys and questionnaires

This method of data collection is the most common one mostly in cases where the scope is big. It is being adopted by even private companies, research workers and public and private organizations, even by governments. This method involves a questionnaire being sent to the person or persons concerned with a request to answer the questions and then return the questionnaire.

A questionnaire consists of a number of questions printed or typed in a definite order on a form. The questionnaire is then sent to the respondents who in turn read and understand the questions being asked. The respondents then write down their answers in the space assigned for the answers. They answer the questions individually. The researcher gave out a questionnaire to 12 people which included the staff and the guests.

The method of collecting data by mailing the questionnaires to respondents is most extensively employed in various economic and business surveys. The merits claimed on behalf of this method are as follows:

- There is low cost even when the universe is large and is widely spread geographically.
- It is free from the bias of the interviewer; answers are in respondents' own words.
- Respondents have adequate time to give well thought out answers.
- Respondents, who are not easily approachable, can also be reached conveniently.
- Large samples can be made use of and thus the results can be made more dependable and reliable.

The main demerits of this system can also be listed here:

- Low rate of return of the duly filled in questionnaires; bias due to no-response is often indeterminate.
- It can be used only when respondents are educated and cooperating.
- The control over questionnaire may be lost once it is sent.
- There is inbuilt inflexibility because of the difficulty of amending the approach once questionnaires have been dispatched.
- There is also the possibility of ambiguous replies or omission of replies altogether to certain questions; interpretation of omissions is difficult.
- It is difficult to know whether willing respondents are truly representative.
- This method is likely to be the slowest of all. (Collection of data through questionnaires - Research Methodology, n.d.)

3.5 DATA ANALYSIS TOOLS

Data analysis is defined as a process of cleaning, transforming, and modeling data to discover useful information for business decision-making. The purpose of Data Analysis is to extract useful information from data and taking the decision based upon the data analysis. The following are data analysis tools:

3.5.1 Statistical Analysis

Statistical Analysis shows "What happen?" by using past data in the form of dashboards. Statistical Analysis includes collection, Analysis, interpretation, presentation, and modeling of data. It analyses a set of data or a sample of data. There are two categories of this type of Analysis - Descriptive Analysis and Inferential Analysis.

3.5.1.1 Descriptive Analysis

Analyses complete data or a sample of summarized numerical data. It shows mean and deviation for continuous data whereas percentage and frequency for categorical data. (What is Data Analysis? Types, Process, Methods, Techniques, n.d.)

3.5.2 Discourse Analysis

Based on the use of interviews, the researcher gathered all the information collected from the various personalities interviewed and used the **discourse analysis** method. Discourse analysis focuses on analyzing the social context in which the communication between the researcher and the respondent/ interviewee occurred. It also looks at the respondent's day-to-day environment and uses that information during analysis. (What is Data Analysis? Types, Process, Methods, Techniques, n.d.)

3.5.3 Predictive Analysis

Predictive Analysis shows "what is likely to happen" by using previous data. The simplest example is like if last year I bought two dresses based on my savings and if this year my salary is increasing double then I can buy four dresses. But of course, it's not easy like this because you have to think about other circumstances like chances of prices of food is increased this year or maybe instead of dresses you want to buy a new bike, or you need to buy a house.

So here, this Analysis makes predictions about future outcomes based on current or past data. Forecasting is just an estimate. Its accuracy is based on how much detailed information you have and how much you dig in it. (What is Data Analysis? Types, Process, Methods, Techniques, n.d.)

3.5.4 Prescriptive Analysis

Prescriptive Analysis combines the insight from all previous Analysis to determine which action to take in a current problem or decision. Most data-driven companies are utilizing Prescriptive Analysis because predictive and descriptive Analysis are not enough to improve data performance. Based on current situations and problems, they analyze the data and make decisions. (What is Data Analysis? Types, Process, Methods, Techniques, n.d.)

3.6 DATA PRESENTATION METHODS

Data presentation and analysis forms an integral part of all academic studies, commercial, industrial and marketing activities as well as professional practices. It is necessary to make use of collected data which is considered to be raw data which must be processed to put for any application. Data analysis helps in the interpretation of data and take a decision or answer the research question. This can be done by using data processing tools and software's.

Different types of charts which can be used for data presentation and analysis;

3.6.1 Bar Charts/Bar Graphs

Graphs are a good means of describing, exploring or summarizing numerical data because the use of a visual image can simplify complex information and help to highlight patterns and trends in the data. They are a particularly effective way of presenting a large amount of data but can also be used instead of a table to present smaller datasets.

There are many different graph types to choose from and a critical issue is to ensure that the graph type selected is the most appropriate for the data. Having done this, it is then essential to ensure that the design and presentation of the graph help the reader or audience interpret the data. There is more detailed information on the uses and good design of particular types of graph in the companion study guides covering bar charts, histograms, pie charts, line graphs and scatter plots available from the Student Learning Centre.

3.6.2 Presenting numbers in tables

Tables are used to present numerical data in a wide variety of publications from newspapers, journals and textbooks to the sides of grocery packets. They are the format in which most numerical data are initially stored and analyzed and are likely to be the means you use to organize data collected during experiments and dissertation research. However, when writing up your work you will have to decide about whether a table is the best way of presenting the data, or if it would be easier to understand if you were to use a graph or chart.

Table 1 Logical Framework Illustrated by Author

Objective 1: To identify the branding Oloiboni Hotel is currently using to promote itself				
Data Needs	Data Source	Data Collection Tool	Analysis Method	Expected Output
Identify the branding strategies the hotel is currently using	The hotel's Social media accounts. The hotels staff and management records.	Observation Community Dialogue Open Ended Questionnaires	Statistical analysis Thematic Analysis	To increase brand awareness among the target audience.
Objective 2: To interrogate the importance of cultural aspiration towards awareness and marketing of brands.				
Data Needs	Data Source	Data Collection Tool	Analysis Method	Expected Output
Know and understand the cultural aspect that the hotel wants to portray. Know which cultural aspects are marketable.	Academic Research Hotel staff	Questionnaires Online communities Observations	Visual Analysis	To understand cultural aspects and how marketable they are. How cultural aspects are used in modern day brands and marketing strategies.
Objective 3: Incorporate sustainable design and afro-futurism in rebranding the hotel to promote brand awareness				

Data Needs	Data Source	Data Collection Tool	Analysis Method	Expected Output
Research on the necessary sustainable materials and afro-futurism	Public opinion polls Academic research	Online platforms	Statistical Analysis	To incorporate sustainable design and afro-futurism in packaging and rebranding the hotel.

3.7 CONCLUSION

In the research methodology section, the researcher collected data from both the staff at the hotel, the people who live near the hotel and the guests who frequent the hotel. The researcher used interviews, observation, surveys and questionnaires and photography and video.

CHAPTER FOUR

4 :ANALYSIS & INTERPRETATION OF FINDINGS

4.1 INTRODUCTION

In this chapter, the researcher presented the data collected, interpreted it in relevance to the study objective and analyzed the data to give a clear understanding of the major areas of concern.

4.2 Analysis of Findings

The findings gathered during the research process were relevant to the project at hand and encompassed the four main areas namely, corporate identity, packaging, advertising and photography. The main methodology used was broken into two categories namely quantitative and qualitative analysis.

4.2.1 Qualitative Analysis

The main method of this type of analysis was observation. The researcher visited the site and was able to acquire data through interaction with the staff, those who had previously visited the hotel and those who frequent the hotel. The researcher was also able to gather information about the history and how the hotel operated from the respondents interviewed. They included the manager, staff and a few residents. This gave valuable insight on what could be improved and how it can apply to the main thematic areas.

4.2.1.1 Interviews

The researcher conducted an interview with the hotel manager Pricilla. The researcher asked about the hotel and how it came to be located in that area. The hotel is the first of a franchise that is set to come according to the owners. They want a franchise of hotels which are located in populated areas where even the locals can enjoy not only international guests. The hotel began construction on mid-2012 and was unveiled in the beginning of 2013.

The hotel markets itself to the public mainly through the word of mouth. Since its unveiling it struggled to bring in new customers since the marketing strategy was not very effective. Now it has loyal customers who frequent the place. They also have started advertising themselves through social media. The manager stated that the marketing channels have been partly effective due to the quality of their service and through an effective customer referral system.

The existing branding of the hotel consists of a logo that says OLOIBONI HOTEL no symbols which has been used since its opening in 2013. The manager said that they are working on updating the brand to fit the current time. They run promotions and deals online on their social media pages and also on their website. The manager also expressed the need to improve their signage which shall direct customers to their restaurant.

4.2.1.2 Photography

The existing communication material and channels for the company was taken into account for this. The researcher took photographs and also outsourced pictures from their social media platform.



Figure 4.1 Oloiboni Hotel (Source; Google Photos)

No signage at the entrance as shown in the image above.

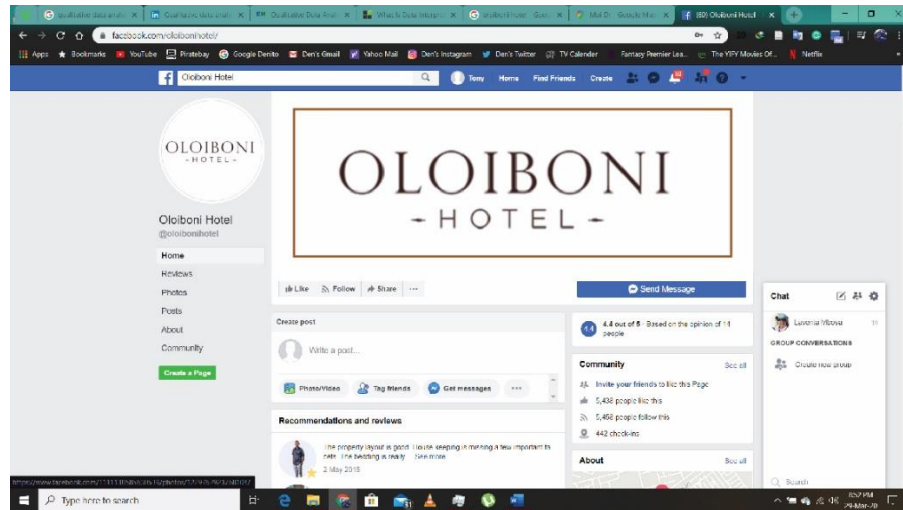


Figure 4.2 Oloiboni Hotel Facebook page (Source; Facebook)

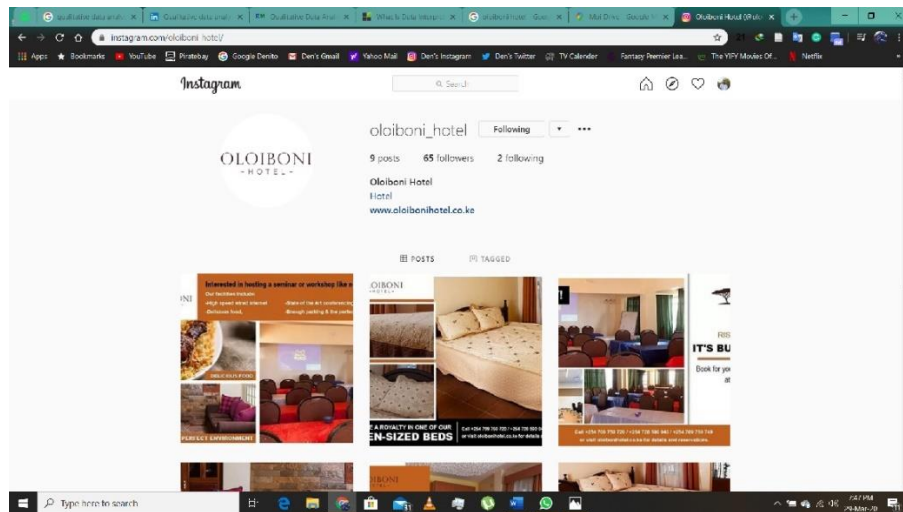


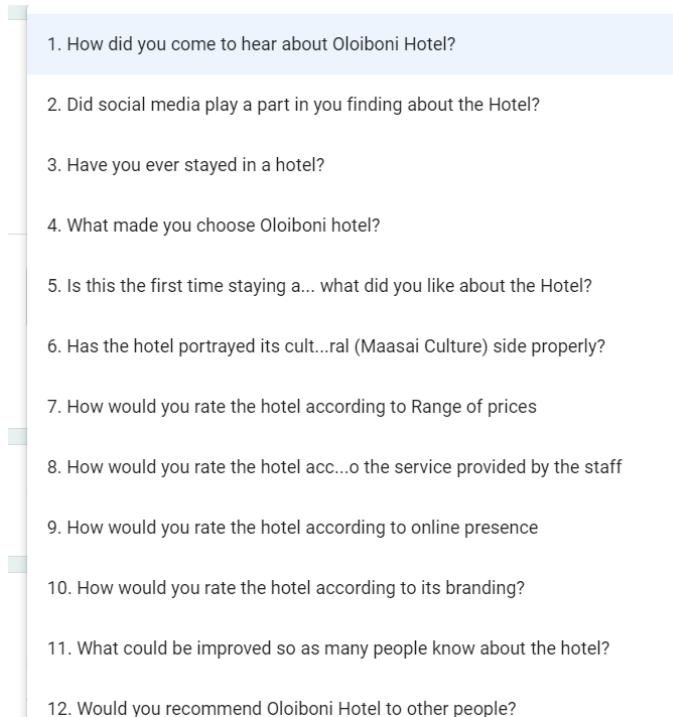
Figure 4.3 2 Oloiboni Hotel Instagram page (Source; Instagram)

They have a small following on social media since they have started using it recently. From the above, the researcher established that the franchise has outdated signage, lack of a relevant corporate identity such as an unappealing and relevant logo.

From the above, the researcher established that the franchise has outdated signage, lack of a relevant corporate identity such as an unappealing and relevant logo

4.2.1.3 Questionnaires

In terms of questionnaires, open and close-ended questions were used to get a general opinion on the hotel, and the impact on social media and online presence in a brand's identity. The questionnaires were given to 12 people, the staff and the guests.



1. How did you come to hear about Oloiboni Hotel?

2. Did social media play a part in you finding about the Hotel?

3. Have you ever stayed in a hotel?

4. What made you choose Oloiboni hotel?

5. Is this the first time staying a... what did you like about the Hotel?

6. Has the hotel portrayed its cult...ral (Maasai Culture) side properly?

7. How would you rate the hotel according to Range of prices

8. How would you rate the hotel acc...o the service provided by the staff

9. How would you rate the hotel according to online presence

10. How would you rate the hotel according to its branding?

11. What could be improved so as many people know about the hotel?

12. Would you recommend Oloiboni Hotel to other people?

Figure 4.4 Questionnaire Response 1 (Source, Google Forms)

4.2.2 Quantitative Analysis

This was done in the form of questionnaires. A sample group of **12 people** answered questions regarding restaurants in general, their likes and dislikes and how social media and brand appeal influences their decision making.

Below is a breakdown of how the respondents answered the questions in both graphical and chart form.

1. How did you come to hear about Oloiboni Hotel?

12 responses

I once lived around the area
I live around
Through a friend
Heard from a friend
I saw a billboard along manyanja road
I had it from a friend and decided to check it out
From a friend
It's in my neighbourhood.
Word of mouth from a friend

Figure 4.5 Questionnaire Response 2(Source, Google Forms)

Referrals were the main source of information for the respondents which equates word of mouth as a powerful tool for communication.

2. Did social media play a part in you finding about the Hotel?

12 responses

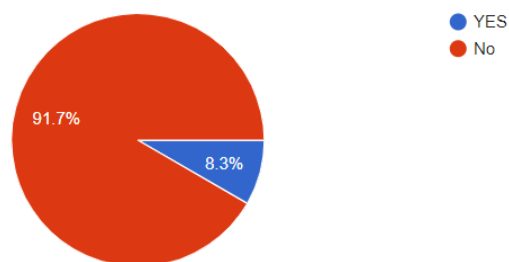


Figure 4.6 Pie Chart of Oloiboni Hotel's Social Media presence (Source, Google Forms)

From the above it is evident that social media does not play a big role in people finding out about the hotel.

3. Have you ever stayed in a hotel?

12 responses

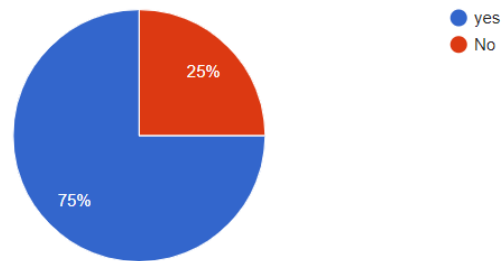


Figure 4.7 Pie Chart of Residents who have ever stayed in a hotel (Source, Google Forms)

Most of the respondents have visited a hotel so they would know service provided at hotels.

6. Has the hotel portrayed its cultural (Maasai Culture) side properly?

12 responses

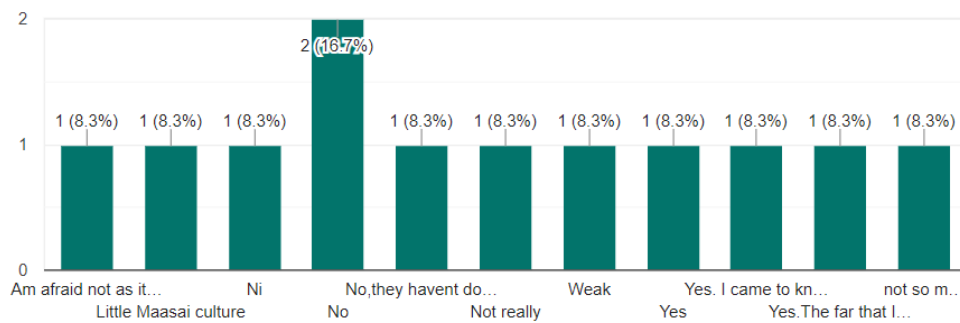


Figure 4.8 Bar graph of Cultural Portrayal (Source, Google Forms)

Most of the respondents have said that the hotel hasn't portrayed the cultural aspect properly.

Most of them responded with a rating of 1 out of 5.

9. How would you rate the hotel according to online presence



12 responses

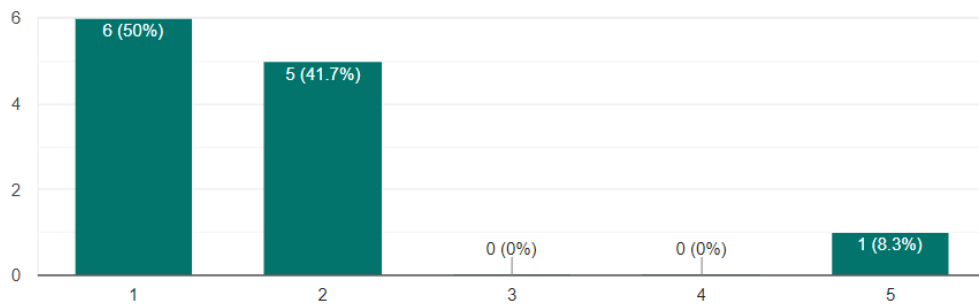


Figure 4.9 Bar graph of Oloiboni Hotel online presence (Source, Google Forms)

In the above it is evident that social media is not effective in comminuting the hotel's awareness.

10. How would you rate the hotel according to its branding?

12 responses

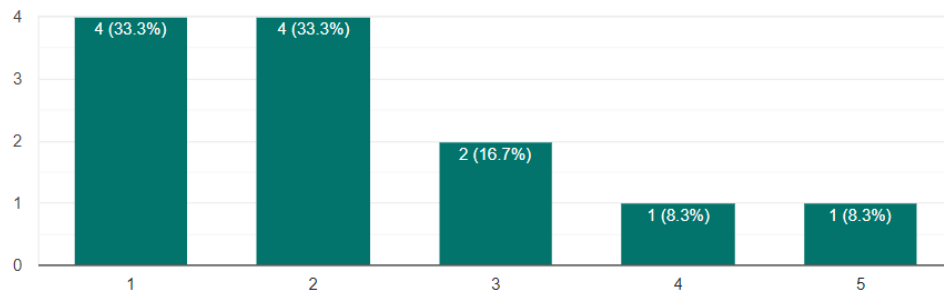


Figure 4.10 Bar graph of Oloiboni Hotel branding (Source, Google Forms)

Of those who had been to the restaurant, there were respondents who were not satisfied with Oloiboni hotel's brand appeal.

5. Is this the first time staying at Oloiboni Hotel? If so, what did you like about the Hotel?

12 responses

The service
yes , the service provided by the staff
Yes. I like the customer service given by the employees who are friendly.
Yes. Their services are awesome
First time, i like the location
The excellent service
Yes. Nothing out of the ordinary
I like the customer care service provided
Yes, i liked their services

Figure 4.11 Questionnaire Response 3 (Source, Google Forms)

From the above, the best quality of Oloiboni Hotel was the quality of service.

11. What could be improved so as many people know about the hotel?

12 responses

Marketing
The online marketing
Service
Social media presence and branding
Engagement on social media platforms
Online presence and branding can be improved
Branding
More advertising about it and what it has to offer.
Social Media platform presence

Figure 4.12 Questionnaire Response 4 (Source, Google Forms)

From the responses above it is evident that Oloiboni Hotel can be better by improving on their social media presence and their branding.

4.3 Presentation of findings

In this section, the findings were broken down according to the objectives presented and how the research questions were answered.

For the first objective 'To identify the branding Oloiboni Hotel is currently using to promote itself.' The researcher determined that the branding strategies that Oloiboni Hotel are currently using are mostly word of mouth and signages around the area. In terms of the digital sphere, the hotel has opened accounts on the major social media sites but have little to no followers.

In the second objective, 'To interrogate the importance of cultural inspiration and afro futurism towards awareness and marketing of brands.' Literature review gives a complete insight on what can be incorporated to make better marketing strategies and better brand awareness.

Lastly for the third objective, 'Incorporate sustainable design in rebranding the hotel or giving it a better brand identity.' The literature review again gives adequate data about sustainability in design, and also the type of materials that can be used.

4.4 CONCLUSION

This chapter was based on data collected during the research. It described responses acquired from the residents that frequent Oloiboni Hotel. The researcher established that Oloiboni Hotel are in need for a rebranding and a new marketing strategy. Also, a lack of a relevant corporate identity such as an unappealing and relevant logo. The company also has maintained simple packaging style.

Furthermore, from the above findings, the researcher established the importance of social media and online presence in capturing the consumer's attention. It was determined that Oloiboni Hotel did not have an effective strategy and weak online presence.

CHAPTER FIVE

5 : SUMMARY FINDINGS, CONCLUSIONS & RECOMMENDATIONS

5.1 Introduction

The chapter looks into and make a summary the findings presented in the previous chapter. Thereafter, in relation to the objectives and research questions, the researcher made a summary of the findings so as to develop appropriate recommendations and later sought to make conclusions. All data is based on the information collected by the researcher through interviews, questionnaires and observation at Oloiboni Hotel. The recommendations explored the aspects of packaging, corporate identity, advertising and photography, which happen to be major facets of graphic design. Being the final chapter of the research, this chapter gives a conclusive summary of the research followed by the researcher's suggestions for the further study.

5.2 Summary of Data Analysis / Findings

Based on the data collected by the researcher from the sample population at Oloiboni Hotel, it is evident that the hotel doesn't have a definite brand identity. It has been using outdated visuals and signage and low-quality images for their communication. They had positive reviews about their products and services but no identity to back it up. The main effective channel of communication was word of mouth as established by the findings.

5.3 Recommendations

After analyzing all the data gathered from the literature review and the data collection process, the researcher came up with solutions that addresses the aforementioned design problem.

5.3.1 Corporate Identity

The researcher recommends that a revamp should be done to the identity since it lacks a definite identity. A new logo and identity would be highly beneficial to the company since it shall give the brand a face and position the brand in the minds of the consumer. The researcher also suggests a whole re-branding of the hotel to better increase its awareness. The data acquired from the research of Afrofuturism and maasai culture were incorporated into the brand identity.

SELECTED LOGO CONCEPTS FOR OLOIBONI HOTEL



Figure 5.1 Proposed Logo concepts for Oloiboni Hotel 1 (Source; Author)

SELECTED LOGO CONCEPTS FOR OLOIBONI HOTEL



Figure 5.2 Proposed Logo concepts for Oloiboni Hotel 2 (Source; Author)

5.3.2 Packaging

The researcher suggested that packaging to be revamped to fit with the current times and branding to be included within the packages. The packages would have a more modern appeal and incorporate elements from the literature to give it a unique appeal.



Figure 5.3 25 Proposed Packaging Mockups (Source; Google Images)



Figure 5.4 Proposed Packaging Mockups (Source; Google Images)

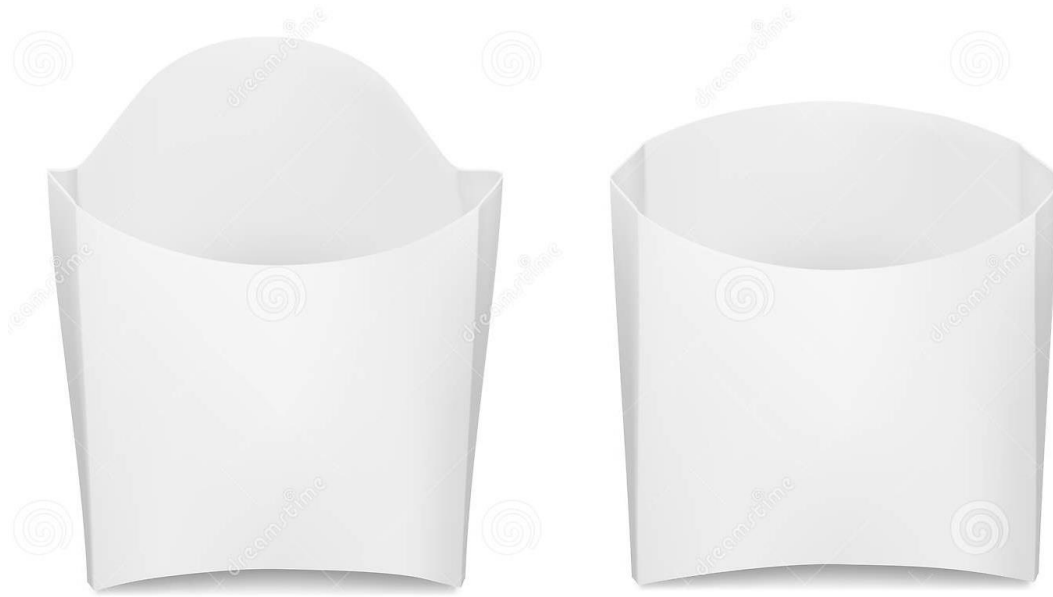


Figure 5.5 Proposed Packaging Mockups (Source; Google Images)

5.3.3 Advertising

The researcher recommended a revamp of the advertising material. The existing material is outdated and rarely updated. Posters and signage are the main form of communication, and other forms of print material are posters and flyers. The researcher also commends a revamped social media and digital identity to capture the target market and establish a digital presence that will resonate in the mind of the consumer.

The slogans proposed for advertising were:

- a. Feel at home
- b. Make it memorable
- c. Comfort with luxury

Below is a list of proposed materials to be created for the look and feel of the campaign.

- 1. Social media ads
- 2. Billboards
- 3. Brochures
- 4. Website landing page
- 5. Magazine Advertisements

6. Posters
7. Vehicle branding
8. Roll up banners
9. Street pole advertising
10. Story board
11. Signages
12. Flyers



Figure 5.6 Proposed Advertising Artworks by Author (Source; Google Images)

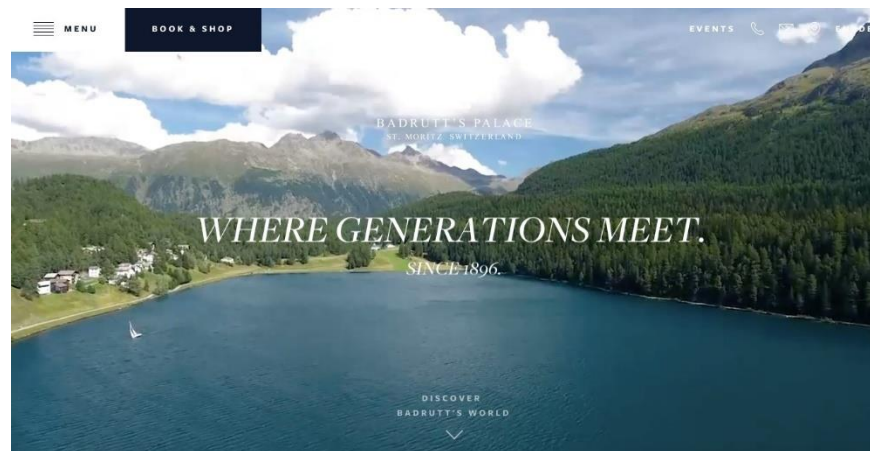


Figure 5.7 Proposed Advertising Artworks by Author (Source; Google Images)

5.3.4 Photography

Photography would be used majorly to place emphasis on the concepts surrounding the researcher's sources of inspiration. The researcher would use these concepts to not only entice his audience but also to communicate information based on the ideas being put forward. The photos were to be used in different advertising and communication materials. The mood board below reveals the inspiration behind photography.



Figure 5.8 Photography mood board (Source: Author)

5.4 Conclusion

This chapter looked at the summary of the researcher's findings from which the researcher gave various recommendations and proposed design ideas that could be used to create visually engaging educational materials. The researcher concluded that the above recommendations would be considered and adopted. This would enable Oloiboni Hotel to improve their brand image and it would be a brand that leaves a lasting impression in the minds of the consumer. The

researcher hopes that in the future that Oloiboni Hotel will be able to consider other forms of advertising that would help promote its brand and that the campaign would be sustainable for years to come.

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7 Appendices

7.1 Oloiboni Hotel Questionnaire

1. How did you come to hear about Oloiboni Hotel?
2. Did social media play a part in you finding about the Hotel?
3. Have you ever stayed at a hotel?
4. What made you choose Oloiboni hotel?
5. Is this the first time staying at Oloiboni Hotel? If so, what did you like about the Hotel?
6. Has the hotel portrayed its cultural (Maasai Culture) side properly?
7. How would you rate the hotel according to;
 - a) Range of prices
 - b) Online presence
 - c) Service provided by the staff
 - d) Branding?
8. What could be improved so as many people know about the hotel?
9. Would you recommend Oloiboni Hotel to other people?

7.2 Permission Request Letter

Wambugu Dennis Gichohi,

B05/44781/2017,

School of Arts and Design,

P.O. Box 46790-00100,

Tel No: 0708666131

Nairobi.

4th February 2020.

The Director,

School of Arts and Design,

University of Nairobi, P.O. Box

30197-00100, Nairobi.

Dear Director,

RE: Permission Letter for Site Research.

I am writing to you to request for a permission letter to conduct interviews or any other necessary forms of analysis for the site that I am currently working on. The site under study is Oloiboni Hotel in Tena Estate.

This is to get adequate findings for the graphic design research project. They had requested during my earlier endeavors for a letter to conduct interviews with the management and the staff.

I am looking forward to your reply. Thank you in advance.

Yours sincerely,

A handwritten signature in black ink, appearing to read 'Dennis', is placed over a light blue rectangular stamp.

Dennis Wambugu.

7.3 Site Research Letter

