



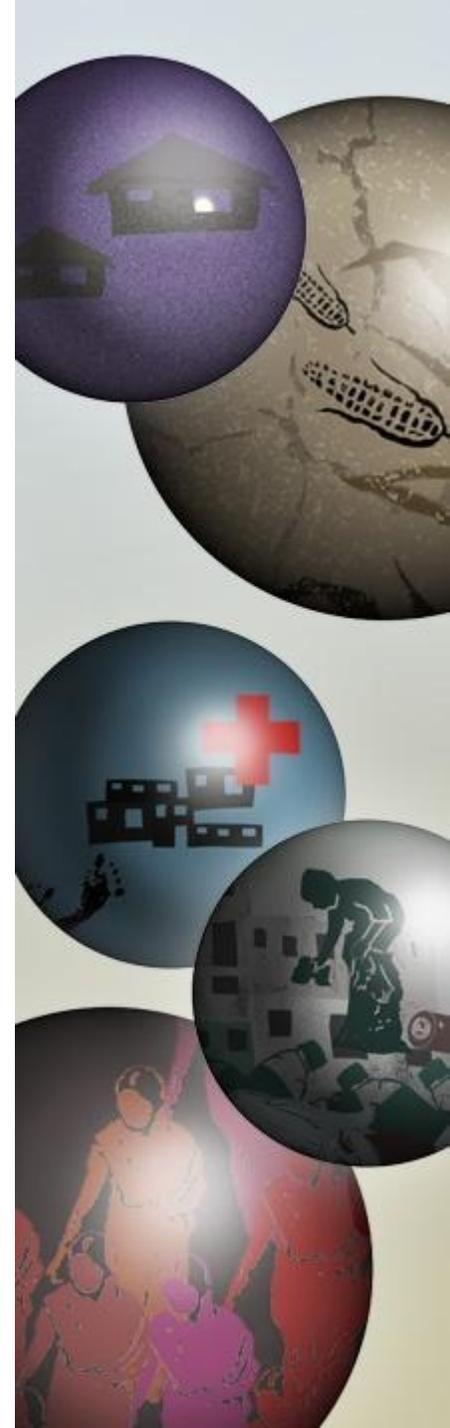
LGT Impact Fellowship 2016

Andrew Herweg

Impact Report

LGT Impact Ventures/LGT Venture Philanthropy

July 2017



LGT Impact Fellowship 2016 – Impact Report

LGT Impact Ventures/LGT Venture Philanthropy



Andrew Herweg (USA)

Host organization: Brioche Ltd. (Kigali, Rwanda)

Fellowship role: Marketing Manager

Fellowship duration: July 2016 – June 2017 (Full-time)

Degree: Master of Arts in International Conflict Studies (King's College London); Bachelor of Arts in International Studies (West Virginia University)

Professional experience: Global strategic marketing communications specialist with 6 years of experience successfully designing, executing and managing marketing programmes across Sub-Saharan Africa, Europe and North America.



Summary

Using his experience in public relations, marketing, social media, event management and community relations, Andrew designed plans, digital and grass-roots marketing strategies, leveraging a multi-channel approach to increase new customer acquisition, enhance customer loyalty to ultimately grow Brioche's bottom line across markets of operation.

The problems Brioche aims to tackle

- Brioche is a premium East African Food & Beverage company which aims to raise the quality control and food quality bars across the region.
- Supports Rwandan government's MICE programme and in growing Rwanda's export economy.
- Create little moments of happiness in its customers lives by offering unique dining, takeaway experiences in Kenya and Rwanda.



Brioche's Solution

- Through best practices and an ambitious management team, staff provide high quality food, customer service to clients.
- Partner with leading organisations & companies to enhance role in supporting MICE programme and growing export capacity and demand.
- Earn food & safety certifications that verify meeting of global industry standards, offering clients piece of mind on quality.

Brioche's marketing challenges

Opened in 2013, Brioche experienced rapid growth and overwhelmingly positive feedback however as Brioche has grown as a company, it has experienced issues communicating its message, value propositions to B2B and B2C clients.



Implemented formal, professional quality marketing activities, systems and procedures to help Brioche achieve its marketing objectives.

"My experience as an LGT Impact Fellow... was a challenging, stressful yet rewarding opportunity for personal and professional developments. What I gained in 11 months was equivalent to 2-3 years of professional experience elsewhere and feel prepared to confidently take the next step in my career.

- Andrew

Opportunity for an ICats Fellow

There was an opportunity for a fellow with experience to lead the design and the implementation of marketing programmes using variety of tactics & techniques across East Africa.

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Andrew's achievements ...



Brioche: A treat for the palate
theeastafrican.co.ke

Eating Out: Fresh and fine French and Rwandese fare. Check out the review of our Karen location which appeared in the Daily Nation's Saturday Magazine! One of Kenya's top papers. Read: <http://bit.ly/2g8D5Pt>



Brioche: Discovering One Of Nairobi's Culinary Gems
dellambaya.com

- Secured media coverage in major national and regional outlets as RTV, Daily Nation (x2), The East African (x2) and in popular food & life-style blogs as Rabala's Delights, Soni Side Up, Pearls & Loaf and more!
- Planned, organized and managed successful regular events at Brioche locations in Rwanda & Kenya. Highlight includes having 150 attendees for Rwanda's first ever kids' book launch!
- Built relationships with key influencers, media outlets, organisations, companies, charities and government entities for partnership marketing and direct sales opportunities.
- Designed & organised multi-prong campaigns around holiday and product promotions to drive immediate sales during otherwise low sales periods.

Andrew's next challenge

Andrew will remain at Brioche Ltd to continue to grow its marketing programmes, operations and build a marketing team to enable the company for long-term success.

...contributing to Brioche's marketing and operational improvements



- Improved employee communications, performance through organizing and leading weekly meetings and implementing staff specific communications channels .
- Designed trainee agreements, formalized HR hiring process, hired 17 new employees and dramatically reduced employee attrition rate.
- Implemented 'Employee of the Month' programme to build positive morale within the company.

'Working with Andrew has been a pleasure, he always anticipates and assists/follows up on the organisation of all events/processes/offers put in place. He constantly tries to assist with his network and adds new ideas to develop the company and always challenges you to understand deeply the situation before making a decision. Overall, a great team player, cheerful and encouraging.'

Francois
Brioche Kenya

Watine,

Country

Manager