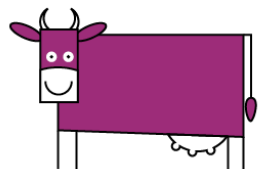


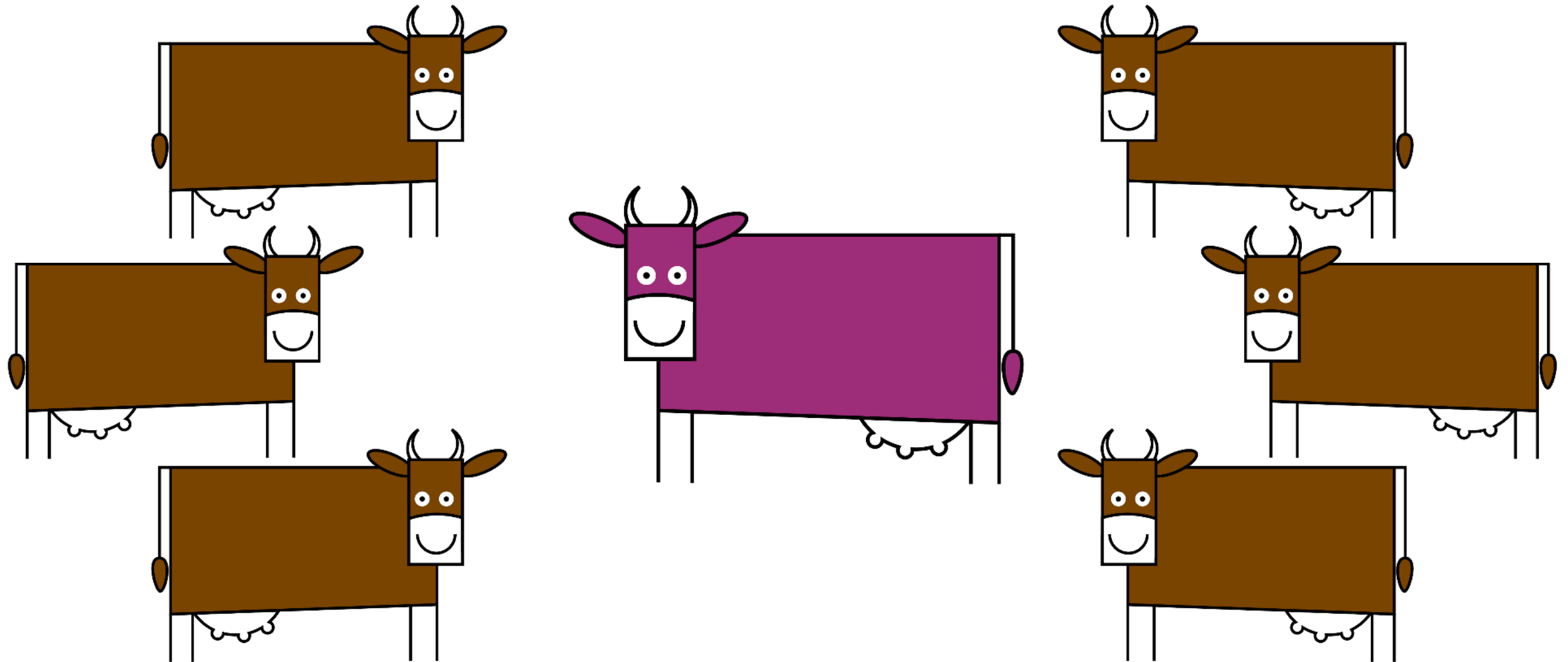
Marketing That Feels Right:

**From invisible to unforgettable
Build Authentic Connections
Stand Out and
Sustain Your NGO's Impact**

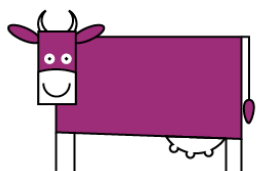


PURPLE MOOKITING

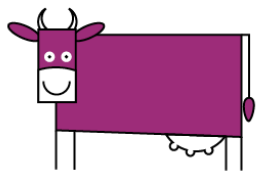
Setting You Apart

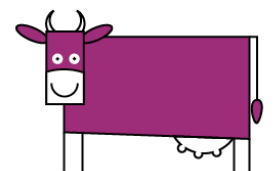
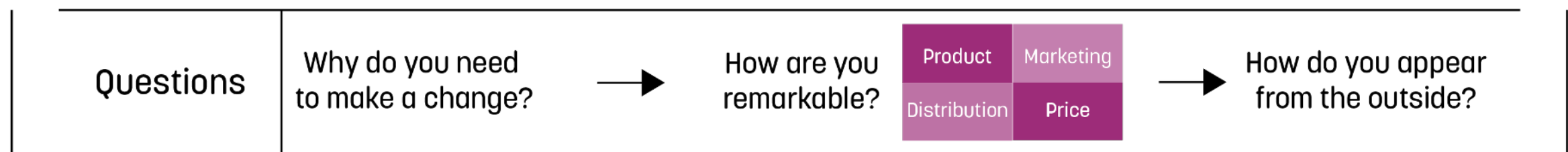


**Standing out isn't luck; it's strategy.
Differentiation is deliberate.**

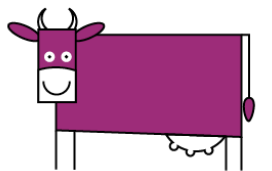


Who I Why you?
Why I What's the
challenge?
How I Transformation
plan?





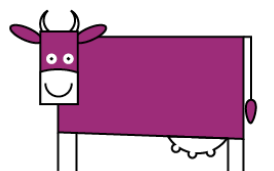
**Donors see identical
appeals from 10 different
organisations. They don't
know why they should
choose you.**



PURPLE MOOKITING

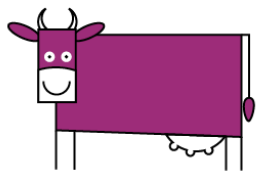


Nando's®

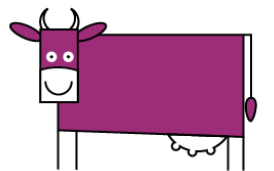
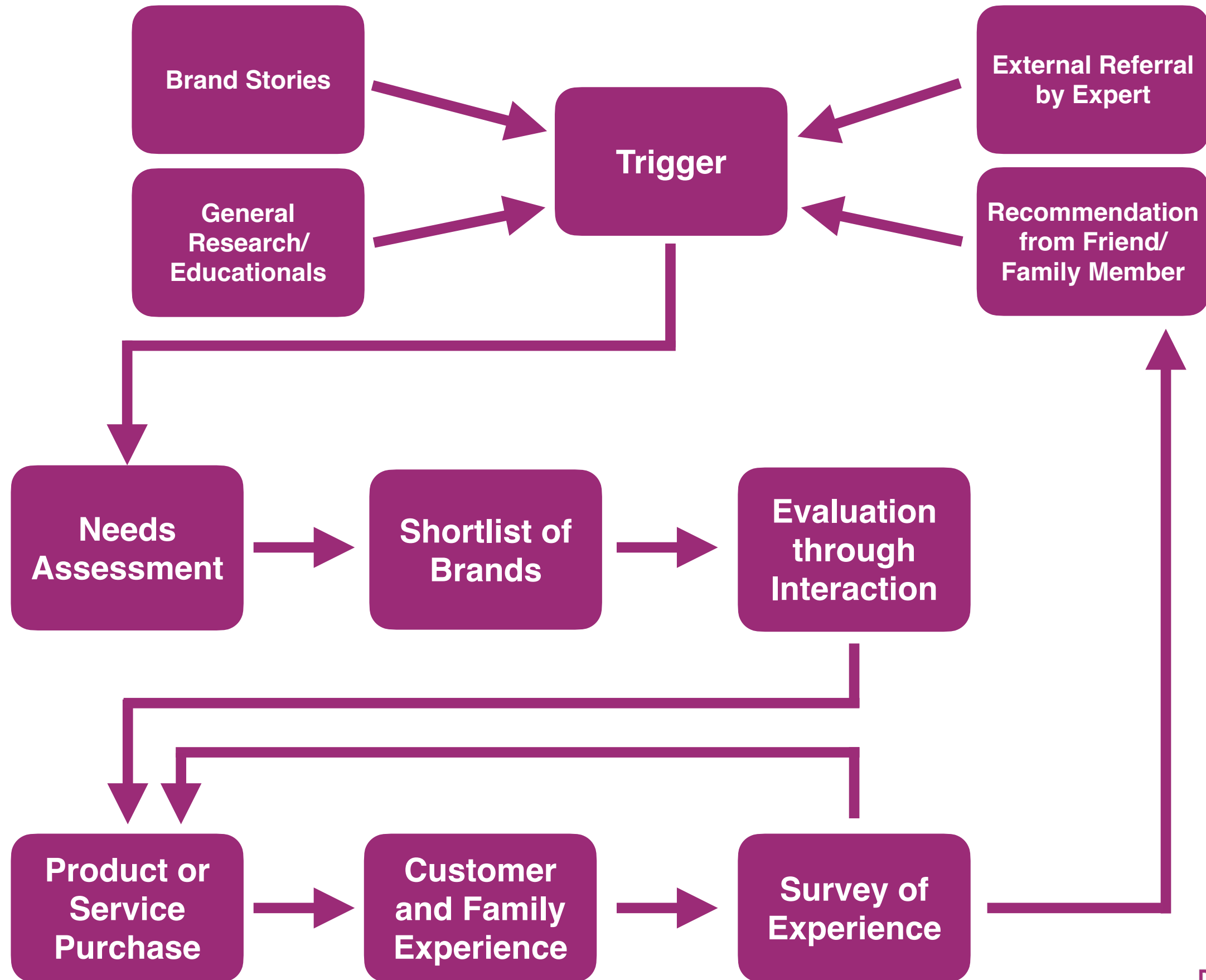


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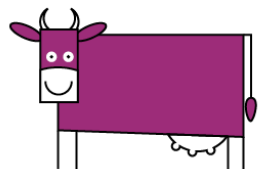
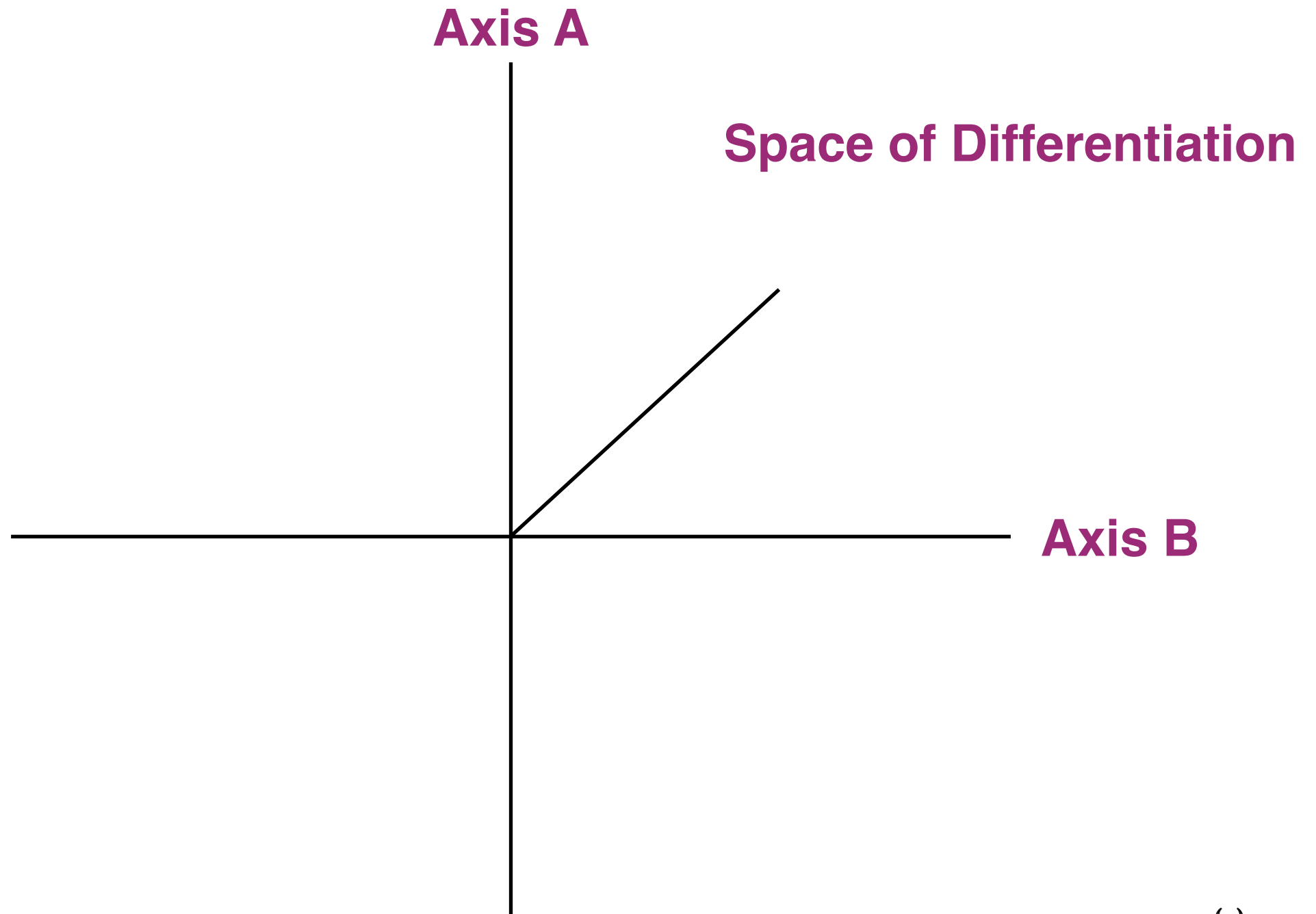
**Know
WHO and WHAT
You are up against to
STAND OUT**



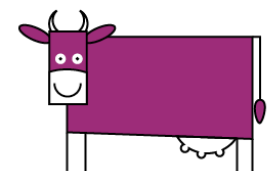
The Environment



Who are you seeking to serve?



Context	Research Market Needs What is the environment you are operating in? → Who are you competing with? → How are you performing?
Questions	Why do you need to make a change? → How are you remarkable? Product Distribution Marketing Price → How do you appear from the outside?



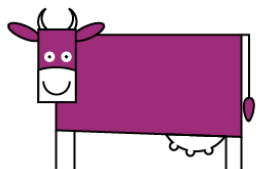
Connect with Your Brand Story

Who: reciprocal partnership

What: context

How: transformation

Story = Content + Visuals



PURPLE MOOKITING

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Protecting rhinos

We ensure that ranger teams have the equipment, training and facilities they need to stay safe and protect rhinos.

Tackling illegal trade

We are addressing the consumer demand for rhino horn and changing consumer behaviour.

Engaging communities

We support community-led conservation, so that people living near rhinos are inspired to protect wildlife.

Bringing experts together

We bring people together, helping to share expertise and giving everyone the opportunity to do more to benefit rhino.

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[Our Rescue Centre](#)
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giving rhino orphans a future.

Desperately driven to find a solution for a baby rhino that was left orphaned as a result of poaching, Arrie van Deventer founded world's first rhino orphanage, a registered NPO, in 2012. The Rhino Orphanage was the first-ever specialised, non-commercial centre dedicated to the rescue, rehabilitation, raising and release of orphaned rhinos back into the wild.

Although new-born rhinos can weigh up to 50kgs, they are essentially "helpless" and require protection in order that they may survive and ultimately thrive.

Rhino calves and rhino mothers are closely bonded. Rhino babies are fiercely protected by their mothers in the wild, so when a rhino mother is killed, the rhino orphan becomes particularly vulnerable and their longevity is endangered. Under normal circumstances, rhino calves will stay with their mothers for around 3 years. For this reason, the rhino orphans in our care typically require the same intensity and timeframe of nurturing from our carers.

[Our work](#)
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Why rhinos matter

Rhinos share their habitat with a multitude of other plant and animal species. The protection of rhinos also helps protect the ecosystems on which they depend, as well as other species, including elephants, buffalo, large carnivores, and antelopes that share their habitat.

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WHAT WE DO

PROTECTING SUSTAINABLE POPULATIONS OF RHINO IN THEIR NATURAL HABITAT

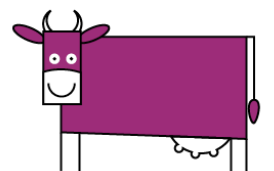
We work to create **Rhino Strongholds** – expanding wild spaces for wildlife that provide a secure, sustainable and healthy eco-system which is rich in biodiversity and where populations of rhino can thrive in their natural habitat while simultaneously contributing to socioeconomic stability within local communities.

Our work tackles the three key threats to sustainable populations of rhino on our planet:

POACHING | LACK OF HABITAT | DISENGAGED COMMUNITIES

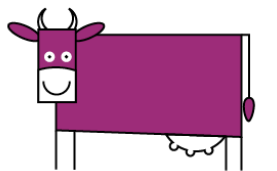
We achieve our goals by focusing on our three key conservation pillars:

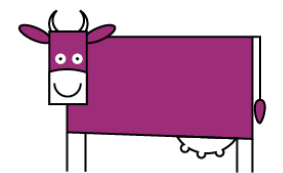
PROTECT the Wildlife | **PRESERVE** their Habitat | **PROVIDE** for People



PURPLE MOOKITING

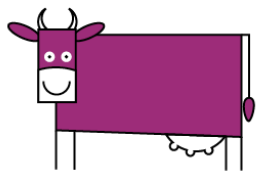
Story Perspective Values Mission



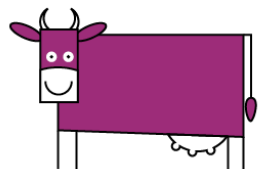
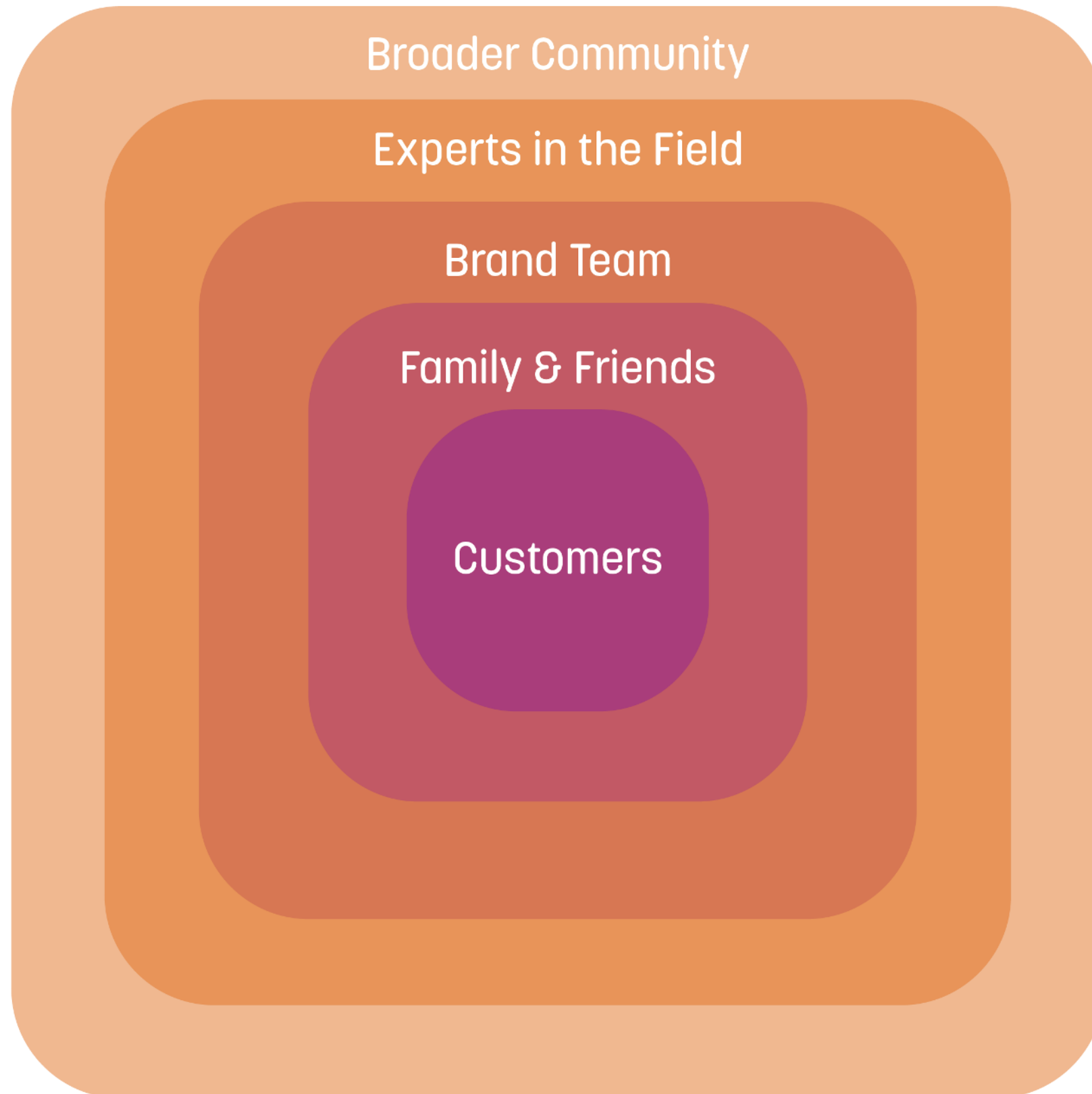


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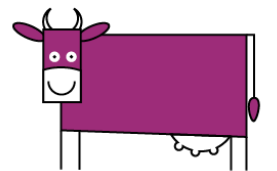
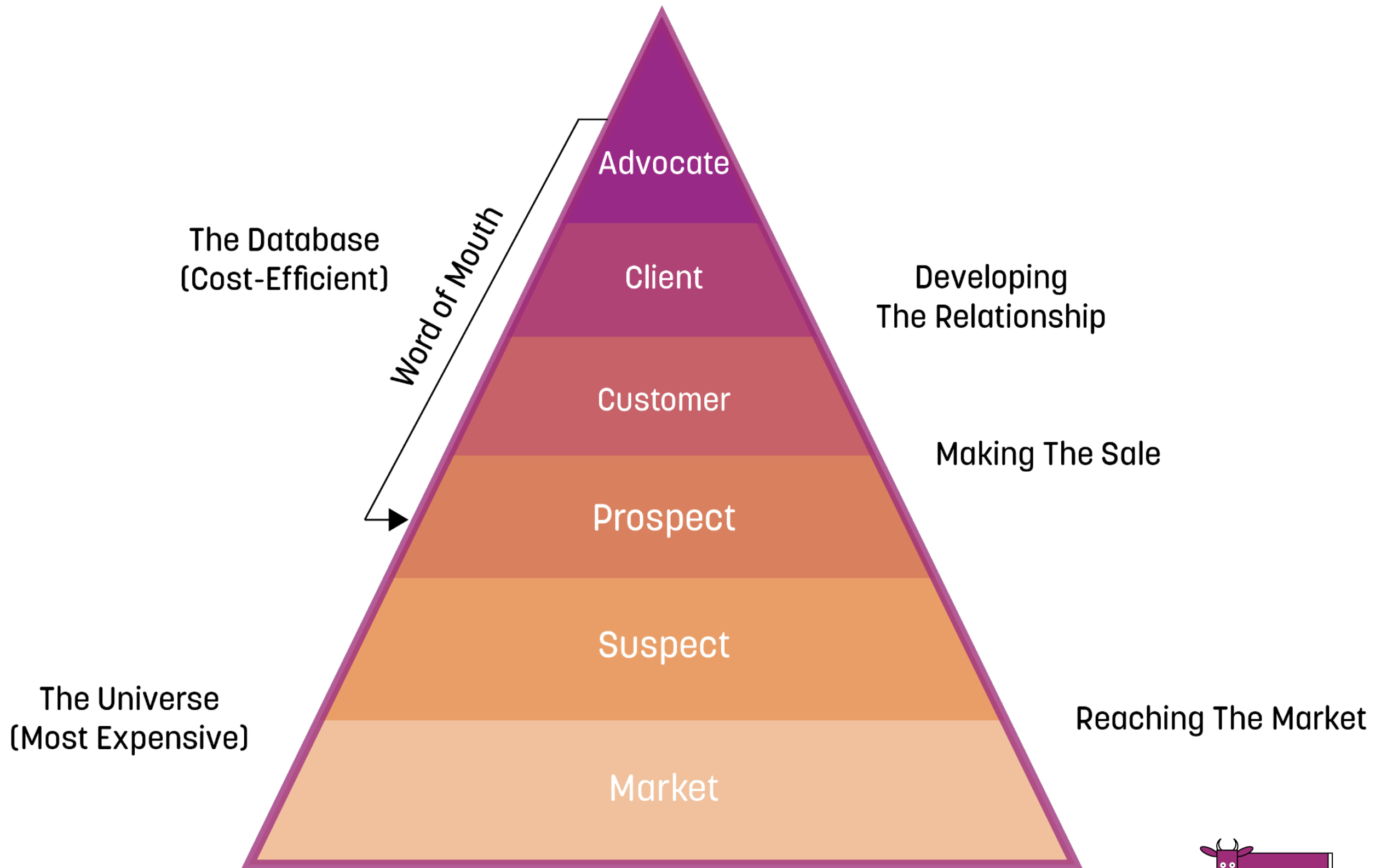
Save the rhino!
Keep eating chicken
though. Plenty chickens
left...literally billions.
Literally.



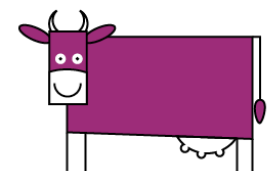
One Mission, Multiple Messages



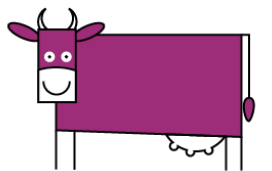
The Relationship Triangle



Positioning & Architecture	Brand Story	How are you unique?	Brand Visuals	How do you look?	Audience Identification	Who are we talking to?
Context	Research Market Needs	What is the environment you are operating in?	→	Who are you competing with?	→	How are you performing?
Questions	Why do you need to make a change?	→	How are you remarkable?	Product Distribution Marketing Price	→	How do you appear from the outside?



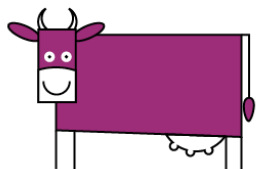
Strategic marketing is essential, not optional—it drives sustainability.



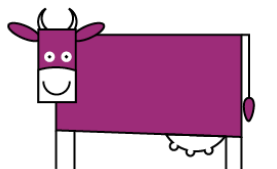
PURPLE MOOKITING

**What are you working
towards?**

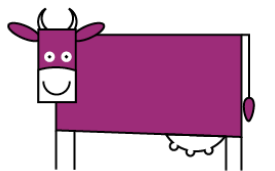
**Allocate resources to
Strategic Marketing
accordingly**



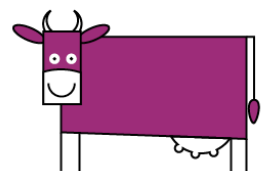
Tactical -> Strategic
Add-on -> Priority
Reactive -> Proactive
Transactional ->
Relational

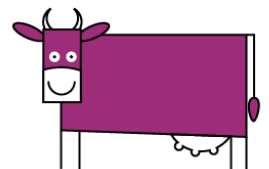
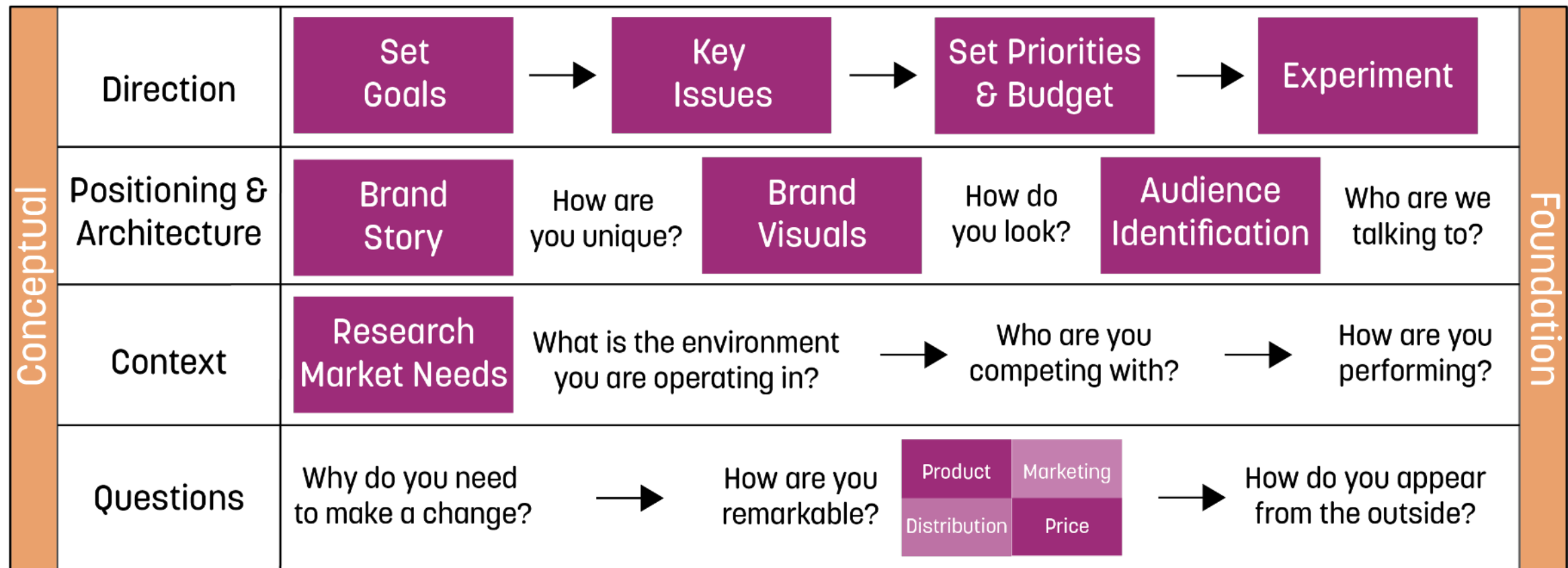


Sporadic - > Consistent
Blend In -> Stand Out
Invisible -> Unforgettable
= Sustainability

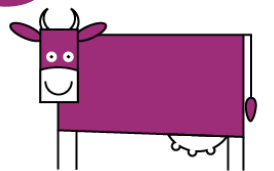


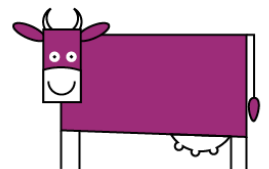
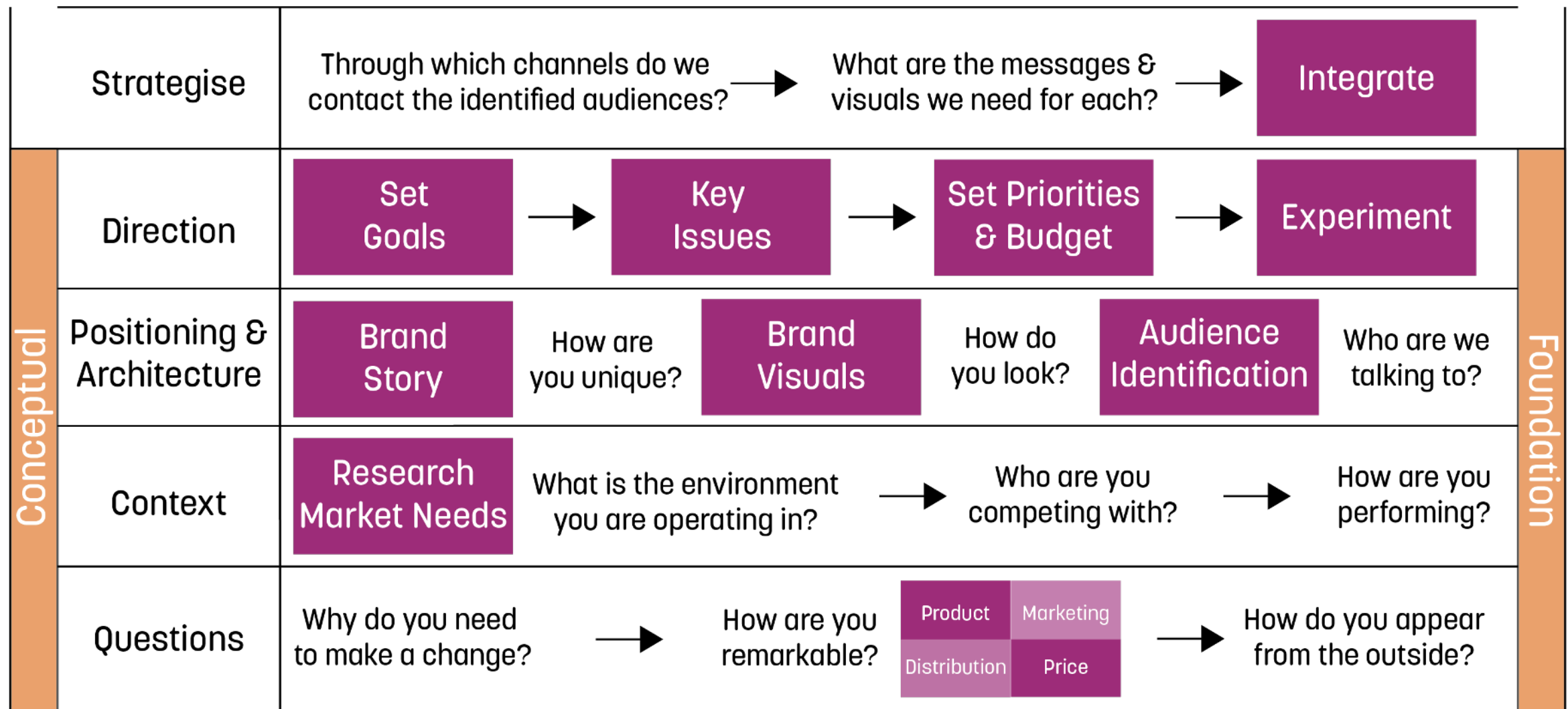
Direction	Set Goals → Key Issues → Set Priorities & Budget → Experiment					
Positioning & Architecture	Brand Story	How are you unique?	Brand Visuals	How do you look?	Audience Identification	Who are we talking to?
Context	Research Market Needs	What is the environment you are operating in?	→	Who are you competing with?	→	How are you performing?
Questions	Why do you need to make a change?	→	How are you remarkable?	Product Distribution Marketing Price	→	How do you appear from the outside?



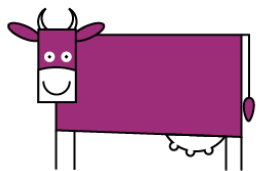


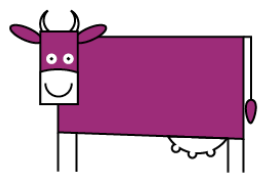
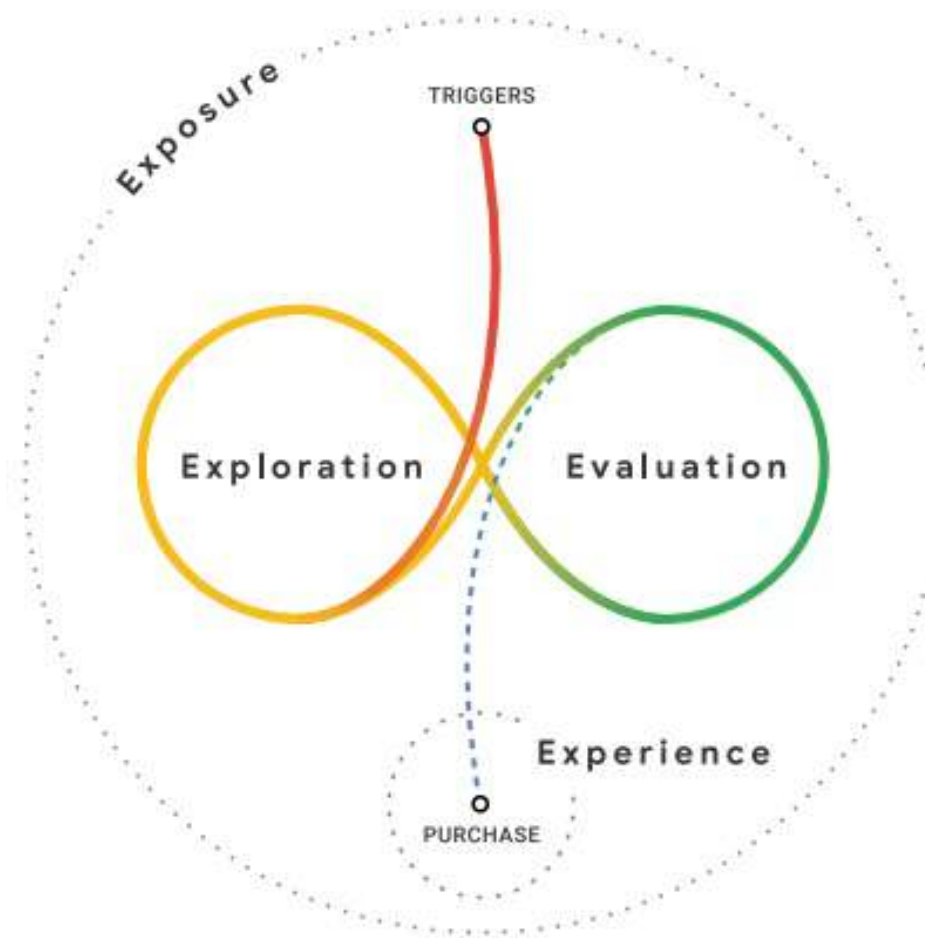
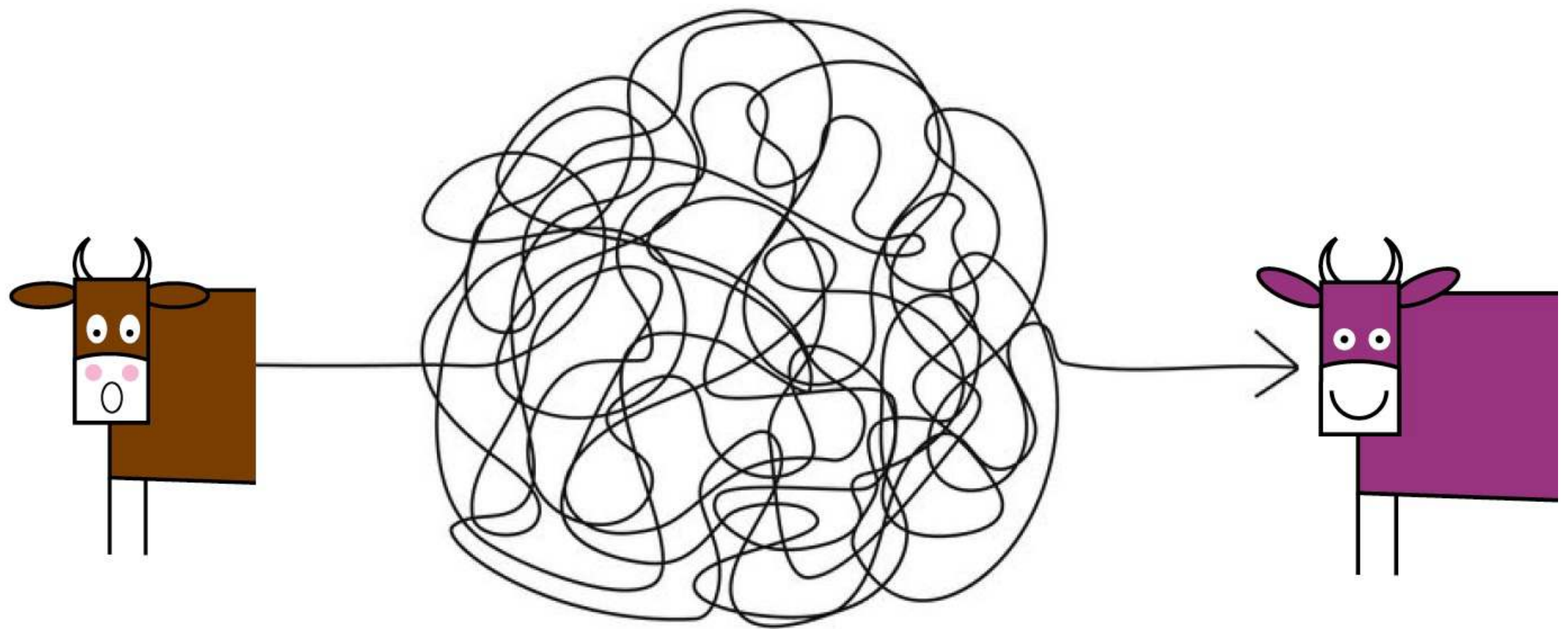
**Different audiences =
Different motivations=
Different Conversations
(Content + Platform)
BUT
ONE Authentic Voice**

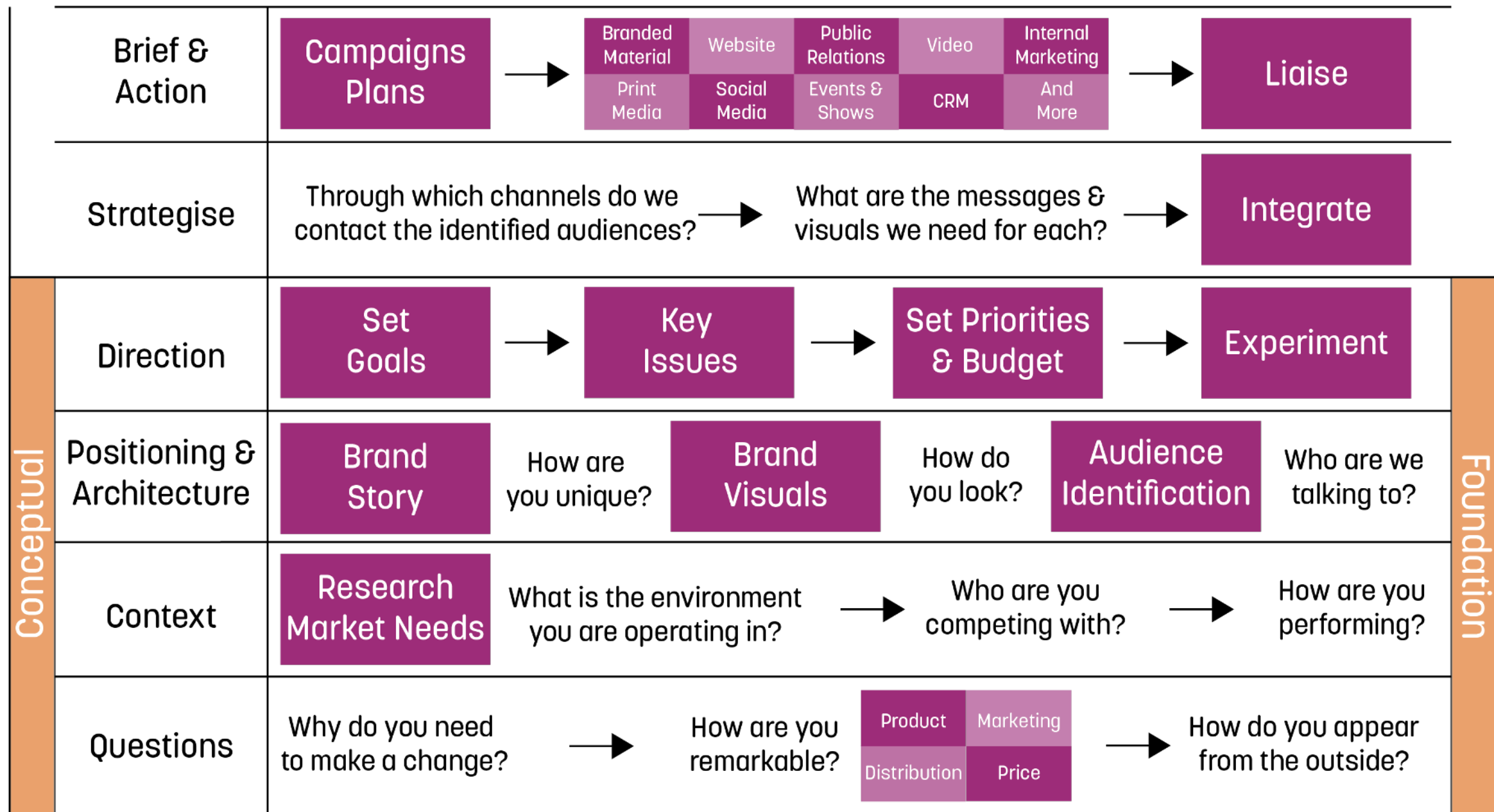




Reciprocity Resonation Relationship

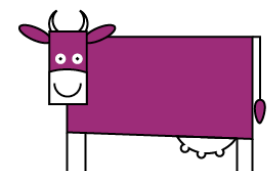






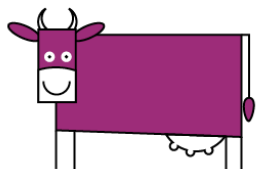
Conceptual

Foundation

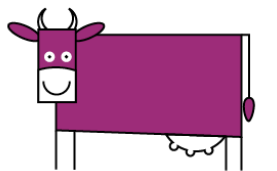


PURPLE MOOKITING

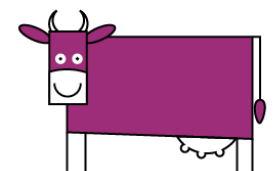
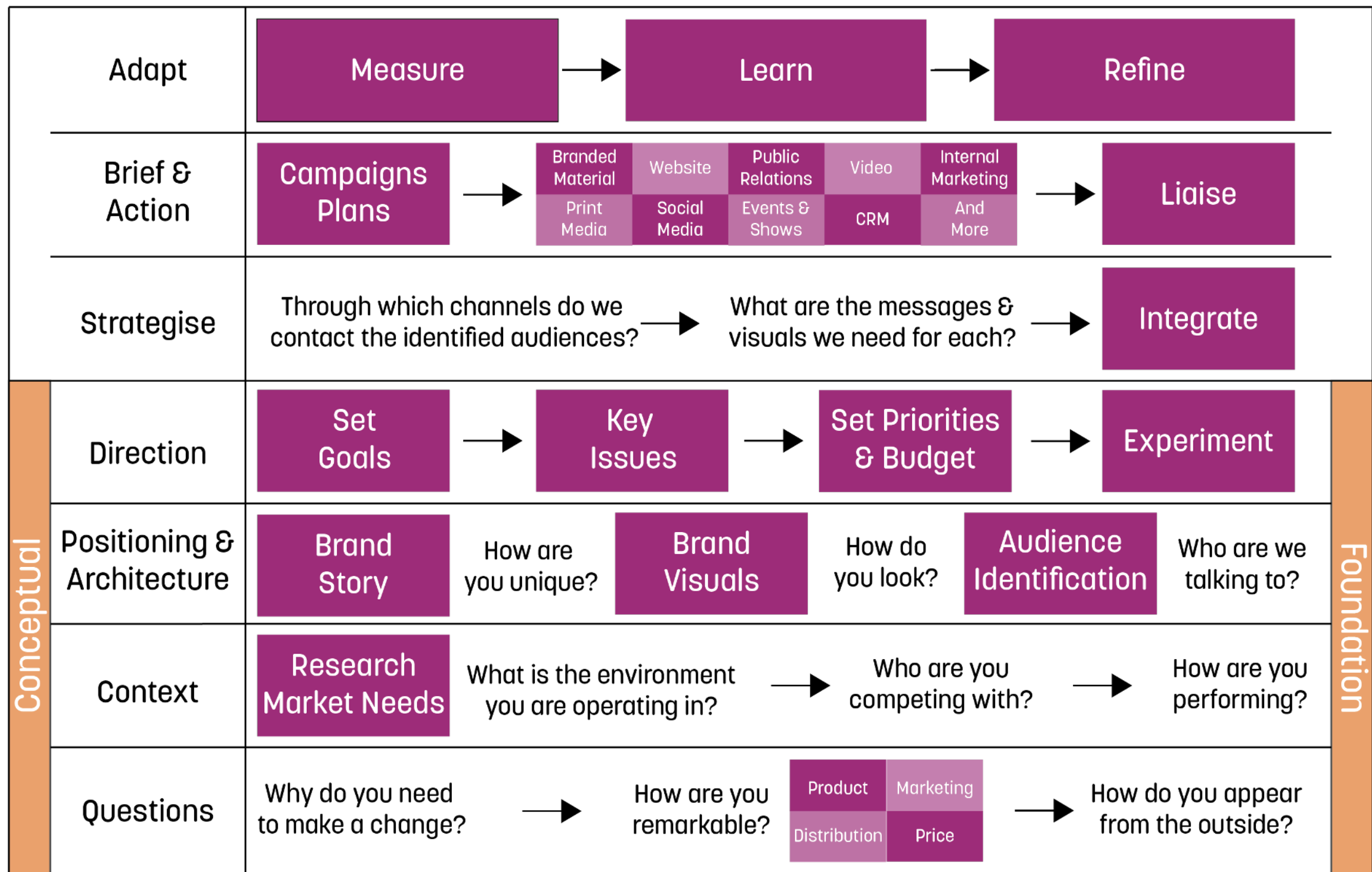
**Start small.
Test everything.
Learn constantly.
Scale slowly.**



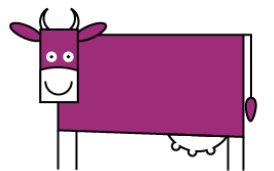
**Measure.
Learn.
Refine.**

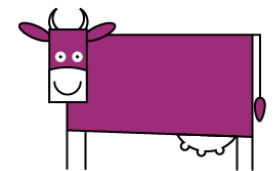
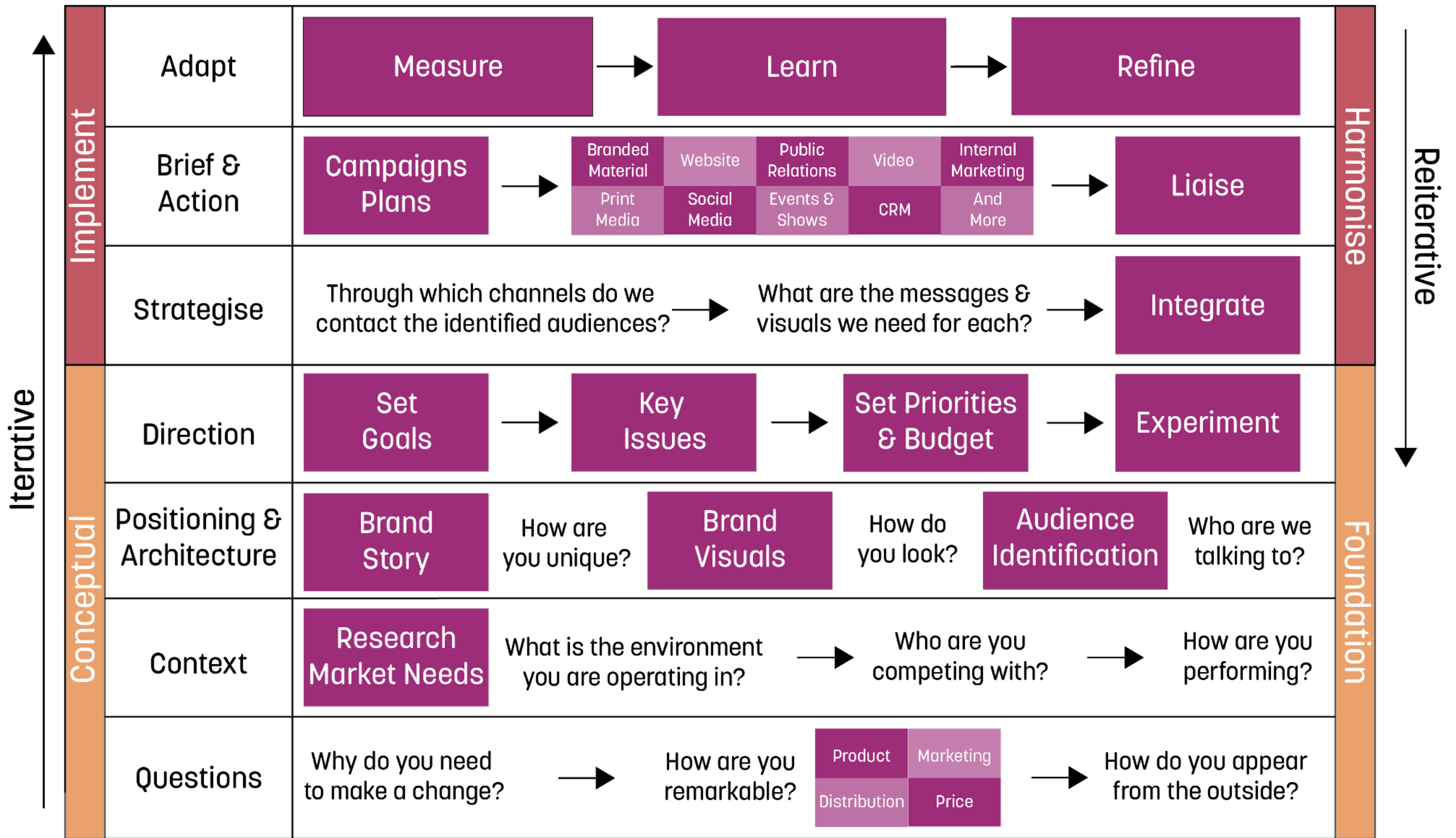


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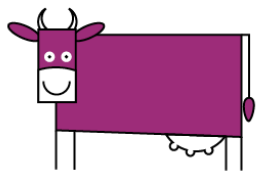


**Your marketing isn't about
being louder or more
emotional than
competitors. It's about
being fundamentally
different.**



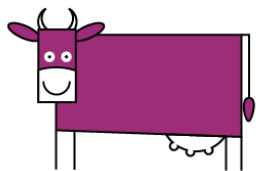


Protect YOUR Purple Cow



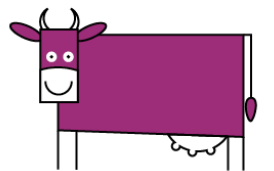
PURPLE MOOKITING

**AI amplifies—it doesn't
replace. Your authentic
voice trumps efficiency.
Always.**



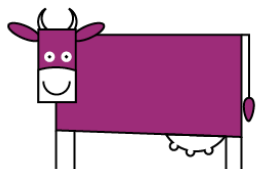
PURPLE MOOKITING

**Expected Impact:
Authentic Connections
Sustain Donor
Engagement
And Community Loyalty**



PURPLE MOOKITING

Purple Cow Status+
Amplification:
audience & message +
Consistency
= Sustainability



PURPLE MOOKITING