

Meet Ravina Reddy of SBV

So how do you connect the dots between wildlife conservation and cash-in-transit vehicles? When you think the Big Five appear on our bank notes, the link becomes a little more tangible.



Ravina Reddy

Ravina Reddy, executive: HR & corporate relations: SBV Services, explains how a brand in a high-risk industry is moving out of the shadows into the realm of social engagement and thought leadership.

■ 1. Explain your specific brand management strategy

We are currently targeting our efforts on building our brand profile and in positioning our capabilities and thought leadership within the cash services sector. A strong focus is on strengthening our relationships with our partners and in customer engagements. Furthermore, we are building our brand profile within the commercial business environment.

Our business has undergone significant change over the last year and we have paved the way for the growth and diversification of the company. A strong emphasis is placed on internal communication to engage employees in SBV's journey.

We have recently launched a new branding campaign with focus on promoting awareness for wildlife and specifically the Big Five animals. The South African banknotes also carry the images of these animals and the alignment of the two reflects the company's continued commitment to the cash sector in South Africa.

This is an exciting period in SBV's history as we have previously maintained a low profile due to the risks associated with our business. The Big 5 campaign tells a story about SBV's heritage, our evolution, our purpose and our promise to our stakeholders.

■ 2. What do you see currently as the main challenges and opportunities for your brand sector?

Apart from the competitiveness of our industry, we need to consistently create value for our various customer sectors with a tough economic climate. Added to this, within the cash services sector we have an enormous responsibility towards our stakeholders and need to ensure that we mitigate our risks so that people are safe and our customers' assets are protected. We are in a serious business and our biggest challenge is in balancing the seriousness of what we do and being creative.

SBV is a young brand and our business evolves just as rapidly as our environment. We are also facing an exciting period with a strong strategic focus on the growth of our footprint and the diversification of our business. This presents us with an opportunity to showcase who we are, our thought leadership and our expertise in the cash services sector.

■ 3. What do you love most about your brand?

Our brand is authentic and talks to the heart, passion and heritage of our people. It represents the evolution of our brand from being non-existent to being at the forefront of the cash services sector.

This year we celebrate our 30th anniversary, this is testament to our resilience, our ability to adapt to change and the trust that our partners instil in our solutions. We are also proud South African citizens and have witnessed the changes and evolution within our country, this is also correlated to the changes within SBV.

■ **4. What do you love most about the South African consumer?**

Our consumers are discerning, they know what they want and they expect value for money. They also speak to diversity in culture and ultimately their needs. This presents exciting opportunities for marketers in creating campaigns that touch the heart of a diverse population.

■ **5. What are your own personal favourite brands?**

Coronation has always stood out in my mind for their emotive campaigns that touch the hearts and minds of the market. They elicit an emotional response that speaks to the needs of their market.

Nando's is also one of my favourite brands as they always remain relevant to events and news that is taking place within the country. They are opportunistic and never fail to take advantage of a situation in a witty manner.

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