

Building the Creative Economy in Africa



# Discovering Your Market



## Learning Unit 3

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# Learning Unit 3: Discovering Your Market

## 1. Introduction

Welcome to Unit 3.

In this Unit, we focus on how to identify your markets and how to sell your products effectively in the creative economy.

In the previous Unit, you started to build the knowledge and skills to help you on your journey to setting up a cultural or artistic business in the creative economy.

The Unit focused on:

- Supporting you in finding your niche and,
- getting you to analyse and reflect on how to situate your business idea within the market.

These were some of the things that you learnt:

- How to identify or create a niche based on what you are good at
- how to write an artistic statement
- How to identify your customer base
- How to create a customer profile

This preparation and thinking will help you build a successful business.

This Unit returns to the topic of markets because having a strong vision and understanding market demand, i.e. what people want to buy is crucial for long-term success. Without this, you risk wasting time and resources in highly competitive markets. In this Unit, we will help you transform creative ideas into structured business concepts, craft compelling sales pitches, and secure support if needed.



## 2. Learning Objectives

By the end of this unit, you will be able to:

- Understand what a market is
- Understand how to reach or create a market
- Use methods for engaging in different markets
- Apply online marketing effectively
- Use storytelling for marketing
- Use public relations as part of your marketing strategy
- Write a business pitch to get funding

Please look out for **short activities** to complete throughout the Unit. They will help you achieve the learning objectives mentioned above.

## 3. What is a Market?

In this section, we will examine markets. We begin by asking the question, ***"What is a market?"***

- A market is where **buyers and sellers exchange goods, services, or ideas**.
- In the creative economy, markets can be **physical (e.g., art fairs, galleries)** or **digital (e.g., social media, online stores)**.

Let's begin with a short activity.



### Activity 1: Your Market

Answer these questions in your exercise book:

1. What do you see as your main market?
2. Where do you market currently, if at all?
3. How do you market/plan to market your products or services?
4. Do you see any gaps in your current marketing strategy, if you have one?
5. Have you written a business pitch before to get funding or to sell your product?

Everyone has unique experiences when it comes to markets and selling, so there's no single "correct" approach.

This activity is designed to help you reflect on different marketing strategies and explore what works best for you—so you can fully engage with and benefit from the content in this Unit.

As you saw in Unit 1, understanding your niche is key to business success. In Unit 1, you were also introduced to some of the characteristics of a market. These are:

- Balancing what is created with what customers want. This is called balancing 'Supply and Demand'.
- Understanding behaviours and trends that influence what people buy. This is called customer preferences.
- Analysing what similar products or services exist and how to stand out. That means understanding the competition that your product faces.

### So how *do* you find a market for your business?



## Activity 2: Finding a Market for your Business

Watch these two videos where 'H' and Volley share key insights about the market

[Creative Economy Market](#)

[Diversifying Your Market](#)

After watching the videos, choose one important point from 'H' Patten's talk that you find helpful for your market strategy.

What points did you come up with?

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### Our Reveal:

We thought that H's point about knowing your audience was very helpful because it helps you understand what they might want and how to connect with them effectively. We have summarised 'H's thoughts in the table below.

Who 'H' is making for	What they know or want	What you can sell, or how to connect with them
Jamaicans and people in Africa.	They can easily understand the signs and symbols in the work.	Cultural products are rooted in local practices which are always changing.
International markets beyond this group.	They may not be familiar with the cultural language of your art. They don't know too much about what they want	Cultural products which use universal elements like body language. Adjust your style to ensure that people with different levels of understanding can engage with your work.

Adapting to your audience ensures your message is received and appreciated. This raises the question of one audience or many. Although 'H' talks about one audience, diversifying your market is essential. Why? Because it:

- Allows you to reach new audiences
- Increases your visibility
- Expands opportunities for your work
- Helps you adapt and innovate

For example, if you typically create for a local community, branching out to an international audience can expose your work to fresh perspectives and demand. This might mean rethinking how you present your art to ensure it is meaningful and useful for people with different cultural contexts or preferences.

You are often not the only one thinking about making this product. Many people might target the same niche. Then market opportunities shrink, leading to market saturation. Market saturation means a situation where demand for your products or services drops due to high competition or reduced customer interest.

### How will you know if there is market saturation?

These are some signs to look out for:

- Many people are making the same thing
- Low profit margins
- Limited opportunities for new entrants

For example, entering the ice cream business in a small town with three established ice cream shops might indicate a saturated market. However, if this is a busy town with lots of tourists, and you are going to produce specialised ice creams which the others don't sell, then there may still be room for your ice cream in this market.

From the example above, you can see that you can still run a business even if there appears to be market saturation. Here are some strategies you can use to address the challenge posed by overcrowded markets:

- **Look for less crowded markets:** Research areas with fewer competitors or where the needs are not yet met.
- **Understand what customers want:** Learn about the preferences of potential buyers in new markets and adjust your work to meet their needs.
- **Offer more variety:** Create a wider range of products or services to attract different customers.



- **Show your work in new places:** Try displaying your art in unique locations like bars or restaurants for more exposure.
- **Attract different audiences:** Adapt how you present your art to reach new groups with different tastes.
- **Share your story:** Tell the story behind your art to connect with your audience. Use your website, exhibitions, or a blog to make your work more personal and memorable.

Take a moment to think back to how you answered the questions in Activity 1. Are you using any of these strategies already? Are there any you think would help your business?

In the next section, we will look at online markets. The online market is a great way to gain visibility, but don't forget to connect with your local community even as you develop your online market. They can still be important sources of inspiration.



## 4. Discovering Your Online Market

Besides selling your products at traditional markets or participating in local festivals, you can use online platforms to reach a wider audience and sell your art or services. Why should you use online marketing? Online marketing expands reach

- beyond local audiences,
- offering global visibility and
- round-the-clock accessibility.

There are two ways you can increase your online visibility:

### 1. Create a website

Depending on the size of the business, it is worth creating a website. It is easy to make them with little ongoing costs for hosting the site. However, you will need to spend money to keep the site attractive and updated. An outdated website can be bad for business!

### 2. Use social media or other websites

You can use platforms like Facebook or Instagram. There are online platforms specifically for the creative economy that are open to people worldwide. These can help you connect with a global audience and expand your opportunities. Here are a few widely used sites, their links, characteristics, and benefits of using them.

Platform Link	Characteristics	Benefits
<a href="#">ArtPal</a>	<ul style="list-style-type: none"><li>• Free online gallery where artists can sell their original work or prints using print-on-demand services.</li><li>• Makes it easy for artists to focus on creating. Because of the tools, it is a great way to build business skills and grow as an artist.</li></ul>	<ul style="list-style-type: none"><li>• Can showcase both original art and prints and the same time.</li><li>• No fees or commission charges.</li><li>• Offers unlimited space for sales.</li><li>• Provides tools to help with marketing, pricing, and career planning.</li></ul>
<a href="#">Etsy</a>	<ul style="list-style-type: none"><li>• Leading online marketplace for handmade and vintage items.</li><li>• Motto "Shop for anything from creative people anywhere".</li><li>• 4 million active sellers worldwide since 2005.</li></ul>	<ul style="list-style-type: none"><li>• Supports sellers with resources like SEO tips, branding advice, marketing strategies, and help with bookkeeping</li><li>• Is very widely known and therefore opens up a big market.</li></ul>



<a href="#">ebay.</a>	<ul style="list-style-type: none"> <li>• Well-known platform</li> <li>• Established in 1995</li> <li>• Offers a wide variety of artistic mediums and range of works without restrictions.</li> </ul>	<ul style="list-style-type: none"> <li>• Has a detailed "How to Sell" guide which can help artists present their work effectively, increasing the chances of making a sale.</li> <li>• A trusted name.</li> </ul>
<a href="#">Zazzle</a>	<ul style="list-style-type: none"> <li>• Artists, graphic designers, and photographers can easily upload their artwork, making it available for print-on-demand production on various products, including wall art.</li> </ul>	<ul style="list-style-type: none"> <li>• Allows individuals to either become makers (selling products) or designers (selling art)</li> <li>• Free</li> <li>• Creators have the flexibility to set their own royalty percentage, so they can earn as they please</li> <li>• Takes care of the production and logistics, making the process simple for artists and designers.</li> </ul>

Check out their sites to see if you find them helpful. While there are many other options, we've selected these because they are well-known and reputable. Take your time to find sites that will be useful for your product.

Now that you have looked at your options for marketing, we will spend some time focusing on online markets.



## 5. How to be Visible in an Online Market

Content marketing is a way to promote your art online and turn admirers into loyal customers and collectors. Content marketing involves producing videos, blogs or other content that explains your product. It is often educational and tells a story. As an artist, your work already tells a story, making content marketing a natural fit for you. With the rise of social media, it has become a powerful way to share your creations.

Here are five simple tips to use your creativity and grow your career more strategically:

- **Show off your work with great photos:** Once your creations are ready, take high-quality photos that show them in the best light. Great visuals are often the first thing people see and can make a strong impression.
- **Tell your story:** A good story can make your work stand out. If you are working on a big project or series, think about when and how to share it. A collection of work often grabs more attention than a single piece, but if you have an outstanding individual creation, don't hesitate to showcase it.
- **Focus on customer service:** Good customer service matters. Respond to questions quickly, manage orders smoothly, and engage with buyers. Happy customers leave positive reviews, which can boost your sales. Remember, success isn't just about making great products but also about providing a great experience.
- **Use social media to share your art:** Platforms like Instagram are powerful for building a community and showing your work to a wider audience. Learn from artists who have grown large followings and use craft fairs or local media to generate buzz. Keep a list of media contacts and update them with your latest news to stay visible.
- **Keep in touch and build relationships:** Stay connected with your supporters and contacts as your career grows. Send a monthly newsletter, organise giveaways, or simply reach out occasionally to maintain relationships. These small gestures keep you in people's minds, so when opportunities come up, they will think of you first.

By incorporating these content marketing strategies into your artistic journey, you can effectively promote your creations, draw a broader audience, and establish a thriving career in the creative field. Now, let's explore how to tell your brand's story effectively.



## 6. Brand Storytelling

Storytelling is a powerful way for brands to connect with people on a personal and emotional level.

### 6.1 The Power of Storytelling in Marketing

By sharing stories that reflect culture and tradition, marketers can build authenticity and trust with their audience. A good story can capture attention, evoke emotions, and turn listeners into loyal customers. It helps your brand stand out by showing who you are and why you are unique. Storytelling makes a brand feel more relatable and human, leaving a lasting impression on the audience.

In this next activity, you'll have some time to think about what your brand story could be.



#### Activity 3: Do You Have a Story to Tell?

Likely, there is already a story sitting behind your business, whether you use it actively in your marketing or not.

Take a minute or two to consider if there is a story behind your brand. If so, is it a personal story about your community and culture, or is it more about your art form or product?

Why is this story so important to your business?

*\*There are no right or wrong answers. Use this time to reflect on your business. And don't worry if you don't have a story to tell yet, you'll have the opportunity to develop your brand story in the next activity.*

### 6.2 African Storytelling: A Communal Experience

Storytelling is a big part of African culture. It is not just about telling stories; it is a way for people to come together and share important lessons. These stories teach right from wrong, share cultural wisdom, and pass down knowledge through generations. They help guide people in life and offer valuable insights. By telling these stories, traditional knowledge and beliefs are kept alive for future generations.

An excellent example is **Sierra Leonean Storyteller Usufi Jalloh, known as the Cow Foot Prince**. He is a celebrated Storyteller whose vibrant performances captivate audiences worldwide. Usufi blends African folklore with contemporary themes, using his storytelling to educate, inspire, and promote cultural heritage.



Image: **World renowned Storyteller, Usufi Jallo aka The Cowfoot Prince**  
Image credit: [www.usufijalloh.com](http://www.usufijalloh.com)

In this next activity, think about storytelling from your own point of view. Often, the story behind a business is closely connected to the person who started it. But sometimes, the story you want to tell might be about your community, culture, or the product itself. If that's the case, use that story for the exercise.



## Activity 4: Creating Your Brand Story

### Step 1: Reflect on Your Story

Following on from Activity 3, think of a personal story, memory, or experience related to your cultural background or artistic journey. This could be a significant event, a source of inspiration, or a moment that shaped your perspective. Here are some guiding questions to help you to reflect on your story:

- What experience or memory connects to your culture or art?
- What moment inspired you to start creating?
- Was there a challenge or success that changed you?
- How has your culture shaped your creativity?
- Is there advice or a lesson you have learned that stays with you?

### Step 2: Write Your Story

Write down your story in a way that feels natural to you. Focus on capturing the core elements, emotions, and any key moments. Some guiding questions that can help you with this are:

1. What is your story about? Write one sentence to explain it.
2. How did you feel during the experience?
3. What were the most important moments in your story?
4. What details or people should you include to make the story clear?
5. What message do you want others to take from your story?

### Step 3: Analyse Your Story

Use the following questions to guide your analysis:

#### **First Round: Understanding Your Story**

- **Core Theme:** What is the central theme of your story? Summarise it in a sentence.
- **Emotional Impact:** How does the story make you feel? What emotions are tied to it?
- **Clarity:** Are there any parts of your story that might seem unclear to someone else? What details could you add to make it more engaging?

#### **Second Round: Digging Deeper**

- **Key Moment:** What is the most important or turning point in your story? Why is it significant?
- **Message:** What is the main message or lesson of your story? How might it connect you with others?

### Step 4: Reflect and Apply

- Reflect on what you have learned about your story.
- Think about how storytelling could enhance your creative process or help you connect with your audience.
- Use the insights from this activity to inspire or shape a new piece of art or use what you have learnt to fine tune your brand story.

This activity allows you to explore your story and consider its potential as part of your creative work. Ask yourself whether the story you used was personal, community and culture or product-focused. Remember, storytelling is an art form. Some of the most engaging stories might actually draw together bits from your personal life, the history of the product, or the community it came from.

## 6.3 Building Trust Through Brand Storytelling

You can use the story of your artistic journey, cultural heritage, and the meaning behind your work to build trust and inspire customers. Storytelling connects emotionally with audiences, making your brand relatable and memorable.

### Key Elements of Effective Brand Storytelling

In the table below, you will be introduced to some of the principles of how to tell your brand's story well. We also show you what activities you should do to achieve this.

Storytelling Principles to Apply	
<b>Express your brand's values</b>	Clearly explain the principles and values that define your brand.
<b>Incorporate diverse content</b>	Use a mix of high-quality content, real-life stories, and testimonials from customers and employees to make your story relatable.

<b>Use engaging facts and evidence</b>	Share accurate, verifiable information in an engaging way to strengthen your brand's story.
<b>Establish emotional connections</b>	Build trust and authenticity by highlighting the human side of your brand.

Just as there are activities you should undertake, there are also things you should not do. Here are some things you should avoid.

<b>Activities to Avoid</b>	
<b>Dishonesty for profit</b>	Avoid misleading or false claims just to make money.
<b>Manipulative tactics</b>	Don't exploit emotions to take advantage of your audience.
<b>Overstating capabilities</b>	Be honest about what your brand can do - don't exaggerate.
<b>Unsubstantiated boasting</b>	Back up claims about your brand's excellence with evidence.

In the following activity, we will look into the story of **Kente Creatives, a fashion brand celebrating African Heritage**. If you are interested, you can find out more about the company [here](#).



*Kente cloth, being woven here, is a vibrant and culturally significant textile that originates from the Akan people of Ghana.*

The business Kente Creatives celebrates Ghanaian heritage and culture while producing exceptional products made from the unique Kente cloth. By examining their story, you will gain insights into the intersection of business storytelling and culture.



## Activity 5: Exploring Kente Creatives a Ghanaian Example

### Part 1: Discovering Kente Creative's Story

Watch the following video, paying close attention to the narrative elements, visuals, and the overall message conveyed in the video.

- **Video – Kente Creatives**

### Part 2: Reflecting on Kente Creative's Story

Now that you have learned about Kente Creatives, it is time to reflect on various aspects of their brand storytelling:

1. Could you write down at least three aspects of Kente Creative's story that captured your attention? This could be the message, the visuals, or the values they emphasise.
2. How did the idea behind Kente Creatives originate? What might have inspired the founders to start this business?
3. Reflect on how Kente Creatives incorporates local cultural heritage and stories into their products. Are there specific cultural elements or narratives that stood out to you in their storytelling?

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#### Our Reveal:

In this sector, storytelling is a core strategy. African storytelling, in particular, can be leveraged in branding to create strong emotional connections.

**1. Cultural heritage as a brand identity:** The video emphasises how Kente cloth is rooted in local cultural heritage, with each design and colour representing deep cultural and historical significance. This connection to heritage forms the core of the brand story, highlighting the richness of African traditions and their impact on the identity of the product.

**2. Emotional connection:** The video establishes an emotional link between the viewers and the product by showcasing how Kente cloth carries personal and communal stories of resilience and triumph. The emphasis on the values and symbolism encoded in the patterns creates an emotional appeal, drawing people into the story behind the fabric.

**3. Cultural storytelling:** The video effectively uses the concept of storytelling through the patterns in the cloth. Each design conveys a different message or historical story, which enhances the narrative aspect of the brand and allows consumers to connect with the product on a deeper level, understanding the meanings behind each piece of Kente.



**4. Legacy and tradition:** The video highlights the tradition of Kente weaving as a practice that has been preserved and passed down, creating a sense of continuity and legacy, honouring the past while connecting it to the present, ensuring that cultural stories live on through the product.

Now let's look into the **administrative side** of the Creative Economy and marketing.

## 7. Public Relations in a Creative Economy Business

In the Creative Economy, creative entrepreneurs must use a variety of strategies to promote their businesses effectively. One such strategy relates to public relations.

**Public Relations (PR)** means creating and managing your public image and relationships with the media and communities.

*For example:* Hosting events or open studio days where people can come in and see what you do and how you do it. Another example is collaborating with local organisations or charities. A third example is pitching stories to media outlets and engaging with journalists. They can also use digital methods.



**'Africa Creates':** a sculptor at work in their studio in the DRC.

Photo credit: Kani Beat, CC BY-SA 4.0  
<https://creativecommons.org/licenses/by-sa/4.0>, via Wikimedia Commons

Here are some actionable PR tips to help you make connections and expand your reach. These tips will help you grow your network, increase visibility, and advance your art career.

Public Relations Tip		Actionable tasks
<b>1. Start locally</b>	<ul style="list-style-type: none"><li>• Look for art events, exhibitions, or gallery shows near you to gain experience and get noticed.</li><li>• Collect contact details of organisers or gallery owners for future networking.</li></ul>	Display your paintings at a local café or participate in a nearby community art fair.
<b>2. Reach beyond your area</b>	Look for opportunities to showcase your work in new towns or cities.	Apply for regional art competitions or join a travelling art show to reach a wider audience.



<b>3. Teach and share knowledge</b>	Offer workshops or art classes to share your skills and grow your audience.	Run a weekend painting workshop and encourage participants to post about it on social media.
<b>4. Open your studio</b>	Host open studio days where people can see your work and how you create.	Promote your open studio on local Facebook groups or community boards to attract visitors.
<b>5. Attend art fairs</b>	Go to art fairs to meet gallery owners, collectors, and fellow artists.	Take business cards and introduce yourself to people interested in your work.
<b>6. Engage with community</b>	Get involved in local projects, donate art to charity events, or offer to teach a class.	Create a mural for a community centre or donate a piece for a charity auction to raise your profile.
<b>7. Create videos</b>	Share short videos of your creative process or studio life.	Post a time-lapse video of you painting or crafting on Instagram or TikTok to engage your audience.
<b>8. Collaborate with artists</b>	Work with other artists and get involved in their projects.	Join a local artist collective or participate in group exhibitions to build connections.
<b>9. Sell at markets and fairs</b>	Attend craft or art markets to show your work in person and meet buyers.	Have business cards ready and offer small, affordable prints alongside larger works.

Now let us listen to Puleng Nchabeleng, a project manager, on how to set up and grow your business.



## Activity 6: Insights from a Project Manager

Watch Puleng Nchabeleng, Volley's Project Manager, share her tips on two key strategies: using social media and working with traditional media like TV and radio. She also explains how she connects with media outlets and handles her daily tasks.

[Meet Puleng Nchabeleng](#)

[How to Build Your Network](#)

Here's a summary of what Puleng shared:

### **Using Social Media for Creative Businesses**

- Social media is a powerful tool for creative entrepreneurs to showcase their work, connect with audiences, and grow their brand.
- Puleng stresses the importance of including social media in your promotion plans.

### **Consistency matters**

- Regular posting and a consistent style across platforms like Instagram, Facebook, Twitter, and LinkedIn help build a loyal following.

### **Finding useful contacts**

- Puleng suggests using social media and search tools like Google to find people or organisations running programs that match your creative goals.
- Networking events are also great for meeting valuable contacts in the industry.

### **Working with Traditional Media (TV and Radio)**

- TV and radio can give creative businesses a larger audience and more visibility, but it's harder to get featured and offers limited reach compared to digital media.
- Puleng explains why these outlets are still important for promotions.
- Be persistent!
- Reaching out to TV and radio requires persistence and targeted communication. Building relationships with media professionals takes time.

### **Finding contacts**

- Use online platforms, professional networks, and industry events to find the right contacts at TV and radio stations.
- Building strong connections with these individuals can lead to collaborations.

### **Writing proposals**

- Puleng works with Volley to write proposals for creative projects. These documents introduce ideas and are essential for gaining clients or partners.

### **Sending proposals**

- Once proposals are ready, they are sent to the right people, and follow-ups are crucial to securing opportunities.

### **Managing invoices**

- Sending invoices on time ensures prompt payment. Keeping accurate financial records is essential for managing the business.

### **Communicating**

- Puleng maintains clear communication with clients, collaborators, and partners to build trust and ensure smooth project management.

We have listened to and read Puleng's strategies and daily tasks to help you grow your businesses and manage operations effectively. However, another key aspect of success in the creative industry is the ability to create a **compelling business pitch**.

In the next section, we will explore how to create impactful pitches that showcase your creative projects and get opportunities.

***A creative business pitch is a concise and engaging presentation that showcases your ideas, projects, or business.*** It is your chance to share your vision, show its value, and convince others to support or work with you. An effective business pitch is vital when trying to secure funding.

## 8. The Creative Business Pitch

In the section below, we'll look at the structure of a business pitch and then give some tips for delivering your pitch successfully.

### Structure of a Business Pitch

- **Hook (Attention-Grabber):** Start with an interesting, compelling fact, question, or story to engage the audience.
- **Problem Statement:** Highlight a real-world problem that the business idea will solve.
- **Solution (Business Idea):** Explain the unique and creative solution your business offers.
- **Value Proposition:** Show how the business produces benefits that will help the customer.
- **Target Audience:** Describe the customer base and their needs.
- **PR Campaigning:** Set out your plans for advertising and raising the profile and awareness of your brand to your core customer base.
- **Market Opportunity and Strategy:** Discuss the market size, competition, and why your business will succeed. Set out key strategies you will use to market your products (physical, online – or hybrid using both. Think about what platforms you will use).
- **Revenue Model:** Explain how the business will make money.
- **Call to Action:** End with a clear ask (investment, partnership, or support).

### Tips for Delivering a Pitch

- **Practice:** Rehearse to ensure smooth delivery.
- **Clarity:** Use simple, impactful language.
- **Visuals:** Use slides, videos, prototypes, or visuals to enhance understanding.
- **Confidence:** Maintain eye contact, a strong voice, and positive body language.
- **Time Management:** Stick to the allotted time (e.g., 3-5 minutes).

Below is a creative business pitch using the Kente Creatives Collective as an example, following the recommended structure you looked at earlier.  
(Note: When you create your own pitch you would not include the headings)



### **1: Hook**

Every Kente cloth tells a story. What if we could transform these stories into modern products that connect tradition with the future?

### **2: Problem Statement**

Kente weaving is a treasured Ghanaian art form, but local weavers face declining demand, limited market access, and competition from cheaper, machine-made alternatives. This threatens both their livelihoods and the preservation of this cultural heritage.

### **3: Solution**

Kente Creatives Collective revitalizes Ghana's weaving heritage by empowering local artisans to co-create contemporary fashion, home décor, and digital designs that celebrate Kente's cultural richness while appealing to modern markets.

### **4: Value Proposition**

We bridge tradition and innovation. Our handwoven products blend authentic craftsmanship with contemporary design, making them sustainable, ethical, and globally marketable. Every purchase supports local artisans and preserves heritage.





## **6: Market Opportunity and Strategy**

The global ethical fashion market is valued at \$8 billion, growing at 10% annually. By focusing on high-quality, authentic Kente products, we target a niche market eager for meaningful, sustainable goods.

We see this market as exclusively online so will prioritise marketing through the platform Etsy –which caters for niche, high-quality products to a global market. However, we will maintain a physical presence by showcasing at national events, such as the capital’s Fashion Week held every March. We can use this event for media and photo coverage to enhance online marketing.

## **7: Revenue Model**

We generate revenue through:

- Direct-to-consumer online sales.
- Partnerships with boutique retailers.
- Custom design collaborations with fashion and interior designers.

## **8: Success Stories**

Since our launch:

- We have partnered with 50 weavers, doubling their income.
- Sold 5,000+ products globally, with 80% customer retention.
- Held workshops to teach Kente weaving to 1,000 youth, ensuring skills transfer.

## **9: Call to Action**

Help us weave the past into the future. We’re seeking \$100,000 to scale production, expand our online platform, and introduce a heritage-inspired digital design line. Together, we can keep Kente alive for generations to come.



## 9. Conclusion

You have reached the end of this unit. We hope you found it engaging and practical, offering insights into marketing, storytelling and the art of creating and presenting an interesting business pitch within the creative economy.

### What We Have Explored

- The structure of a creative business pitch and its key components.
- The importance of a clear and engaging presentation to convey your vision and value.
- Practical tips for delivering an impactful pitch, including confidence, clarity, and the use of visuals.
- An example of a well-crafted pitch, illustrating how creativity can connect cultural heritage with contemporary markets.

### What Creative People Can Take Away

This unit has provided you with actionable steps to craft and present your ideas persuasively. Whether showcasing a new project, seeking investment, or pitching to partners, you now have the tools to make your creative vision stand out.

### Reflecting on Learning Objectives

By the end of this unit, you should be able to:

- Understand what a market is
- Identify ways to reach or create a market
- Engage in different markets using different strategies
- Understand how to use online marketing effectively
- Identify ways to use storytelling for marketing
- Use public relations as part of your marketing strategy
- Write a business pitch to get funding

### Applying What You've Learned

This unit has equipped you to:

- Use storytelling and strategic planning to build stronger connections with your audience.
- Structure and deliver a compelling business pitch tailored to your creative ideas.
- Reflect on how your cultural heritage and unique skills can enhance your pitch.
- Confidently present your business ideas in diverse settings, from local markets to global platforms.



## Interested in Finding Out More?

Here are some additional resources to deepen your understanding and refine your pitching skills:

[Creative Economy Guide - British Council](#)

[Creative Economy Skill Sets](#)

## Looking Ahead

As you move into the next section on creative collaborations, take the insights gained here and think about how your creative business can not only thrive but also contribute positively to the environment and society. You will explore strategies to integrate sustainability into your work, ensuring long-term impact and success.



## 10. Transcripts

### Kente Cloth

Today's episode takes us to Ghana, where the Kente cloth has emerged as a powerful symbol of African cultural identity.

Kente cloth is deeply rooted in the history and heritage of the Ashanti people of Ghana.

The process involves carefully selecting and dyeing individual threads, which are then woven together to create intricate patterns and motifs representing aspects of Ashanti culture, including social status, spirituality, and historical events.

Beyond its fashion applications, Kente cloth has become a potent symbol of cultural identity and resistance.

In recent years, Kente cloth has gained significant recognition in the fashion industry, transcending its traditional uses and making its mark on the global stage. Celebrities, too, have played a pivotal role in popularising Kente cloth on red carpets, award shows, and high-profile events. Their choice celebrates African cultural heritage and sends a powerful message of pride, unity, and representation.

The increased demand for Kente fabric has created employment opportunities for weavers and artisans, promoting sustainable livelihoods and supporting local economies. As we embrace Kente cloth, it is crucial to understand its historical and cultural significance, ensuring that it is not reduced to mere fashion trends or accessories.

### Meet Puleng Nchabeleng

**Puleng:** Hello, my name is Puleng Nchabeleng. I am Volley Nchabeleng's business partner. I am the project manager of all the projects that we do. I do marketing and communications of the projects or the business itself as much as the art industry.

The artists and the art industry is important, but the artist needs the person to take care of the administration as well, because the administration keeps things in order. If the administration is not there, then the artist itself will not grow.

I do marketing of projects. Mainly our first means of marketing will be social media since everybody, almost everyone these days is on social media. So every time we have a project or a concert or something upcoming we would once we have the poster, I will post it in all social media platforms, your Instagram, your Facebook, your TikTok, your WhatsApp statuses and stuff. And then through that then we will get responses from people and then that's the people that we target. It's our number 1 means, but it's not the only means of our marketing.

My other marketing strategy will be contacting the radio stations, contacting the TV for interviews. But you know in South Africa it's very hard, it's very hard to get into TV. So, it's close to zero getting an interview, but I never stop. I always budge them with calls, I always budge them with calls.



It's also hard even in radio, to get an interview, but we do push and we do get the radio interviews there and there. It's not as effective as the social media is, and it doesn't reach as many people as the social media it does but it does reach a certain number of people.

## **How to Build your Network**

**Puleng:** Some of the contacts that I will get for radio or TV for me to contact them and trying to get the interview with them will be the contacts that I get randomly from Google. I will search and try this one if this one doesn't go through I search. I also search for names for their names on social medias and whoever is running a certain program and then once you get that name then you know when you call you tell them I'm looking for who and who I want to speak to this particular person in radio. Sometimes it's contacts that you get from, like once he gets to have the first interview, then when he comes back he has one particular person that was interested and wowed by his talent and how he has spoken at that particular show, then, that contact will lead to another contact and also in terms of communications, I contact these people. I contact almost everyone. Yes, I contact almost everyone that can possibly help us.

And, also administration, I do the, I'm the one that sends the invoices. I'm the one that sends the proposals. Even though we plan them together sometimes. Sometimes he has the proposal and I just need to put it in typing and everything because he doesn't have all the time. Sometimes he has to perform somewhere he needs to submit something. So I'm home. I get to manage this, I get to type and put.

## **Creative Economy Market**

**'H':** An important thing for any artist is to know your market. You have to know who you're playing for and creating for at any moment in time. So as a Jamaican and as an African, I know that when I'm creating for the market I'm creating for Jamaicans and Africans who are at different levels. So, I'm creating a piece so that it speaks to those who are deeply steeped within the African and Neo African practices, so therefore they will have an understanding of all the signs and symbols within the performance.

But then I know that working and performing for a wider audience, whatever that host community might be in the UK that I'm performing for the British audience, the wider British audience. So, I know that this has to be able to stand up as a piece of entertainment.

Or as we as we might call it, edutainment where you're educating people about the art form but entertainment is the most important thing that you have to get across. Or it might be that you're performing for a wider audience where you have international people, some people who may not speak the language so you have to know how to perform in a way that your body language communicates what you want to say.

## **'Diversifying Your Market**

**H':** As an artist, when you're working, you have to be able to adapt to suit the different things that you may be asked to cover. So, for example, I've worked recently on a project in Zimbabwe and South Africa where we worked with weavers. And then the weavers, themselves they have been weaving for many generations and so they have established geometrical shapes and things that are part of their designs, and so we were working with them to find a way in which they could update the designs to suit the modern world that we're living in. But it wasn't about me as an artist going in and imposing new ideas on them. It was about me as an artist going in and working with them so that we could develop new ideas from out of their current experiences. So, for example, they were doing the geometric designs and they were always done within a geometric framework.

We then spoke about what's exciting to them, what's important to them about their heritage. We found out that the Zambezi River was an important element, an important symbol for them, which was both spiritual and also a physical indication of where they were situated within the country, so therefore, having spoken to them about that and doing movement and dance and using spoken and also using musical approaches where they listen to the environment and took all of those elements into their consideration, they were able to start to weave in a way where one of them actually will move the river itself. So, normally the designs are geometrical and they go straight, but instead it was flowing like the river. So, when you looked at the design you could see the river itself and so those were some of the ways in which we were able to get them to look at their cultural heritage, what was important and the symbols that were necessary for them to be able to create designs that spoke to them.