This study was conducted with the objective of finding out whether branding can be used as a strategy in order to revive dwindling sales performance based on a campaign by Becton Dickinson East Africa Ltd in 2003. It also set to find out the challenges faced by sales and marketing operatives in the course of a branding campaign. To achieve the objectives primary data was collected from 50 respondents who were:

BD Company Directors
BD Sales managers
BD Customer service staff
BD distributors and their staff
BD customers and their staff members

The respondents were selected from a company data base. Respondents were randomly selected from each sub group in the list indicated above. Secondary data was obtained from company records. These were used to evaluate the actual sales performance for the period under study. The analysis was done through a computer package known as statistical packages for social sciences (SPSS). Descriptive statistics was used and represented in percentages, figures, pie charts, graphs and tables. Both quantitative and qualitative methods of analysis were used.

The findings from date analysis led to the following conclusions:

i) Branding can be employed as a strategy in order to revamp sales if used with tact and in a timely manner. This must be tied to the objectives and goals of the organization in order to be successful.

ii) Marketing efforts in East Africa still rely largely on written and hard copy material. Many customers who comprise the target market still do not have access to internet and computer facilities. Marketers and organizations have to bear this in mind when planning and organizing their campaigns.

iii) The use of vibrant colour in branding is very effective for brand recall. The findings showed that colour is more clearly and easily recalled as compared to certain other aspects of the brand name or logo. The growth, value and strength of a brand start with a simple step such as the customer being able to remember the colour used on the logo.

iv) Visual aids playa big role in marketing as people easily recall what they see. Marketers should therefore be very diligent in how they package their campaigns.