



Junxion successfully launched an *international marketing strategy* for **Prince Harry's charity, Sentebale**, in record time.

Case Study: American Friends of Sentebale

In 2004, Prince Harry of the British Royal family and Prince Seeiso of the Lesotho Royal family established *Sentebale*, an entrepreneurial-style charity offering grass roots support to the most vulnerable children in Lesotho, a country where HIV infects 33% of the adult population.

Sentebale develops programs to further the education of children, support child-headed-households and orphaned children, and increase HIV-awareness. After helping more than 2,500 children through its first years of operation, *Sentebale* was ready to expand its message of hope and recovery internationally.



AMERICAN
FRIENDS OF
SENTEBALE

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The Business Challenge

In 2009, Junxion was asked to help launch a distinct version of the *Sentebale* brand in the United States. Aptly named the *American Friends of Sentebale (AFoS)*, the launch was timed to coincide with Prince Harry's first official trip to the US. His well-publicized visit included a charity polo match on New York's Governor's Island, sponsored by Veuve Clicquot, to fundraise and boost the profile of the new sister charity. *AFoS* needed to stay focused on the children of Lesotho, yet capture the youthful energy of the young princes and the entrepreneurial spirit of *Sentebale*.

How we helped

Capitalizing on months of strategic work we'd engaged in for the UK-based charity, Junxion delivered a fresh, new identity and website for the American audience in less than five weeks. Junxion also demonstrated that launching brands in an international market needn't be a daunting task. Unique cultural sensitivities and positioning must be considered. Adopting aspects of the local cadence while remaining consistent with the central brand avoids the hurdles that can cause confusion, or distract donors eager to support the cause.

By maintaining a clear focus on the immediate goals, while also holding true to *Sentebale's* strategic priorities, Junxion delivered a distinct identity, and provided the capacity for direct, online donation weeks in advance of Prince Harry's New York visit.



Measuring Success

A new brand is an exciting venture, and a launch is always filled with potential and enthusiasm. Certainly, this launch was fast: we won't soon forget the 1:30am calls for last-minute edits to the website—just one of the realities of working internationally on behalf of public figures. Together with *Sentebale UK*, we are excited to grow this opportunity as it develops and matures.