

# WEEKLY BULLETIN

ISSUE NO: 26

02-06 August 2021

## NIPAM BRAND CHAMPION FOR JULY



Mr Katoole Ipinge  
Manager: Business Development at NIPAM

Brand Championing is an important task for any employee as it sets the tone for how other parties besides those in the institution perceive the brand. When internal staff vigorously promote the brand it helps solidify the idea of brand pride and staff unity which then informs the appeal of the brand in the long term.

NIPAM periodically selects a staff member as brand champions based on the brand promoting activities of said individual. Promotional activities include posting NIPAM content on their accounts, liking and sharing NIPAM social media content and championing the brand via word of mouth to their professional and personal associates to boost the renown of the NIPAM brand.

During the month of July, Mr Ipinge promoted NIPAM marketing and promotional content through various communication channels including Facebook, Twitter and religiously joined every discussion on our latest addition Clubhouse. Additionally, the Marketing and Communication department would like to thank everyone for their continued brand promotion during these difficult times and encourage stakeholders to promote the NIPAM brand.

In aid of our championing the NIPAM brand, we congratulate Mr Katoole Ipinge who is the Manager for Marketing and Communication at NIPAM as this month's brand champion.

NIPAM encourages its staff to go for covid-19 vaccination to ensure a safer working environment



IT tip of the week

**PASSWORDS**

Choose long and complex passwords.

EMPLOYEE BIRTHDAYS THIS WEEK



Ms Revival Doeses	02 August
Ms Johanna Shifotoka	06 August



REMEMBER TO  
WEAR YOUR MASK,  
WASH YOUR HANDS  
THOROUGHLY WITH  
SOAP AND SANITIZE  
REGULARLY

