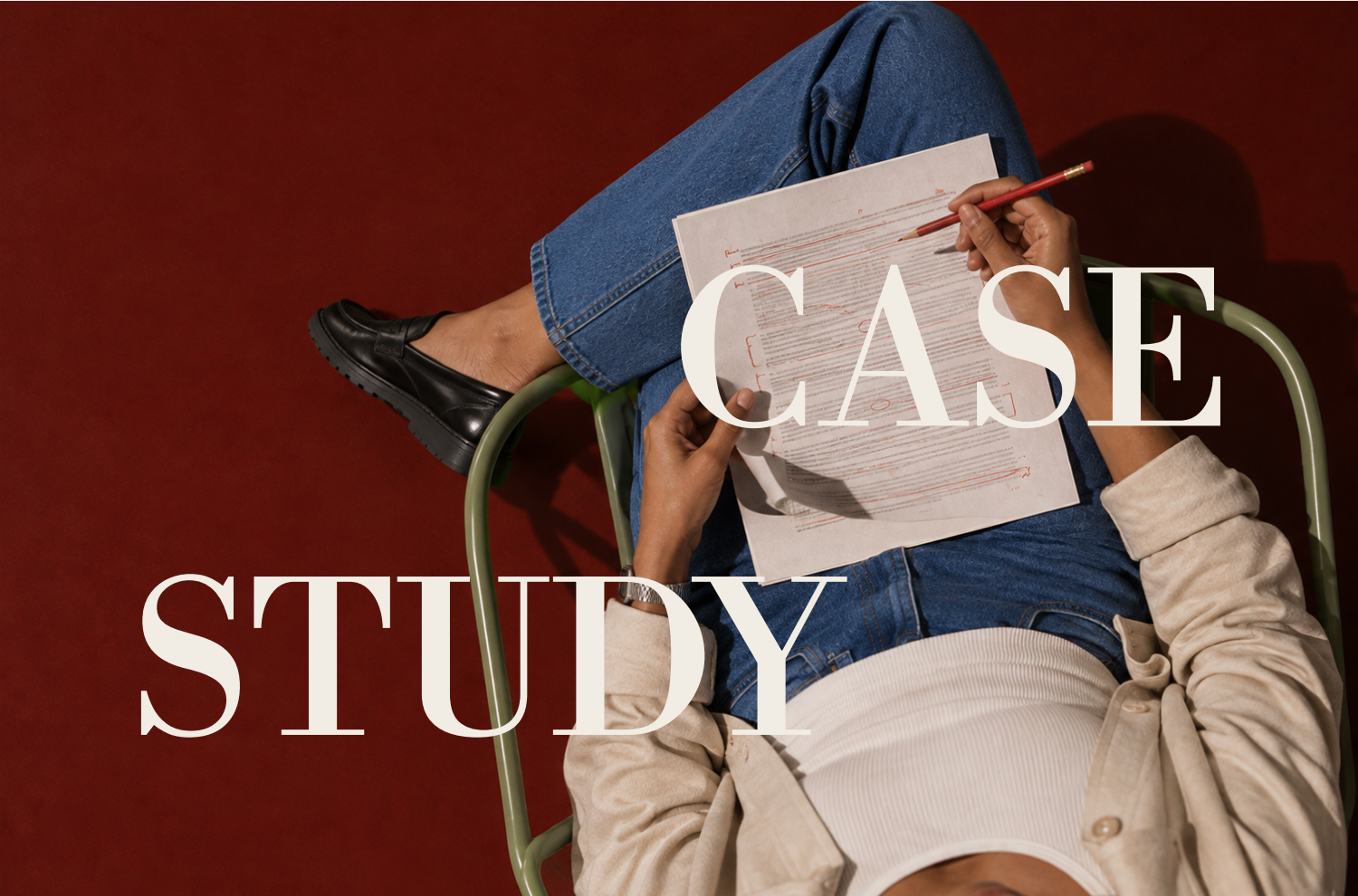


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CASE STUDY

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MTC Namibia

Bringing brand meaning closer to the customer.

An independent editorial audit of MTC Namibia's website, public social channels and brand-led communication.

❖ **Case study note:** This audit is based on publicly available communications. It was not commissioned by MTC Namibia.

01 / The brief



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Brand reviewed: [Mobile Telecommunications Company \(MTC\) Namibia](#)

Project: Public communications audit

Scope: Website, LinkedIn, Instagram, Facebook, and brand campaigns

Editorial question: Does MTC's public communication turn its brand into something different audiences can understand and act on?

MTC is already one of Namibia's most visible brands. Recognition is not the problem. The question is not whether the brand is admired. The question is whether its communications consistently convert that admiration into clarity for different audiences. Namely, the person buying data, the customer comparing value, and the industry audience listening to the brand talk about purpose.

02 / The context

The first distinction was simple: reputation and communication are not the same problem.

Audience

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MTC speaks to a mass market. People buying data, calls, devices, and connectivity, as well as business and industry audiences who encounter the company through leadership platforms, sponsorships, and events.

Those audiences do not need identical language. They do, however, need to recognize the same organization behind it.

Brand

Publicly, [MTC](#) presents itself as more than a telecommunications provider. Through its visible [sponsorship and community activity](#) and the [MTC Branding and Marketing Indaba](#), the company positions itself as a participant in Namibia's cultural and professional life, not only as a service provider.

The [2026 Indaba](#), themed "Marketing from the Heart," makes that philosophy explicit.

Communication

The public channels are doing different jobs. That is expected. The separation between them is the issue.

The website is organized around plans, bundles, rates, and transactions. Social and leadership content carries more of the warmth, purpose, and institutional point of view. The place where the customer chooses and the place where the brand explains why it matters sit too far apart.

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Category

Telecommunications copy tends to return to the same three subjects: price, speed, and coverage. MTC's wider cultural position gives it more to work with, but it also raises the editorial standard.

Purpose has to become specific; otherwise, it is simply another thing the company says about itself.

03 / Editor's notes

- ❖ MTC is not short of voice. Its voice is unevenly placed. The brand meaning lives mainly in campaigns, events, and thought leadership; the customer action happens elsewhere.
- ❖ The website is built around transactions. It gives less attention to helping customers recognize which option suits them and why.
- ❖ "Marketing from the Heart" may be a useful internal philosophy. Customers do not need the philosophy explained to them. They need to notice what it changes for them.

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- ❖ National visibility does not remove the need for sentence-level clarity. A familiar brand can still make the reader work too hard.

04 / The findings

1. The brand has two separate identities that rarely meet.

The website behaves like a utility platform. Social and leadership content behave more like a brand philosophy platform. Neither approach is wrong, but the connection between them is weak.

The customer encounters what MTC sells in one place and what MTC believes in another. They are left to join the two.

2. The language often centres MTC's self-image rather than the audience's gain.

Even purpose-led messaging can remain organisation-led if it tells us what MTC believes without showing what the customer receives, feels, or can do differently as a result.

The belief is not the benefit. The sentence still has work to do.

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3. Thought leadership carries too much of the brand meaning.

Some of MTC's clearest expressions of purpose appear in executive communication, events, and industry-facing content. That language reaches a narrower audience than the website and consumer social channels.

The strongest articulation of the brand should not be reserved for the people least likely to be comparing bundles.

4. Purpose is visible at the brand level but under-translated at the product level.

The organisation appears to care about meaning, impact, and national relevance, but those qualities do not consistently shape how plans, offers, and everyday updates are explained. They also need context: what the offer is for, what kind of use it supports, what the customer will pay, and where the limits sit.

A tariff can hold the facts. It cannot do the whole editorial job.

The editorial problem: MTC does not have a brand problem. It is not short of meaning. The meaning is simply too far from the moment of choice.

05 / The editorial strategy

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Bring the brand into the decision.

The communications should help people understand what fits, why it matters, and what to do next, without asking them to translate either a tariff table or a purpose statement. Make MTC's scale, care, and cultural relevance legible in everyday consumer language.

Editorial principles:

1. **Start where the customer is.** Lead with the need, question, or situation that brought them to the page.
2. **Interpret before listing.** Replace abstract purpose language with specific outcomes, actions, and service realities.
3. **Show purpose through evidence.** Use service improvements, access, partnerships, and customer outcomes to demonstrate what MTC values.
4. **Keep one logic across channels.** The tone can flex, but the order should remain familiar: customer need, useful answer, proof, and next steps.
5. **Let specificity create the warmth.** A real person, place, use, or result will usually say more than an abstract claim about connection.
6. **Stop when the sentence has done its job.** Clarity does not need a closing ceremony.

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Voice shift

Current tendency	Edited voice
Aspirational	Useful
Institutional	Audience-aware
Self-referential	Customer-led
Abstract	Specific
Warm in selected channels	Consistent, with deliberate variation

Representative current pattern:

We are committed to meaningful connections and purpose-led brand building.

Edited expression:

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A good connection should make life easier. Choosing one should too.

06 / The recommendations

1. Add decision support to the website.

The website should do more than sort products into categories. Key pages should help customers answer four questions quickly:

- ❖ Is this for me?
- ❖ What does it help me do?
- ❖ What will it cost?
- ❖ What do I do next?

Recommendation: Use plain-language summaries, use-case labels, comparison cues, and clear actions before the detailed specifications.

2. Reorder product-page information.

Lead with intended use and customer fit. Follow with the allowance, price, validity period, conditions, and exclusions.

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This does not remove detail; it puts the detail in an order a person can use.

Recommendation: Reframe purpose statements into customer-centred proof points. Where the brand says it cares, show how that care appears in service, access, reliability, or national presence.

3. Build the missing middle on social.

MTC's social content needs more material between direct product promotion and broad statements about purpose. That middle can include:

- ❖ Short bundle and service explainers;
- ❖ Customer-use scenarios;
- ❖ Clear updates on coverage or service changes;
- ❖ Customer and partner stories with specific outcomes; and
- ❖ Follow-up content showing what a sponsorship or initiative produced

Purpose is more convincing once it has a location, a result, and a reason for the audience to care.

Recommendation: Build a middle layer of content between pure product promotion and executive philosophy: explainers, customer stories, service-use scenarios, and campaign extensions that translate big ideas into daily life.

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4. Give every channel a defined role.

Create a short voice guide built around a single editorial logic, with a distinct role for each channel. The voice should change its jacket, not its personality.

Channel	Voice	Job
Website	Clear, orienting, decision-led	Help the customer understand and choose
Consumer social	Conversational, useful, specific	Show everyday relevance and provide timely help
Leadership platforms	Reflective, informed, evidence-led	Explain the wider significance of MTC's work
Campaigns	Concise, human, memorable	Connect the brand promise to something people can recognize

Recommendation: Create a channel-by-channel voice guide with one core promise and four expressions.

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07 / The work

A. Revised messaging hierarchy

1. **The customer's need:** What are they trying to do or decide?
2. **The right fit:** Which product, service, or action suits that need?
3. **The proof:** What is included, what does it cost, and what supports the claim?
4. **The next step:** Buy, compare, upgrade, top up, or learn more.

Editor's note: The order begins with usefulness, followed by brand meaning as evidence.

B. Website editorial direction

From product categories to personal usefulness.

Write and organize key website journeys around what customers are trying to do, not only what MTC sells. Begin with a recognizable need, explain the benefit, support it with concrete product information, and end with one clear action.

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Find the connection that fits your life.

Compare plans, devices, and services for the way you work, learn, share, and stay close.

Editor's note: The aim is not to add emotion to functional copy. It is to help the customers orient themselves before asking them to choose.

C. Product-page editorial direction

From plan mechanics to confident choice.

Help customers recognise whether an offer is right for them before presenting the full specifications. Lead with the intended use, summarise the practical benefit, and then make the price, allowance, validity period, and conditions easy to compare.

Editor's note: Product copy should interpret the offer, rather than repeat its specifications. The customer should be able to recognize the fit before reading the fine print.

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D. Social editorial direction

From brand declarations to visible proof.

Show how MTC's products, partnerships, and network investments change everyday life. Begin with a specific situation or outcome, explain MTC's role, and give the audience something useful to know or do.

Illustrative social copy:

A network upgrade matters when it changes something people can feel: a steadier work call, easier access to an online lesson, or a quicker check-in with family.

Our latest upgrade in [specific area] gives customers [specific improvement]. See what has changed: [link]

Editor's note: The meaning should come from the evidence. MTC does not need to announce its purpose in every caption.

E. Editorial checklist

- ❖ Can the audience tell what this is from the first sentence?
- ❖ Does the copy begin with their need or with MTC's self-description?

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- ❖ Is every broad claim supported by something specific?
- ❖ Are the price, validity period, and important conditions easy to find?
- ❖ Is the next action obvious?
- ❖ Could another telecom say the same thing? If so, the sentence is not finished.

08 / The proposed shift

This direction would not make the website less practical; it would make the practical information easier to use.

Product pages would help customers identify the right fit instead of leaving the tariff table to explain itself. Social content would show MTC's wider purpose through specific outcomes rather than carrying that purpose as a repeated claim. Leadership communication would remain thoughtful, but it would no longer be the main place where the brand sounds meaningful.

The result would be one recognizable organization across different channels, useful at the point of choice and meaningful where the evidence supports it.

Strategically, that creates a stronger bridge between reputation and action. MTC would not have to choose between being a practical telecom and a culturally resonant brand. The communications would do both, as long as each sentence translates belief into relevance.

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This is not a new personality; it's better placement.

09 / The IOW takeaway

Being understood and admired are different editorial outcomes. A brand can have stature, reach, and a clear sense of purpose while still leaving its audience to connect too many dots. The work is not to make MTC sound bigger; it's to bring its meaning closer to the customer, especially when that customer is simply trying to choose what fits.

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