

Brand South Africa

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Inspiring new ways

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BRAND SOUTH AFRICA



Inspiring new ways



Who is Brand South Africa?

Brand South Africa is South Africa's official marketing agency and the custodian of the brand South Africa. The organisation has been in existence for a decade – since 2002, this is to lead the global and domestic marketing of the nation's brand. Marketing a brand is a tough and complex task; and is even more so when the brand is an entire nation. The challenges are multiplied by the size and diversity of the target market, which is the entire world and the critical 50 million stakeholders at home.

For more information about Brand South Africa visit:
www.southafrica.info



Inspiring new ways

South Africa a nation inspiring new ways

Underlying all Brand South Africa's messages are the five unique characteristics of the South African brand:

Innovation – the birth of new ideas to make a better world

Possibility – the realisation of all we can be

Sustainability – the foundation of a future we build together

Ubuntu – our spirit of togetherness defines us as a people

Diversity – the celebration of our unity

“Once you have got a brand image, it is the most valuable thing you can have. It gives instant value, credibility, reliability and reassurance.”

Simon Anholt