



CAMPAIGN LAUNCH: Chief executive office of Brand SA Miller Matola, Deputy Minister of Performance, Monitoring and Evaluation Obed Bapela, deputy chair of Brand SA Happy Ntshingila, chairman of Brand SA Chichi Maponya and chief executive officer of Proudly SA Lesley Sedibe.

SA looks to the future

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'ALIVE With Possibility' is now an outdated slogan in South Africa as Brand SA unveiled the country's new slogan Inspiring New Ways on 4 July at Kyalami's Theatre on the Track.

This slogan is being launched through a 60-minute advertising campaign which first aired on eTV on 4 July.

Brand SA's CEO said the new slogan hoped to inspire South Africans for the future and encapsulates the optimistic spirit of the country. "South Africa has matured since hosting the Fifa World Cup, being included in the Brazil, Russia, India and China grouping of nations and G20. This progression needs to be captured in the country's branding."

Minister of Performance, Monitoring and Evaluation Collins Chabane said, "We've needed to change our payoff line since after the 2010 World Cup but the process of changing it had to be democratic so it took longer than intended. We are in a

place to pull the country behind what we feel should be our message."

Chabane said the nation had to help brand the country. "Let's work together with Brand SA to synchronise the message and speak with one voice. We have the capacity as a nation to confront any challenge and so long as we don't lose hope, we will advance."

The commercial features South Africans who have triumphed over adversities in areas of sport, science, business and fashion.

David Tlale who appears in the commercial said, "It is very humbling to be an ambassador for South Africa. It is wonderful to be able to take this campaign and South Africa forward and show it on an international level."

The commercial's executive director Matthew Barnes said, "We set out to capture the indomitable spirit of South Africans, and the advertisement speaks for itself. The South Africans who appear in the commercial have their own story to tell." While there was a script, they were asked to say their lines in their own words. "What you see in the advertisement is purely from their hearts," Barnes said.



CAMPAIGN AMBASSADORS: South African ambassadors Andy Higgin, Emile Engel, Baby Jake Matlala with Brand SA's chief executive officer Miller Matola.



SOUTH AFRICAN SPIRIT: Singer Yvonne Chaka Chaka encourages the audience members to dance with her at the dinner held by Brand SA.