

QUESTION 6

Long Question

[50]

Read the following extract taken from Brand channel.com and answer the question that follows:

Branding Africa -By Doug de Villiers

Can Africa really be branded; well in reality anything can be branded, from people - Adolf Hitler to Nelson Mandela, from Neil Armstrong to Louie Armstrong, from Mahatma Gandhi to Che Guevara - to products and services - BMW, MTN, McKinsey etc - to destinations - Ibiza (party), Paris (romance), Kenya (safari), but these are brands not because of what they say or said about themselves, but because of what they do or did, how they behave or behaved, and more importantly, because of what others say or said about them.

So simply country advertising is not branding, it may impart some great visuals and possible facts about the country but more often than not, many have tried to "advertise themselves away from the truth"- simply this is called propaganda and it never works long-term.

Simply - branding is not what you say about yourself...but what others say about you!

This is the same with everything whether you're MTN, Barclays bank or Microsoft or Joe's supermarket. And remember all big brands stated small - but started with a clear purpose and meaning. Sometimes to be different, hopefully always to be meaningful but always to be true. So what's the world saying about Africa?

In order to attract business and tourism, a territory, (in this case a continent), will be looked at from political, cultural and economic standpoint.

So what does Africa stand for in the eyes of the international brand experts? Africa is largely still defined by its natural attributes with wildlife, its people and cultures and landscapes playing a dominant positive branding role. On the negative brand associations, the obvious dominate - poverty, disease, war, violence, political conflict, famine, human rights abuses and corruption.

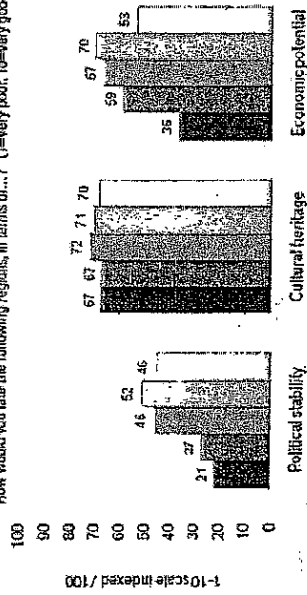
Clearly Africa is also a large and very diverse continent with a multitude of countries each bringing positive and negative contributions to the global perception of the continent.

South Africa, Kenya, Egypt, Nigeria and Morocco dominate on awareness in Africa and interestingly, (with the exception of Nigeria), are the same countries that are regarded as contributing the most to the positive image of the continent.

In conclusion, we can choose to tell the world about Africa - but if we really want to build our continent we need to get the world talking about us - yes our people, yes our natural beauty, yes our history, yes our hope - but more importantly about our economic brands - but for this we need to actually develop and produce relevant products and services and then position these globally through properly strategised, designed and implemented branding.

Supporting Illustrations:

How would you rate the following regions, in terms of...? (1=Very poor, 10=Very good)



▲ Africa vs Middle-East vs India sub-continent vs South-East Asia vs South America

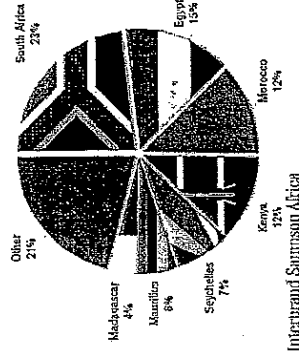
Interbrand Sampson Africa

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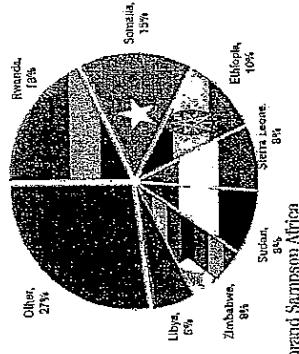
Thinking of Africa, which countries come to mind?



Which countries do the most to build a positive image of Africa?



Which countries cause the most damage to the image of Africa?



Interbrand Sampson Africa

Interbrand Sampson Africa

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The following article was written by an international source and focuses on the outside countries looking in on Africa.

As owner of "Funky flash" you are on the verge of launching your product internationally and realise that you urgently need a type of strategy drawn up to check that this launch will be a success. In a business report format addressed to John Dallen and Jack Vanit (your partners), you need to include the following:

- A PESTLE analysis of your product trading internationally.
- Strategic plan with your key business goals, business strategy, action plan and an evaluation.
- An explanation of the steps you would follow in implementing your management strategy.

