BRAND SOUTH AFRICA

The new generation
South Africa’s new generation of talent are making their mark today. Our challenge was to demonstrate the business opportunities available within the creative industries in South Africa by showcasing this talent.

An intimate look
BBC StoryWorks created a series of portrait films that documented inspiring creatives pioneering the way in South Africa. We focused on Laduma Ngxokolo, an award-winning textile and knitwear designer and Buhle Ngaba, a writer, actor and storyteller.

Sharing their stories
Each 2-minute documentary film was accompanied by an article written by the contributor themselves, which we amplified across social media. This content lived on a digital hub, which allowed our audience to explore and find out more about the campaign.

Changing perceptions
The campaign amassed a total of 62,912 page views across both articles and 2.4 million social media impressions. The perception of South Africa as a country was also positively impacted, according to the BBC’s ‘Science of Memory’ research tool. The stories emotionally engaged the audience and lead to an increase in association of South Africa with terms like ‘entrepreneurship’, ‘heritage’ and ‘inspiring’.

Click to discover more and view the work