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 Gxokolo, an award-winning textile and knitwear designer and Buhle Ngaba, a writer, actor and storyteller.

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'.