

# Branding for good - 13 Apr 2015

BY ROD BAKER @BIZ AFRICA

The tide has turned in marketing and today, Louise Marsland in her [TrendTalk] looks at '[Branding for good](#)' and how the tide has turned in marketing, with products and campaigns from big brands working hard at providing solutions to societal problems.

Mobile is big in Africa, as is moving money about using mobile, so get to [Mobile Money & Digital Payments Africa](#), which will be back in Johannesburg in May.

From France comes the news that AFP has launched [Africa Weekly](#), a broadcast-ready programme for television and digital platforms, but on a much unhappier note, a court in Egypt has [sentenced three journalists to life in prison](#). The Committee to Protect Journalists has condemned the convictions and sentences and has called on the authorities to stop persecuting the news media.

Egypt is getting into the news for all the wrong reasons.

For more, visit: <https://www.bizcommunity.com>