

Kudos to FCB for flying the SA flag abroad

 By Leigh Andrews

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FCB's often included in [lists of top local agencies](#). Thanks to a [report by CNN](#), one of its largest local initiatives is now being noticed overseas...

This morning, one of the highlights of my Twitter stream was the following:

“ FCB's Giant Flag initiative named as one of 10 best innovations in 2014 by CNN: <http://t.co/bO2PZZ7MtG>
#GiantFlag- FCB South Africa (@FCBsouthafrica) [January 5, 2015](#) ”

It's big news when a local agency is mentioned on international sites without an advertising award show in sight at the time - yes, I say 'sites' because FCB's #GiantFlag was also mentioned in [AdWeek's Ad Freak section](#) a few weeks ago.



Screenshot from [the GiantFlag website](#)

[click to enlarge](#)

That's because this isn't just any old initiative that's set up for a short time then dismantled, never to be heard of again - [#GiantFlag](#) is set to change the face of Camdeboo Municipality by actually creating jobs and leading to a true socio-economic shift. Even cooler? The resulting 66 hectare South African flag, made up of millions of plants and a solar field, will be visible from space.

If you missed the news at the time, don't fret as you can read more about the [FCB #GiantFlag initiative](#) here and watch the short clip below...

ABOUT LEIGH ANDREWS

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