

## Reflections on iconic South African brands

After celebrating South African Heritage Day - also widely known as Braai Day - take a moment to think fondly of those iconic brands that contribute to our heritage and who we are, unique in this world and proudly South African.

 By Michael Wood 26 Sep 2013



What makes a brand iconic is when that brand forms a strong emotional relationship with you, based on positive experiences, creating memories and an enduring affection. The bond with that brand is so strong it is now part of our consciousness; a relationship has been formed based on trust and the brand has been a part of our lives from the earliest memories we have.

These brands are not a product or a service but they form part of who we are and what we represent.

Take a few minutes to think about what these brands mean to you and why? Here are just a few of our iconic South African brands...

Ouma Rusks, Black Cat, All Gold, Mrs Balls Chutney, Mageu No 1, Grandpa, Lucky Star, Bakers, Bull Brand, Carling Black Label, Castle Lager, Chappies, Ultra Mel custard, NikNaks, Koo Baked Beans, Joko, Five Roses, Klipdrift brandy...

And you can probably think of many more.

### What sets these brands apart?

Most of us will look back and fondly remember these brands as part of our childhood, forming part of our life memories, in a way that is so embedded that when we think chutney we think Mrs Balls, or custard Ultra Mel or tomato sauce All Gold.

So what is it that sets these brands apart from the rest and makes them iconic to the people of South Africa?

*Brand of the people* - they are instantly recognisable as an integral part of consumers lives.

*Heritage* - they have a history for generations, associated with positive memories.

*Rooted in culture* - they form a strong part of who we are as South Africans, our culture.

*Trust* - command strong consumer trust because they have consistently delivered on brand promise and consumer expectation.

*Emotional relationship* - is developed based on trust that consistently delivers, in a world with so much

unreliability I know I can rely on my brand. They remain true to their values.

*Universal appeal* - that transcends race, culture, economic or social status, sex, age, these brands are enjoyed by all South Africans.

*Presence* - ubiquitous presence, everywhere, everyday.

This Heritage day celebrate and embrace the nostalgia of those iconic South African brands that are part of the uniquely South African spirit.

**Ouma**

**Bakers**

**Chappies**

**Ultra Mel custard**

**Koo**

**Tastic rice**

**Klipdrift**

## ABOUT MICHAEL WOOD

Michael Wood is co-founder and Director of Aperio, a business consulting company focused on accelerating growth of FMCG brands in South Africa and sub-Saharan Africa. Michael has many years international experience where he held the positions of Marketing Director, Sales Director and Managing Director with the Gillette company and Procter & Gamble. View my profile and articles...

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