

'Play Your Part' shortlisted for international award

Brand South Africa's 'Play Your Part', has been shortlisted for the international City Nation Place Awards within the Citizen Engagement category, competing against five other participants from the UK, Ireland and the US...



(Image extracted from the [Brand SA website](#))

Brand South Africa's Chief Marketing Officer, Sithembile Ntombela said, "Citizens are a critical driver of a country's reputation and this is manifest in their pride and patriotism in promoting the nation brand. Brand South Africa therefore prioritises citizens as a pillar of our national engagement strategy and we welcome this nomination."

The City Nation Place Awards were launched to celebrate and benchmark excellence in place branding with shortlisted entries have demonstrated a combination of creativity, intelligence and effective strategic planning to deliver results in each of the categories.

The City Nation Place awards consist of four main categories - the Best Citizen Engagement Awards; the Best Communication Strategy; the Best Use of Social Media; as well as the Place Brand of the Year. The final judging for the Awards will take place at the City Nation Place Forum in November, which will bring together delegates from around the world to focus on the challenges they face as they work to build a competitive identity for their place.

For more information, go to www.playyourpart.co.za/tellus-someone.

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