

SA brand agency embroiled in Botswana plagiarism row

NEWSWATCH: A South African branding company is under fire in Botswana, having been accused of plagiarising the US\$7 billion brand owned by the Russian Beeline Mobile.

The Botswana Telecoms Company's (BTC) newly launched mobile phone company, Be Mobile, has been trying to contain the scandal amidst reports that the company was sold brand and advertising material that allegedly may have been stolen from a leading Russian cellular phone service, VimpelCom's Beeline brand.

More on *Sunday Standard*:

- [BTC accused of stealing Russia's US\\$ 7 billion brand](#)
- [Great minds think alike?](#)

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