

Puma inspired by Africa's football passion, music, diversity

Football in Africa is followed fanatically and passionately from South Africa to Sudan, Burundi to Burkino Faso, Mali to Malawi, Nigeria to Algeria, and from Tunisia to Tanzania. Football to Africans is much more than competition and winning trophies. When it is played, everything comes to a standstill.

 By [Thabani Khumalo](#) 2 Feb 2010

Football is life

To Africans, football is life, culture, struggle against oppression and poverty, entertainment, interaction, sharing, team work, partnership, unity, development, and a means to success. German sportswear giant Puma knows this. Puma is probably the most loved sport apparel in Africa.

The Puma brand is favoured by 12 of the continent's top national teams. And the 2010 Orange African Nations Cup (Afcon) finals, hosted by Angola, featured 10 Puma-dressed teams out of the 16 teams - Cameroon, Ghana, Egypt, Ivory Coast, Tunisia, Angola, Burkino Faso, Mozambique, Algeria and Togo. It is only Morocco and Namibia which failed to make it to Angola.

So why has this brand become synonymous with African football powerhouses?

Puma's position as the leading sportswear brand in Africa is driven by a responsibility to contribute to a prosperous community and better continent. This includes funding football and youth development, providing training facilities and technical assistance, helping in football administration, and even contributing towards the continent's economic and social development programmes.

Four values

Its brand vision, "PUMAVision", is a practical reality driven by its four values, namely "Fair, Honest, Positive and Creative". These are delivered through projects such as "Cotton Made in Africa, Fairtrade Football, Peace One Day One Goal collection", SMME promotion, and sport apparels designed and developed to embrace and reflect the diversity of African Nations' teams while valuing the unity of players and supporters towards a common goal.

In response to the current challenges of climate change, Puma recently launched the African Unity Kits, designed to promote environmental awareness around the Afcon and the 2010 World Cup finals in South Africa.

Puma also strives to provide the environment-conscious consumers with fresh, original merchandise through innovative materials such as recycled rubber, recycled polyester and cotton, vegetable tanned leather, organic cotton and other natural fibres. Puma's commitment to Africa extends beyond its position as the leading supplier for the continent's teams.

"Inspiration from the continent"

“When Puma designs and develops kits for African teams, it draws its inspiration from the continent's football uniqueness and realities. Passion, spirit, unpredictability, athleticism, rich diversity of music, power and pride: this is football, African style,” said Puma chief executive Jochen Zeitz.

Surely, Puma has turned Africa a happy hunting ground, and Puma really is a German-born African citizen.

ABOUT THABANI KHUMALO

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