

Appointments, awards and accounts

South African Breweries has appointed Marcus Brewster Publicity to handle public relations for Sarita, a new apple-flavoured alcoholic beverage.

Neo Makhele has been appointed head of planning at Ogilvy Joburg. This follows closely on her appointment to the Ogilvy Joburg board in March. Makhele has a BSc degree in education, a postgraduate degree in Business Management (Unisa), and a postgraduate qualification in advertising with majors in strategy and media. Her first job was as a radio producer for Bop Broadcasting Corporation.

Tanya Schreuder (ex-group media director at FCB SA and one of the co-founding directors of Nota Bene Joburg) and Richard Procter (ex-media director FCB Cape Town) will be heading up the new joint venture Vizeum as directors. New-generation global media channel planning agency Vizeum is powered by Europe's largest independent group, Aegis Media.

The 3D Group, formed 11 years ago to provide turnkey exhibition solutions to marketers on the African continent, has completed one of its major assignments of 2007 – that of the infrastructure partner to one of the continent's major trade fairs, the Swaziland International Trade Fair. The fair, which took place this year at the Mavuso Exhibition Trade Centre, attracted 120 exhibitors to the 5 200m² space from a broad spectrum of industries.

Celebrity Services Africa and partner Maximum Exposure successfully managed the Festive Lights Switch-on Event for the City of Cape Town.

TV writers' strike upsets the ratings

Faced with ratings declines since the start of the autumn TV season – which began in September – three major networks are compensating advertisers with extra commercial time.

The growing use of digital video recorders, which allow audiences to easily tape their favourite shows, has led to a sharp drop in live viewership of programmes as they are broadcast.

But media experts say prime-time ratings are down for other reasons. Ratings are expected to take a further hit early next year as networks load up their schedules with reality TV and reruns to replace shows knocked out of production by striking Hollywood writers. Talks between the studios and the Writers Guild of America broke off in acrimony last week. – *Reuters*



Graphic: Gail Irwin

Ruling-party branding race

In marketing terms, the ANC is effectively the hypermarket of South African politics – it dwarfs its opponents, some of whom have been forced out of business entirely.

On the shelves of that huge black, green and yellow political store, though, are many different brands. And, over the past few months, those brands have been marketing themselves strongly to compete for the attention of potential “buyers” – the 4 000-plus delegates who gather in Polokwane this weekend for the party's national conference.

There's no doubt the campaign for the ANC presidency has resulted in unprecedented anticipation of the brand of future leadership for SA.

The campaigns, or lack thereof, of the “people brands” on the political shopping shelves – incumbent ANC president Thabo Mbeki, deputy president Jacob Zuma, Nkosazana Dlamini-Zuma, Cyril Ramaphosa and Tokyo Sexwale – are fascinating.

While the leadership contest is clearly a two-horse race, Ramaphosa, Dlamini-Zuma and Sexwale have launched vastly different types of campaigns, largely driven by personality.

Taking a leaf from the books of their European and American political counterparts, the ANC candidates have launched personal branding campaigns that have marked a departure from the past “collective” marketing practice.

Much like in commercial branding, personal branding narrows the gap by offering an instantly identifiable image, set of attributes, values and personality. It enables people to identify you – and helps you to control how others perceive you.

The leading candidates for the ANC presidency understand that and have built personal marketing strategies that are second to none.

Zuma and Mbeki's campaigns have yielded very different results, with the former restoring his per-

Leadership contenders have embarked on some unprecedented marketing, writes **Thebe Ikalefeng**

sonal brand, leaving the other candidates scurrying for supporting-act roles. And there is an interesting parallel with American political brand marketing: just look at Al Gore and George Bush. There has been a re-emergence of brand Al Gore and the subsequent demise of Bush.

The parallels between the ANC duels and competition within the telecommunications market are also irresistible. Given his access to state resources and support, his 13-year tenure, global awareness and experiential advantage, Mbeki, a visionary with his eyes on Africa's future, could be likened to Telkom – albeit more efficient – and campaigning on the promise to “touch tomorrow”.

On the other hand, Zuma is like MTN. Not only does he want to beat Telkom, but is “everywhere you go” – meeting and greeting with the masses and appealing international investors.

The fight between Mbeki and Zuma is typical of the competition between a monopolist and an entrepreneurial brand. The Mbeki (monopolist) brand campaign has been largely uncreative, presumptive and conservative, but has been upstaged by Zuma's wide-reaching, entrepreneurial campaign.

Ramaphosa is a seasoned politician – much like Cell C, which uses the Vodacom, and by implication, the Telkom network. And, like Cell C, it's difficult to go against the hand that feeds you.

Dlamini-Zuma is more like Neotel (the company which is set to become SA's second landline telephone operator). We know the brand exists, ostensibly it has access to resources, but there's no campaign to speak of.

Sexwale is a bit of the maverick in the Virgin Mobile mould. But similarly to Cell C, while staging an “anti-campaign” nationally, it's better not to bite the hand which feeds, or can feed, you.

All the political brand campaigns are reflective of the inherent, largely unchangeable personality and character of the campaigners.

When we've “bought” these brands, they'll move into our home, SA. The country has changed. Brand SA truly is “alive with possibilities”.

Thebe Ikalefeng is founder of The Brand Leadership Group and author of Personal Branding: Seven Steps to Build a Distinct Personal Brand Aligned with Your World, Work and Passions. www.ikalafeng.com

The ANC is effectively the hypermarket of South African politics – it dwarfs its opponents, some of whom have been forced out of business entirely. On the shelves ... are many different brands



BOOKS

Take your pick from these page-turners

Angelique Serrao

From cookbooks to biographies, to compilations on sport, travel and music, there's a book for you to get for your hard-to-please friends. The *Weekend Argus* has compiled a Christmas books list.

NON-FICTION

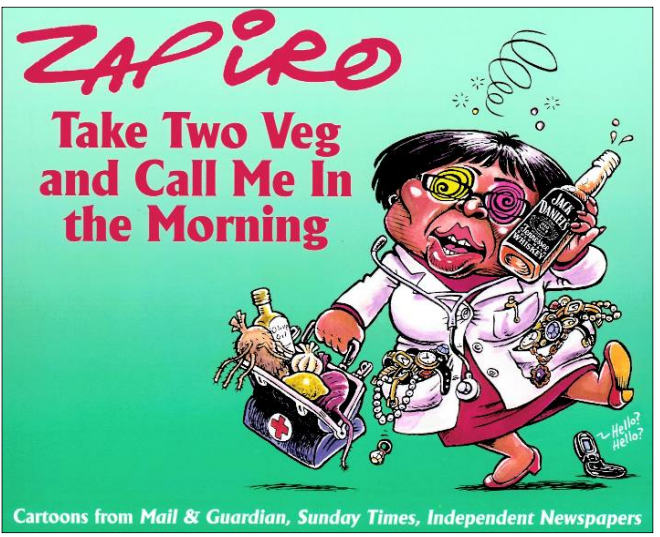
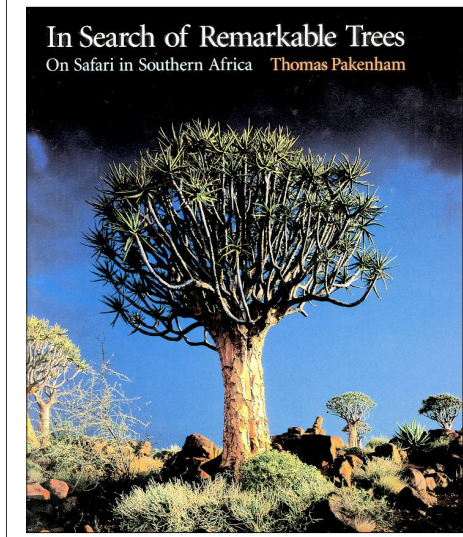
James Bond Encyclopedia by John Cork and Collin Stutz
You don't have to be a serious movie buff to enjoy this hardcover. From the actors who've played Bond, to the sexist names of some of the Bond girls, this book goes into detail about all the vehicles and gadgets that have helped the secret agent.

Take Two Veg, Call Me In the Morning by Zapiro
This is the 12th annual collection of multi-award-winning Zapiro cartoons, and he just gets better each year. The shenanigans around the ANC's Polokwane conference are grist to his mill.

In Search of Remarkable Trees – Thomas Pakenham
This compilation of words and photos has set a new standard for nature books in South Africa, putting our home-grown varieties on the world map.

The Sports Book – Ray Stubbs
It's hard to miss this book with its faux grass cover featuring the rules, equipment and need-to-know facts of more than 200 sports.

Tribes by Bruce Parry
Parry's stays among 15 indigenous tribes around the world were often grotesque. From initiation rit-



uals involving hallucinogens to self-mutilation to living with cannibals, Parry's curiosity knows no limits.

McBride of Frankenmanto: The Return of the South African Insult by Sarah Britten
McBride of Frankenmanto: The Return of the South African Insult takes us on another red light skipping taxi ride through the South African psyche. Fasten your seatbelts!

NOVELS:

Dark Continent My Black Arse by Sihle Khumalo
The story of Sihle Khumalo's journey from Cape to

Cairo on a strict budget using public transport is blunt and often hilarious.

Devil's Peak by Deon Meyer
Set against a South African backdrop of corruption, child-rape, prostitution and violent robbery, Meyer tells the story of one man who turns to vigilantism to punish perverts who prey on children.

Of Merchants and Heroes by Paul Waters
This easy read tells the story of a young Roman in the third century BC who has to make his way in the world after his father sacrifices his life when they are captured by pirates. Marcus vows to

avenge his father's death.

Madonna. Like an Icon by Lucy O'Brien
Madonna became famous as a disco queen who turned to pop – and then, a mother. I'm not sure we will ever truly understand this iconic artist, but O'Brien tries to.

Hollywood Undercover by Ian Halperin
A journalist goes undercover and poses as a young actor who will do anything to get his big break. While searching for the perfect part, he interviews insiders who spill scandalous information that will leave you gasping at the audacity of the movie world. The only drawback is that Halperin doesn't

name the real actors.

COOKBOOKS

Recipes from the Hearth by Francois Ferreira with Gwynne Conlyn
This book goes into the homes of celebrities, politicians and well-known foodies for their favourite recipes.

Zhoosh. Cooking with Jeremy and Jacqui Mansfield
You'll relish the travel and light-hearted descriptions of life behind the scenes of one of the most popular couples in Joburg. There's a story behind each recipe.

Seasonal Kitchen by Michele Cranston
Divided into seasons, the book makes the best of fresh produce available on supermarket shelves in South Africa.

CHILDREN'S BOOKS

Shade's Children by Garth Nix
A thrilling series of adventures which will keep teenagers hooked. The intelligent ending questions what it means to be human.

Artemis Fowl by Eoin Colfer and Andrew Donkin
Artemis is a boy genius with a criminal mind. He infiltrates the world of the fairies and captures their gold with cunning, lies and a special charm.

Encyclopedia of the World's Best Kept Secrets
What child wouldn't want to find out more about Princess Anastacia, the mythical diary of Hitler or even the tracking of the human genome?

WHAT'S AT THE BEDSIDE OF FAMOUS SOUTH AFRICANS



Patricia de Lille – Independent Democrats leader De Lille reads political biographies. “I can see my bedside table and I have six books waiting to be read. I'm going to start climbing into them when I go on leave.”
Her list includes *Eye on the Money* by Terry Crawford-Browne, *After the Party* by Andrew Feinstein, *Thabo Mbeki: The Dream Deferred* by Mark Gevisser, *Primary Coloured* by Brent Meersman and *Around Africa on a Bicycle* by Riaan Manser.
“That's just a bit of light reading,” she laughs. “I enjoy political books, but I only read a few chapters and then I need to read something light-hearted.”

Lolly Jackson – The owner of strip club, Teazers Jackson isn't reading anything at the moment, except *The Star* and *You and People* magazines, because “they are calling me every day for interviews.”

He says he normally likes to read biographies of famous people because one can learn something from others' success.

“I just finished the Mandela one. They [biographies] do tend to be inspiring, keeping you motivated when you get down because of things like crime.”

Piet Byleveld – Super cop who has solved many high-profile cases

It is said that what you read says a lot about you. Do politicians prefer political novels for instance, or do actors delve into plays? Here's a quick look into the private book lives of a few interesting characters:

Byleveld hasn't read any books this year. “I'm too busy... You have to concentrate and really enjoy it, and I haven't found the time all year to read. It's a result of my working so hard on all these cases. I hope I haven't disappointed people.”

Arno Carstens – Musician
“I am reading a book called *Conversations with God* [by Neale Donald Walsch]. When I don't feel like talking to Him, I read a fantasy book called *My Visit to Hell* [by Paul Thiipgen].

Carstens says he enjoys reading, but would be happy if he could finish the two books he is reading right now.

“I'm a bit dyslexic so it takes me a while to finish

a book. Sometimes it takes me a few months, sometimes longer, depending on how busy I am.”

Rob van Vuuren – Comic actor who plays Twakkie in *Corné and Twakkie*.
Van Vuuren is quite a fantasy fan and he is busy reading the *Twenty-Seventh City* by Jonathan Franzen, as well as *Runes of the Earth* by Steven Donaldson.

The best book he has read all year is *Extremely Loud and Incredibly Close* by Jonathan Safran Foer.

“I have always had a passion for reading. I find that especially when I'm writing something new, I just go through a period where I read and do nothing else to try and fill the well.”

Mark Pilgrim – Radio DJ on 94.7 Highveld Stereo Pilgrim is reading a book called *Why do Men Have Nipples?* by Mark Leyner and Billy Goldberg.

“It's one of those books that has answers to all those questions you always wanted to know. It's a really good read and makes me sound intelligent at dinner parties...”

“So if someone asks why does pee smell, I can answer that.”

Pilgrim says he occasionally reads non-fiction, but he prefers fiction. His favourite title this year was *The Innocent Man* by John Grisham.

“It's great escapism and allows your mind to wander off. It lets me nod off at night.”
– *Angelique Serrao*