

Give me some sugar

Campaign for a new sweetener has more than a grain of truth to it

A ROGUE sugar cube is terrorising the general populace.

Made desperate by increasingly low levels of popularity, this diabetes-inducing miscreant has taken to the streets to try and bully innocents into letting him back into their lives, and their coffee.

The cube in question forms part of a rather nifty marketing campaign for Canderel's latest sweetener, Canderel Crunch.

Canderel brand manager Kirsty Roberts said; "From the outset we knew we didn't want to do expected desk drops or a bland launch event. We wanted something totally irreverent and memorable."

Spearheaded by digital agency Gullan & Gullan, the idea to create "Sugar Cube Man", a destitute man-sized cube of sugar, was born.

"When the creative team started brainstorming, we kept returning to the idea of how to make the messaging stick.

"After a few late nights and only breaking down in tears once or twice, we started thinking about how we could tap into the marginalisation of sugar and its bad reputation," said Desirée Gullan, creative director and co-founder of G&G Digital

She added; "Taking this to its logical conclusion, we came up with the idea of personifying a destitute sugar cube struggling to come to terms with his new reality — and trying to cling to his own relevance — after being replaced by Canderel Crunch in the sugar bowl."

Sugar Cube Man spends his days roaming the streets of Johannesburg begging people to put him in their beverage and loudly threatens to sue Canderel



ONE LUMP: Sugar Cube Man roams Johannesburg, begging people to let him back into their lives

for identity theft.

He also has a growing online presence, using Twitter and YouTube to shine a spotlight on his plight.

So far his videos have got more than 60 000 views on Facebook and YouTube, and they have a strong Twitter presence.

"We saw phenomenal online reach and the feedback on the campaign and content was very positive. People felt entertained

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rather than marketed to.

"Seeing some people proactively take to Twitter to break up with the Sugar Cube Man in favour of Canderel was really heartening," said Gullan.

Sugar Cube Man has also been using the power of the internet to try and find himself a new job, starting both a LinkedIn account and asking Gumtree users to hire him, but so far to no avail.

— Yolisa Mkele



CREATIVE director at digital agency Hellocomputer, Camilla Clerke is the brains behind the creative solutions the agency dreams up for its clients.

How do you ensure the best ideas get made?

It comes down to client relationships, and a bit of luck. Find out where they see their brand going, and what makes them excited.

What is a successful campaign to you?

A campaign that isn't a campaign but becomes something more. That makes people think a little differently. That lives on well beyond the media. #likeagirl is a great example, but it doesn't have to support a cause.

Why do you think we're still seeing sometimes harmful stereotypes in advertising?

Good ads always come from great insights. An insight will help someone resonate with your ad, even if it doesn't apply to them.

It's how you show the insight that can go wrong. In many cases brands turn to stereotypes, or "traditional" family units, while some decide to stand out by using "nontraditional" scenarios.

What would you like to be known for?

You know that campaign everyone wished they did? I'd like to be on that one.

— Alix-Rose Cowie, *Between10 and5.com*



"INNOVATION, relevance, a connection with your target market and being ahead of your customer's expectations is what makes a good brand," says Thebe Ikalafeng, founder and managing director of Brand Leadership Group and Brand Africa.

This week Brand South Africa and Brand Finance Africa published their annual report of the Top 50 corporate brands in the country, together valued at approximately R1.5-trillion. Big number, right? R1.5 trillion is

Why it's vital to jump on the brand wagon

marginally lower than South Africa's annual budget which stood at R1.6-trillion in February. In an economy that has 16 million social grant recipients, this could translate to each person getting around R100 000.

According to Ollie Schmitz, managing director of Brand Finance Africa, the depth of South Africa's business flexibility and

expertise is measured through the report.

The top 10 brands are in financial services and telecommunications, led by MTN as the most valuable brand in 2015, with a net brand value of R54-billion.

MTN and First National Bank are South Africa's strongest brands, says Ikalafeng, "because

they are closely aligned to the core values of Nelson Mandela — which resonate strongly with South African consumers. Telecommunications and financial services brands dominate the list because the companies are catalyst businesses which enable consumers to transact, connect and live their lives."

Ikalafeng says MTN scooped the

No 1 spot because of its large pan-African footprint.

"It is important for brands to know why they're building a strong position. When brands grow, tax revenue grows, so jobs can be created. Strong brands also create a good image of South Africa."

Ikalafeng believes that: "We can't do without brands — they simplify our choices, they make products accessible to the consumer and they provide a means to define ourselves."

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