

# Brand South Africa launches campaign on CNN

Brand South Africa is telling the world that the country is open for business through a global campaign on CNN, coinciding with the World Economic Forum taking place at Davos, Switzerland, this week.

The new multi-platform advertising and sponsorship campaign shows the benefits of South Africa as an attractive investment destination, taking advantage of CNN's unrivalled reach amongst business decision makers, investors, opinion leaders and business travellers via TV and digital.



At the heart of the campaign is Brand South Africa's sponsorship of a Made in South Africa digital content hub on CNNMoney, going live the week after Davos. As an exclusive sponsor Brand South Africa branding will be visually aligned with CNNMoney's editorial multi-media content. The digital campaign will be targeted using CNN Audience Insight Measurement (AIM) to reach key business audiences in Africa, BRICs nations and Europe.

On TV, CNN is the exclusive international news network to carry Brand South Africa's Inspiring New Ways brand spot, airing between January and April 2017. In addition, fact files produced by CNN International Commercial's branded content studio Create will run during commercial time on CNN International, outlining South Africa's positive investment story.

"CNN's business credentials – both from an audience and content perspective – were a key factor in Brand South Africa turning to us as the partner for this campaign," said Cathy Ibal, VP, Advertising Sales, CNN International Commercial. "South Africa has an important investment story to tell and we are delighted to be the platform to do this through a creative mix of TV, digital, branded content and sponsored editorial underpinned by smart use of data."

Brand South Africa's CEO, Kingsley Makhubela adds, "Brand South Africa chose CNN International as its global media partner to ensure that the message of South Africa as a globally competitive nation brand that inspires new ways reaches its target audience in identified markets. Brand South Africa is pleased to be working with CNN International and its global marketing team."

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