

Engage brand-conscious consumers at new style expo

 By [ActivRetail](#)

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Brand Xpo 2009 aims to provide brands with the opportunity to engage with consumers in a socio-economic climate that is proving a challenge for new and old marques alike, according to Vital Health Foods marketing director, André Beyers.



"The economic slowdown worldwide means that marketing communications budgets will come under pressure in 2009. Consequently brand owners seeking to maintain - or build - their share of voice and market during the months ahead are seeking out new, innovative and accountable ways to maintain contact with their consumers," said Beyers, who is a member of the Advisory Board assisting Affinity Publishing in bringing Brand Xpo 2009 to life in September this year. He has considerable brand marketing experience, most recently as head of Vodacom's marketing team.

"Digital has been hyped as one of the channels brand owners will turn to because it delivers on all three accounts, but I also believe that the Brand Xpo - which will be a 'brandscape' encouraging visitors to explore and interact with brands on a variety of different levels - will allow brand owners to offer an exciting experiential opportunity to consumers," he explained.

Affinity Publishing, which produces the highly regarded Encyclopaedia of Brands & Branding in South Africa, wants the expo to showcase a selection of iconic brands in a manner that will appeal to business, marketing and communications professionals, as well as consumers.

What's on

Marketers can look forward to branding insights, presentations and seminars that will be staged throughout the exhibition. According to Beyers, these are aimed at SMEs, branding agencies, corporates, colleges and universities.

"For those who lack a background in marketing, the world of brands and branding will be also explained through a series of 'Brand Knowledge Stations' and 'Brand Icon Sidings' using a variety of mediums to communicate different aspects of the art and science of branding. These displays will give us all the opportunity to learn more about brands and what they say about us," he said.

Brand Xpo takes place at Gallagher Estate in September 2009 and design partner HKLM has already conceived and outlined an interactive 'brandscape' that aims to entertain and educate visitors.

Consultants

Others on the advisory team include Andrew Human (The Loerie Awards), Andy Rice (Yellowwood Brand Architects), Derek Carstens (First National Bank), Derick de Jongh (UNISA), Gab Mampone (SABC), Gordon Cook (Vega School of Brand Communication), Heidi Brauer (Ipsos Markinor), Jeremy Sampson (Interbrand Sampson), Mike Perry (Perry & Associates), Nicola Kleyn (GIBS), Roger Sinclair (BrandMetrics), Sean McCoy (HKLM), Sizakele Marutlulle (Moonchild) and Anisa du Plessis (Brand Union).

For further information, contact Ken Preston or Samantha van Staden on 011 442-2366, or visit:

<http://www.brandxpo.co.za/>

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