

Toyota SA supports Pendorong Advertising Awards, vernacular advertising

Toyota believes advertising in vernacular languages contributes to brand loyalty and customer engagement. That is why it continues to acknowledge the value of vernacular-language advertising and the buying power of its emerging market, through its on-going sponsorship of the Pendorong Advertising Awards, which specifically focus on South Africa's indigenous languages this year.



Calvyn Hamman

“South Africa is a unique country, characterised by diversity in our landscape, but more importantly, our people. This diversity forms a platform for a multitude of cultures and languages to intersect and intermingle, giving rise to what is affectionately known as the ‘Rainbow Nation’. The group has a long-standing history in South Africa and we consider our customers as partners in our business,” says Calvyn Hamman, senior VP of sales and marketing at Toyota.

“Another unique fact is the inclusion of 11 official languages. This is particularly interesting and can be challenging from a communication point of view, but Toyota South Africa views this rather as an opportunity to engage with our diverse customer base in multiple languages.

“Toyota South Africa commends the Pendorong Advertising Awards on providing the recognition and platform to honour indigenous advertising in South Africa and we pledge our continued support of indigenous advertising in the South African advertising landscape,” Hamman concludes.

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