

## BCSA, HKLM not involved in new Brand SA slogan

Neither the new Brand Council of South Africa (BCSA) nor HKLM has been involved in the new country slogan "[South Africa: Inspiring new ways](#)", Bizcommunity.com can confirm. This follows the robust debate, opinion and allegations triggered on and by Bizcommunity since last Friday, 9 March 2012, with the announcement of the [new slogan](#) and the [BCSA's response welcoming of it](#) earlier this week.

The BCSA [officially launched](#) on 1 March 2012 but has been active since [October last year](#). Its chairman is [Sean McCoy](#), the CEO of [HKLM](#).

Nevertheless, the positioning was indeed a joint effort - with all of Brand South Africa's agencies and partner departments such as South African Tourism, Department of International Relations (DIRCO) and Department of Arts and Culture (DAC) contributing towards this process, Bizcommunity has been told.

In a statement today, Thursday 15 March, McCoy comments further that:

- "HKLM has had absolutely no involvement in this project, so insinuations along those lines are entirely misguided
- The BCSA response was not a carefully crafted opinion on the part of an industry association seeking total consensus from its member body or board. It was the spontaneous response of the chairman as spokesperson when asked for comment [*which Bizcommunity requested - managing ed*] - not dissimilar to that offered to John Robbie on 702 last Friday morning by other industry commentators
- The BCSA is a body that has reinvented itself to provide a better service to its members and actively promote new ways of doing things in the branding industry to highlight the economic, social and cultural value of brand - this resonates with what the new slogan is offering to Brand SA
- We all know that brands evolve and need to shift to stay relevant - what is so wrong with that? All the negative add-ons to the slogan covering crime, fraud, etc. could equally have been added on to 'Alive with Possibilities'... BCSA takes the stance that we are a national body that should support the country and its brand, rather than sit and criticise it
- We would also like to believe that this repositioning has not been the function of someone's whim and has been informed by healthy insight, research and strategic decision-making
- Is it perfect? No. Is it subjective? Yes. Can we build on it and deliver as a country, by doing, rather than talking? I think so!
- Anyone care to remember where we stood on the change of South African flag several years ago; and the many comments then - versus how we feel about it today?!
- BCSA opts to embrace the national efforts, support Brand SA and be agents for action and change - Inspiring New Ways!"

### For more:

- Bizcommunity: [BCSA welcomes Brand South Africa's new slogan](#)
- Bizcommunity: [New slogan for South Africa](#)