



2021 was not a great year for South Africa. Covid-19, the riots, and a bunch of other things led me to believe that this country was in dire straits. I didn't hold much hope. I expected our township visits to be depressing. I expected to see economic hardship, strife, and suffering. Sure, some of that was there. But there was also something else.

### **A masterclass in entrepreneurship**

In Soweto we saw spaza shops and restaurants rebranding to their own unique look-and-feel. A shift away from the branded cold-drink signs we've seen so often. No, they had their own brand identities. We saw entrepreneurs coming up with new and innovative ideas, from bespoke food delivery services to unheard of financial services.

If you want to attend a master class in entrepreneurship, downtown Alex is where it's at. In Katlehong we met a man that has managed to connect spaza shops together through his distribution network, all while inventing a cold drink that's just as healthy as it is delicious.

In a way, 2021 was a blazing inferno, burning through the lives of South Africans, leaving ruin in its wake. But entrepreneurship and innovation were birthed in that fire, and they rose like the proverbial phoenix, carrying the township economy upward with it.



### Achieving brand success in SA's dynamic township market - report

22 Jun 2022



## **Look up**

My township encounter was eye-opening. On the plane back to Cape Town, I was smiling. My hope for South Africa was renewed, my love rekindled.

Digital marketers need to look up from Facebook Insights and Google Analytics every now and then. We need to exercise some empathy and understanding. We need to go out and see what's going on. Don't be afraid, step out of your comfort zone. This white boy did and he was pleasantly surprised.

## **ABOUT CRAIG HANNABUS**

Craig is the strategy director at Rogervilco. His most recent career history, which spans more than 15 years, is dominated by digital - before that he worked in logistics.

- ▀ Load shedding: Forcing the township economy to go international? - 25 Apr 2023
- ▀ Maybe the metaverse and VR aren't what we thought they would be - 7 Mar 2023
- ▀ AI: The new Van Gogh... or not - 21 Feb 2023
- ▀ #BizTrends2023: The year of quality not quantity customer experience - 9 Jan 2023
- ▀ 5 steps to using design thinking in creating multi-channel marketing strategy - 6 Dec 2022

[View my profile and articles...](#)

For more, visit: <https://www.bizcommunity.com>