



A \$60 Billion Brand Dilemma

Africa's brands face losing billions in value as Covid-19 wreaks havoc on the continent's economies and on consumer buying power, according to an assessment by Brand Finance.

In the most telling indication of how the Covid-19 pandemic has affected African economies, a new survey shows their top brands could lose \$60 billion in value. The new Brand Finance Africa ranking paints a picture of nothing short of a bloodbath, with the continent's most valuable brands together losing up to 12% in this respect.

Brand Finance Africa MD, Jeremy Sampson believes the continent's fragmented and immature market is the reason for the huge collective brand value drop. "The lack of connectedness between nations across the continent means that brands' growth is being stifled and they are unable to flourish beyond their home markets."

As a result of a paradigm change, brands are now having to rethink their entire purpose, and, says Old Mutual head of strategy Andisa Ntsubane, it's time to start preaching a new message.

Article by Jeremy Maggs

TOP 10 MOST VALUABLE SA BRANDS



Source: Brand Finance South Africa 150 2020

BOOST YOUR IMMUNE SYSTEM AND STAY RESILIENT!

B Get into **BED** early and sleep a minimum of 7 hours per night.

O Increase **OXYGEN** levels in your blood by exercising (raised heart rate) for 20 minutes per day... burpees, squats, skipping.

O **OPEN** your heart... name your emotions to tame them. Be clear, kind, and compassionate towards others.

S **STOP SUGAR** - this can reduce your body's ability to fight off viruses. Eat **REAL** food (10 portions of fruits & veggies per day).

T **TIME for FUN:** Whether it's reading, starting a new hobby, or spending time with your family.

SA PADDLING CHAMPS 2020

PW Harvey & Co is a proud sponsor of the SA Canoe Marathon Champs 2020. The event took place this month in St Francis Bay and incorporated canoe, ski, SUP and board paddling.

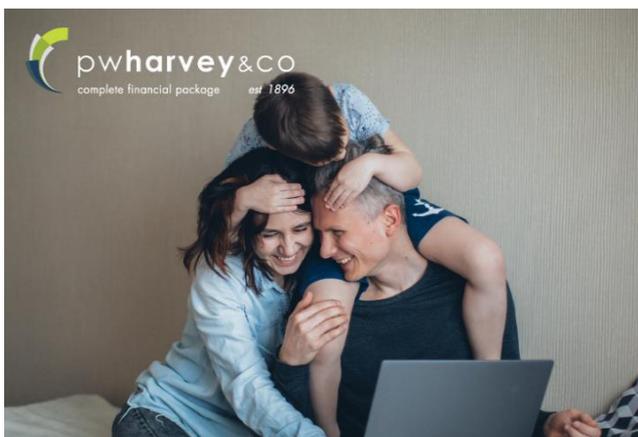
To see more on the event, view the video here:

<https://bit.ly/31KjpMj>



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- Time delays might occur when appointing an executor, due to disputes regarding this process.
- Disputes may arise regarding the payment of estate expenses.

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This and That

- **Famous Brands** – owner of **Steers**, **Wimpy** and **Debonairs Pizza** – saw its sales halve in the six months of end-August, with the company reporting an operating loss of R110 million. “Black Friday in November and the holiday season which follows in December are historically the industry’s peak trading period, however, it is difficult to accurately predict consumer behavior or spend in the months ahead” the company said.
- **WhatsApp** says it will let business customers offer the option to “make purchases right from the chat”. It envisages those businesses chatting to customers in much the same way a salesperson on a showroom floor would, then sealing the deal right in WhatsApp. Charging companies for that kind of service will help it build and expand the free services consumers use, WhatsApp says.
- **McDonald’s** is offering a million free meals for UK families as part of a campaign by footballer, Marcus Rashford, to end child food poverty in the UK. The food will be distributed to the households “in greatest need”.
- **Coca-Cola** plans to scrap around 200 of its drinks brands. Since June, the company has said it will scrap drinks such as **Tab**, **Zico** and **Odwalla**. It would likely remove more brands from its “hydration” category, which includes brands like **Dasani**, **Powerade**, and **Smart Water**, CEO James Quincey said.
- New York’s securities industry notched its largest first-half profit since 2009 due to sharp increases in trading and underwriting activity, New York State Comptroller, Thomas DiNapoli, said in a recent report.
- If all you need to do your job is a laptop, phone and strong internet connection, you may be able to apply for a “digital nomad” visa in some countries. This will allow you to work from another country. Some countries include **Antigua** and **Barbuda**, **Barbados**, **Bermuda**, **Estonia** and **Germany**. It is important to remember that many of these countries have not completely opened their borders due to the pandemic, and South Africans may not be allowed in yet.
- A South African marine biologist, Justin Blake, has turned his in-person Airbnb experience into a virtual one – and in doing so has rapidly created one of the most sought-after online experiences in the world called Meet a Real Life Shark Scientist.
- American warehouse-store chain, **Sam’s Club**, will start deploying autonomous floor-scrubbing robots with shelf scanning accessories to all its almost 600 stores. The shelf scanning add-on, which is “cloud connected”, checks pricing, planograms and the products inventory.
- **Facebook** has a new video game service that enables games to be played from the cloud, streamed directly to your device, without a download. The new service is a rare push into gaming from Facebook that makes more sense when paired with another Facebook announcement tied to the new service: “Cloud Playable Ads” which Facebook says will “provide an authentic preview of a full game”.

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