

The House of Brave rebrand reflects its independent majority Black-owned status

A recent major rebranding undertaken by The House of Brave, part of the Brave Group, emphasises the agency's independent status as a majority Black-owned South African marketing and brand communication agency.



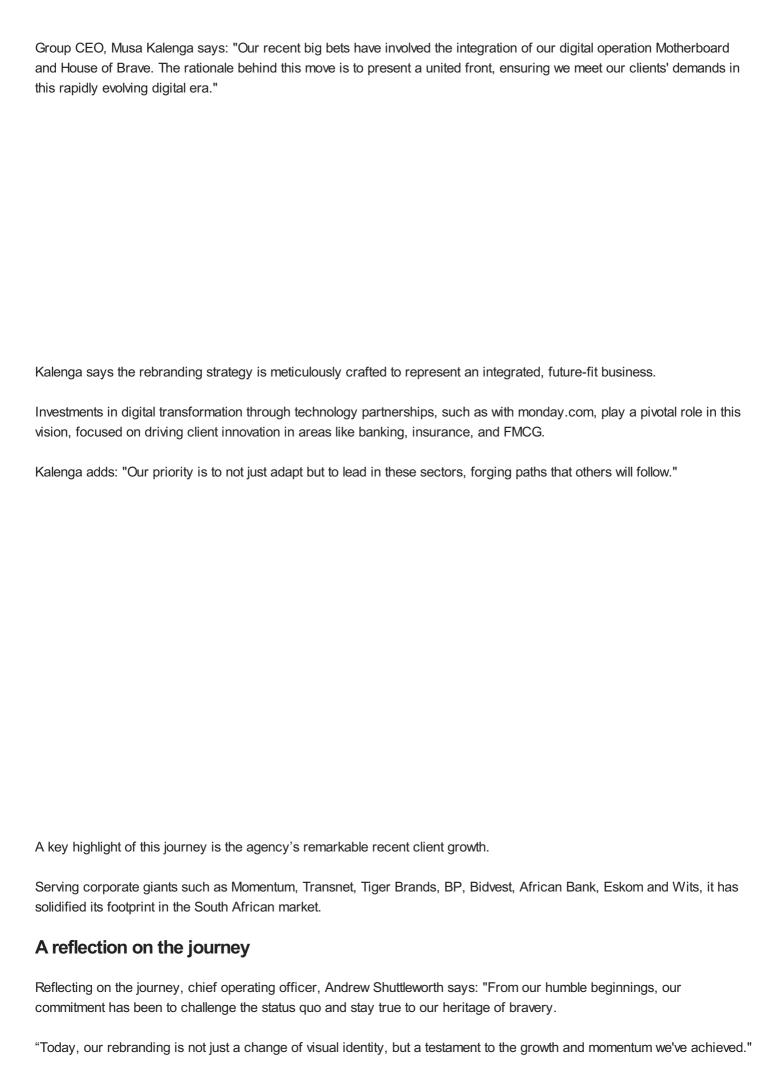
Image suppled. Hosue of the Brace, part of the Brave Group, Group CEO, Musa Kalenga

The rebranding aligns with the agency's strategic vision anchored in its purpose of "Shared Value through Creativity" and showcases the agency's transformation and commitment to understanding the evolving South African consumer and setting the course for the future.

Group chair, Andile Khumalo says, "From our inception, we have embarked on a relentless journey, guided by the principles of bravery, innovation, and authenticity.

"Our rebranding is not merely a face-lift, but a genuine representation of the growth, grit, and determination we have shown over the years."

An integrated future-fit business



The rebranding also underscores the agency's commitment to attracting and retaining top-tier talent, critical to maintaining its edge in the industry.

A coming of age

Thibedi Meso, group chief creative officer says, "This is a coming of age for the agency, which was founded as an ATL agency and has in recent years grown into an integrated one.

"We are in an era that requires bravery, more than ever before. The CI itself is a brave move and sets the tone for how we will show up in the next 12 years; braver, bolder, edgier."

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