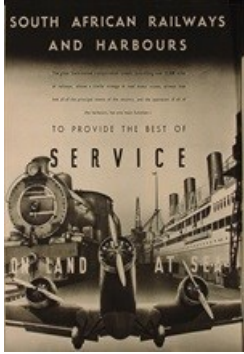


GIBS Brand Week offers Brands & Branding 20th edition

GIBS Brand Week is a new initiative by the Gordon Institute of Business Science (GIBS) that takes place from 27-31 October 2014 at its Illovo Campus. It features a number of events, including a forum to discuss the critical role brands play in creating wealth and identity for the nation.



Affinity Publishing will be launching the 20th edition of Brands & Branding in South Africa, the essential 'owner's manual' for everyone involved in the discipline of marketing and brand building, at GIBS Brand Week. The publication pays tribute to the great brands helping make South Africa great, by recognising the collective contribution brands make towards growing the economy, South Africa's reputation and the development of its people. It is packed with articles and brand development stories, plus a number of narrative insights that capture the essence of branding in South Africa today.

Adding interest and value to the week will be an exhibition titled 'The Visual Brand' with 120+ exhibits on show, brought together by Brands & Branding, The Brand Museum Project and a variety of contributors from the advertising and branding communities. Limited edition prints of selected works will be offered for sale after the exhibition as part of a fundraiser for the Brand Museum project. The Visual Brand exhibition will be open to the public from Monday 27 October to Friday 7 November.

For a list of the events taking place at Brand Week, go to www.gibs.co.za.

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