

## ***Brands & Branding* gets unique cover**



Ogilvy & Mather (O&M) South Africa and Affinity Publishing have announced a unique three-year cover design partnership on the *Brands & Branding* publication, with the first of the three books being unveiled at the Gordon Institute of Business Science (GIBS). Previously rotated amongst advertising and design shops annually, this is the first time the book will be designed by the same agency for consecutive years, and the first time O&M will have creative direction since the book's inception.

O&M, with support from Geometry Global, has developed a unique creative concept for the cover - the first time that the publication has moved away from its traditional 'flat' style. Photographed by Steve Tanchel and produced by H&O, the new edition features up-and-coming model Nicole van Douwe, body-painted in zebra pattern, to convey the uniqueness of every brand.

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