

Proudly SA brand awareness on the increase

There's been a 17% increase since the previous quarter in the number of people who are aware of having seen the Proudly South African logo, and enthusiasm for the campaign and its benefits is very high, even amongst people who have not necessarily been aware of the logo on the products that they have purchased. For a slideshow of graphs depicting the findings visit Proudly SA's website, www.proudlysa.co.za.

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