

Purpose before profit - 14 May 2018

BY LOUISE MARSLAND

At an innovation conference in Johannesburg, South Africa, recently, brand purpose was debated and the need for purpose-driven brands in Africa to create sustainable change and help Governments meet the United Nations' Sustainable Development Goals (SDGs) towards Agenda 2030, was reiterated.

[Brian Tjugum](#), managing director for Weber Shandwick's EMEA Social Impact practice, told Bizcommunity.Africa that brand purpose should be at the top of all brand and communications strategy, as well as business strategy.

"We believe that purpose and purpose-shaped business strategies are there to shape and change the world. Through storytelling we are creating tangible impact as through storytelling we inspire and engage others."

His article was part of Bizcommunity.com's intensive coverage of [#AfricaMonth](#) for May 2018 in the lead up to Africa Day on 25 May. Make sure you don't miss all the excellent articles across all 18 industry sectors that Bizcommunity covers in Africa.

Have a great week!

Louise Marsland

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