

# Dishing up more love

By  Danette Breitenbach

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It was a night of consistency at the 21st *Sunday Times* Top Brands Awards held at The Venue, The Houghton Hotel last night. Koo won Overall Favourite Brand in the consumer section, an award it has taken home numerous times while the Consumer Green Award and Consumer Social Investment Award went to Coca-Cola for the third consecutive year.



Koo won Overall Favourite Brand in the consumer section.

It's a combination of things that have made Koo such a loved brand. "It is the love and warmth, and the taste and flavour. We understand the community we have been in for so long and then we bring South African traditional flavours that people love to eat," says Lauren Burmeister, marketing manager - Koo at Tiger Brands

The consumer is key to the brand, says Toni Maake, brand manager, Koo. "They are who we are and because of them, we are Koo. We don't tell them about the brand, they tell us. They tell us their stories, about their lives and how they enjoy the brand. It's about how we relive their stories, and how they see Koo in their everyday lives."

She adds:

*“ Our stories revolve around how the brand has enriched our consumers lives all these years, whether it is nourishing Sunday meals or a convenience meal. ”*

Koo is proudly South Africa and a household brand. "People have grown up with Koo and when they move to a different town or city, they take Koo and their memories of their mom cooking a family meal with them. So, the brand transcends from one generation to the next. It's the feeling of Koo, that warm hug and love, that the generations embrace," said Burmeister.

Koo has been a heritage brand for years and next year it turns 80. "Koo is all about dishing up more love and that's the brand purpose we are driving in terms of where we are going in the future," she adds.

## Green and social

The Top Brands awards are special because they make us realise that we are doing our job right with our brand still top of mind with consumers, says Lerato Dlamini, Coke brand manager for Southern and East Africa, The Coca-Cola Company.

“ It means the work we are putting in is actually good work and relevant, and this is a great achievement for us as being relevant is a goal for us. ”

She explains that the brand has been in the country for so many years that being rewarded for being consistent and the best is a huge achievement. “What it means is that we cannot stop now. There is no time to get comfortable; we have to continue doing more,” she says. The brand listens to its consumers and sticks with the trends.



The Consumer Green Award and Consumer Social Investment Award went to Coca-Cola for the third consecutive year.

“For example, by understanding health trends and listening to the health concerns of our consumers we have brought in no sugar variants on all our soft drinks. We want to provide the consumer with solutions.”

This also means innovating. “We have brought in Coke Energy, so we are tapping into the energy market because we are aware and adapt to the market needs.”

## Agency of agencies

The Robyn Putter Award recognises the work that creative agencies do on brands. Elouise Kelly, managing director at Ogilvy & Mather South Africa says winning the award is very special.



The Robyn Putter Award went to Ogilvy & Mather South Africa.

“ It means that we are helping the top brands in the country to achieve their goals. It is the recognition of the agency of agencies. Robyn Putter was a revered and well-known ad man that stood for advertising excellence, so this award

*resonates with us especially because of that.* ”

“The Awards strong heritage focus is also why this Award is so special,” she adds.

## ABOUT DANETTE BREITENBACH

Danette Breitenbach is a marketing & media editor at Bizcommunity.com. Previously she freelanced in the marketing and media sector, including for Bizcommunity. She was editor and publisher of AdVantage, the publication that served the marketing, media and advertising industry in southern Africa. She has worked extensively in print media, mainly B2B. She has a Masters in Financial Journalism from Wits.

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