

**MAKE
LOCAL
YOUR BUSINESS**



*Eustace Mashimbye
CEO: Proudly South African*



Proudly South African, the country's national **Buy Local** campaign, seeks to strongly influence **procurement** in public and private sectors, to increase local production, influence consumers to **buy local** and stimulate **job creation**. This is in line with government's plans to revive South Africa's economy so that millions of jobs can be created and unemployment can be decreased under the New Development Plan.

Formed through **NEDLAC**, Proudly South African fits hand-in-glove with the broader national developmental agenda and the Local Procurement Accord signed in October 2011.



Preferential
Procurement
Education:
Public Sector

Consumer
Education:
Private Sector

Consumer
Education:
General
Public

Promote
Accessibility
of Local
Products and
Services

VALUE CHAIN – ROLE OF PROUDLY SA

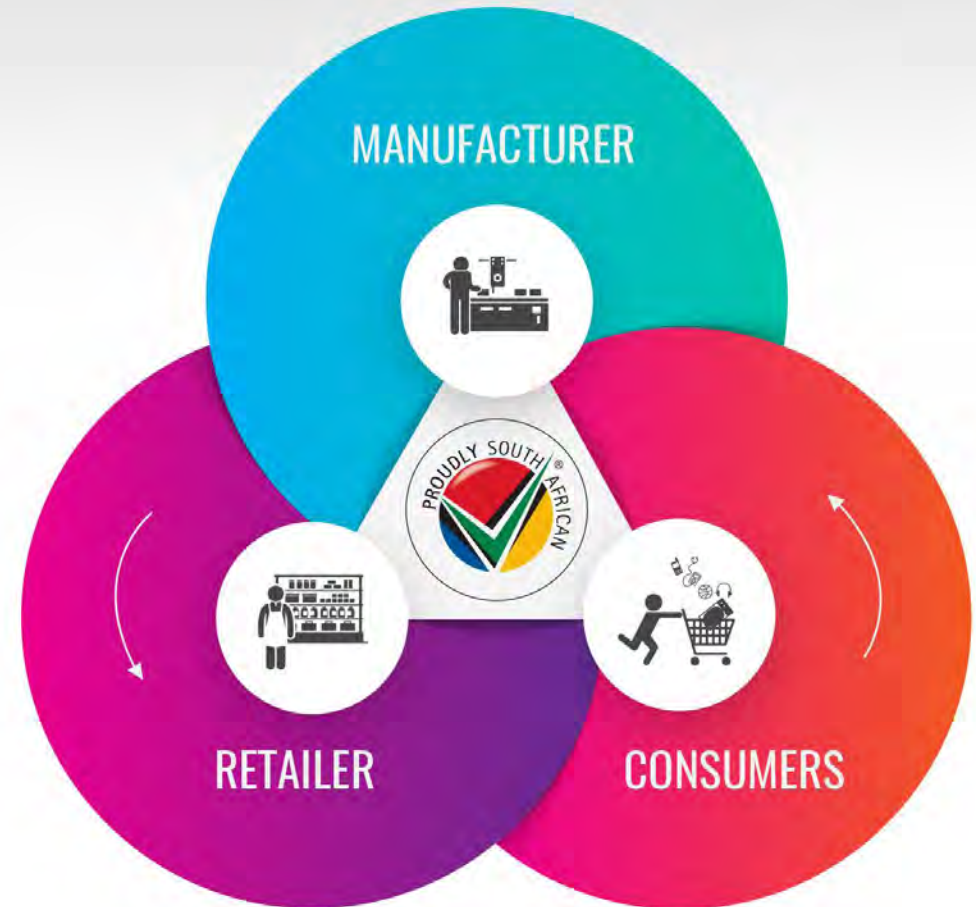


DESIGN & MANUFACTURE

DAVID T L A L E



RETAILER



Proudly SA's role: is to stimulate demand for locally made products and services



HOW DO CONSUMERS KNOW IT'S PROUDLY SOUTH AFRICAN OR EVEN MADE IN SA?

Companies that are members of Proudly South African can use the Proudly South African logo – the circle and tick in the colours of the national flag.

The logo is a registered trade mark and denotes quality. In case there is any doubt about where the product you are buying is made, check the Label of Origin which all products for sale in this country are obliged to carry.

If it doesn't say **Made in South Africa**, then find an equivalent that is.

MEMBERS MUST USE THE LOGO (and correctly)!!



OUR LOGO

The Proudly South African logo can be placed anywhere on your website that will complement your brand. When placing our logo on any media, give it some breathing room to ensure visibility and impact. When you are working in a small format, leave at least the minimum clear space around the logo. If you're feeling generous, you may leave more, but never less. The Proudly South African brand does not compete with yours but rather adds value and shows your commitment to the development of South Africa.

LOGO APPLICATION BY MEMBERS



PUSHING THE BOUNDARIES FOR SOUTH AFRICA



#iFlyMango
for
A PROUDLY SOUTH AFRICAN AIRLINE

Supporting South African made products and services at the Local Procurement Summit 2018




CHUBB IS REBRANDED TO NATIONAL SECURITY & FIRE




INTELLIGENCE IN ACTION



Protecting your world

National Security and Fire, through its people and processes will protect the lives and property of its customers. We continuously provide modern technology and service excellence, by qualified personnel who thoroughly understand our customers' needs.

SMS "YES" to **44812** & a National Security and Fire agent will call you back

OUR SERVICES

- Monitoring & Armed Response
- Intruder Detection Alarms
- CCTV
- Access Control Systems
- Fire Detection & Extinguishing Systems
- Guarding

0861 00 22 11
www.national.co.za

FOLLOW US  

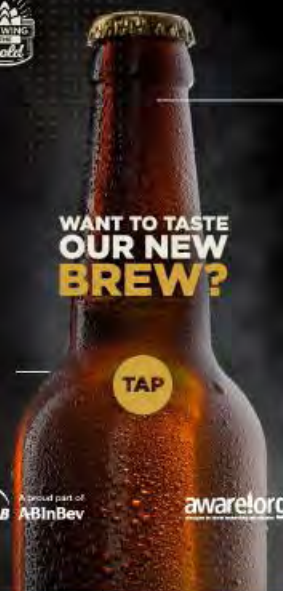



OWN THE LOOK




SHOP MORE LOOKS ONLINE AND IN-STORE

EDGARS 




WANT TO TASTE OUR NEW BREW?

TAP

Approved part of **SAB ABInBev** **aware!org** 

GO TO THE SAB **WORLD OF BEER**





WANT TO TASTE
OUR NEW
BREW?



GO TO THE SAB
WORLD
OF BEER



SHOP MORE LOOKS ONLINE AND IN-STORE

EDGARS



ALL OUR
DECODERS
ARE PRODUCED
IN SOUTH AFRICA



LOGO
APPLICATION
BY MEMBERS



LOGO APPLICATION BY NATIONAL SECURITY

CHUBB IS REBRANDED TO NATIONAL SECURITY & FIRE



National
SECURITY & FIRE

INTELLIGENCE
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OUR SERVICES



Monitoring & Armed Response



Intruder Detection Alarms



CCTV



Access Control Systems




Fire Detection & Extinguishing Systems



Guarding

0861 00 22 11
www.national.co.za

FOLLOW US  



Pull-Up Banners and Flag Banners



National
SECURITY & FIRE

0861 021 911
www.national.co.za

National
SECURITY & FIRE

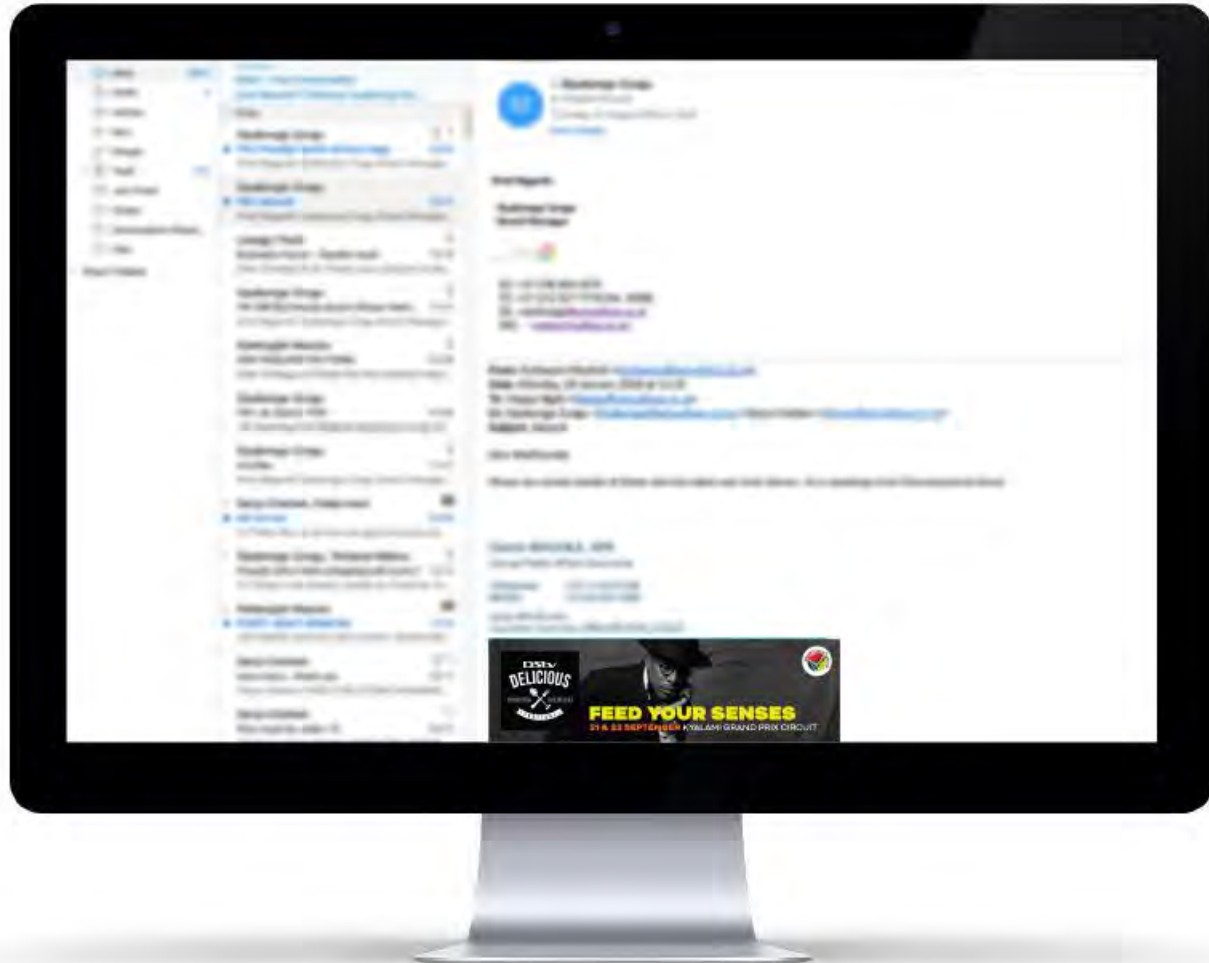
Desmond Watton
082 385 2692
0861 012 911
www.national.co.za

National
SECURITY & FIRE

www.national.co.za



LOGO USAGE ON EMAIL SIGNATURE





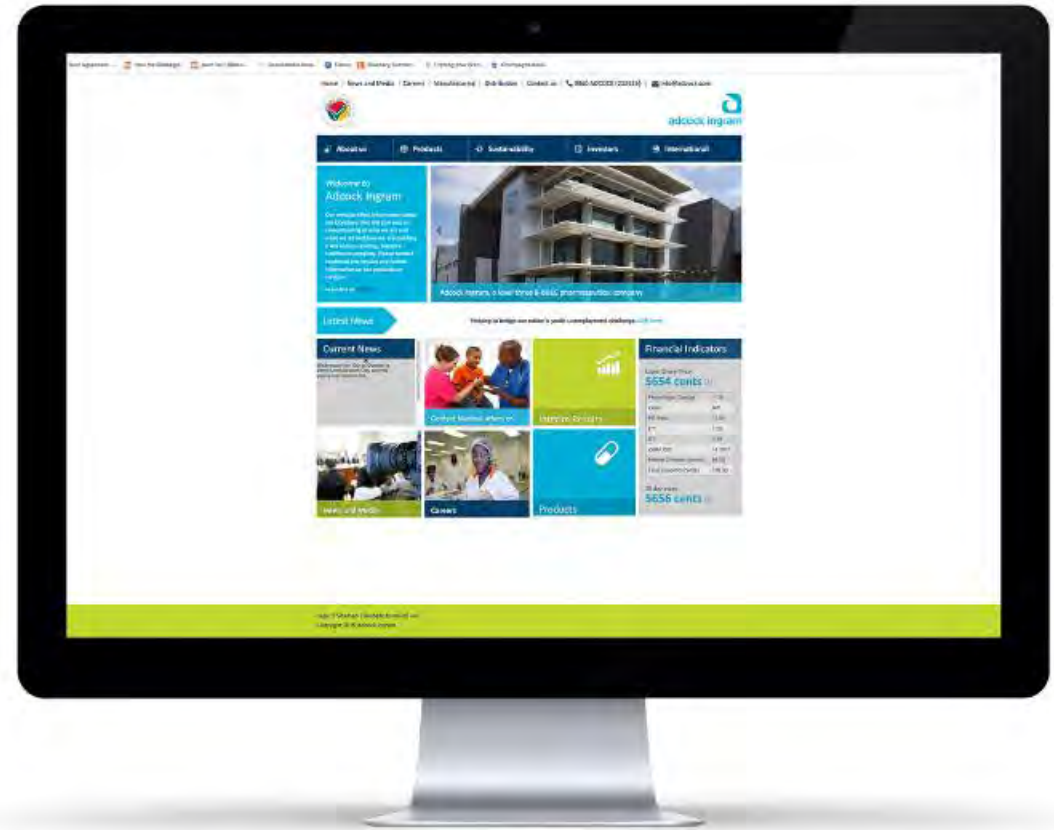
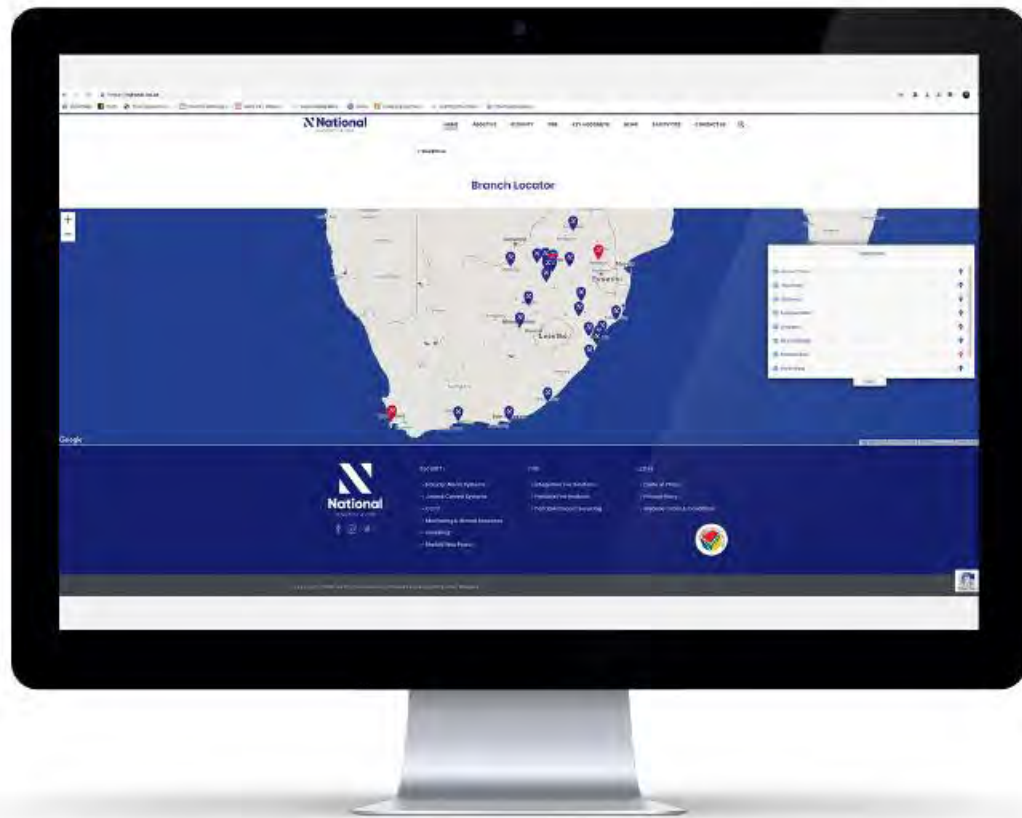
WANT TO TASTE
OUR NEW
BREW?



GO TO THE SAB
WORLD
OF BEER



LOGO APPLICATION ON WEBSITES



LOGO USAGE ON CORPORATE COLLATERAL



YOUR COMPANY LOGO

JOE SOAP
Address
Telephone
Email

YOUR COMPANY LOGO

YOUR COMPANY LOGO

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Quis ipsum suspendisse ultrices gravida. Risus commodo viverra maecenas accumsan lacus vel facilisis.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut

INVOICE

#0235973

ITEM DESCRIPTIONS	TIME	PRICE
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BROCHURE DESIGN Unit Price - Quantity 02	20 Days	
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LOGO DESIGN Unit Price - Quantity 01	7 Days	
---	--------	--

WEBSITE DESIGN Unit Price - Quantity 01	28 Days	
--	---------	--

STATIONARY DESIGN Unit Price - Quantity 01	7 Days	
---	--------	--

FLYER DESIGN Unit Price - Quantity 03	7 Days	
--	--------	--

TOTAL (INCL TAX)

joe soap

JOE SOAP
Account Manager

ADDRESS

383 Cinnamon St
West Farm, ND 58078

PHONE

+1 202-555-0584
+1 202-555-0905

WEB

www.joesoap.com
mailto:info@joe.com

CONSUMER EDUCATION DRIVE



01

Mall activations

02

Festival activations

03

Online competitions

04

Consumer advertising

05

University activations

06

Consumer expos

07

Labour Mobilisation

08

Sports events

Proudly SA

2020

Consumer Education Campaign

“Game Time”

ABOVE THE LINE CAMPAIGN



Television



Podcast



Out of home



Digital marketing



Social Media

DIGITAL CAMPAIGNS

Programmatics

Google adwords

Promoted Tweets

3rd Party Adverts







CELLPHONE MESSAGE POP-UP



IT'S GAME TIME
MZANSI



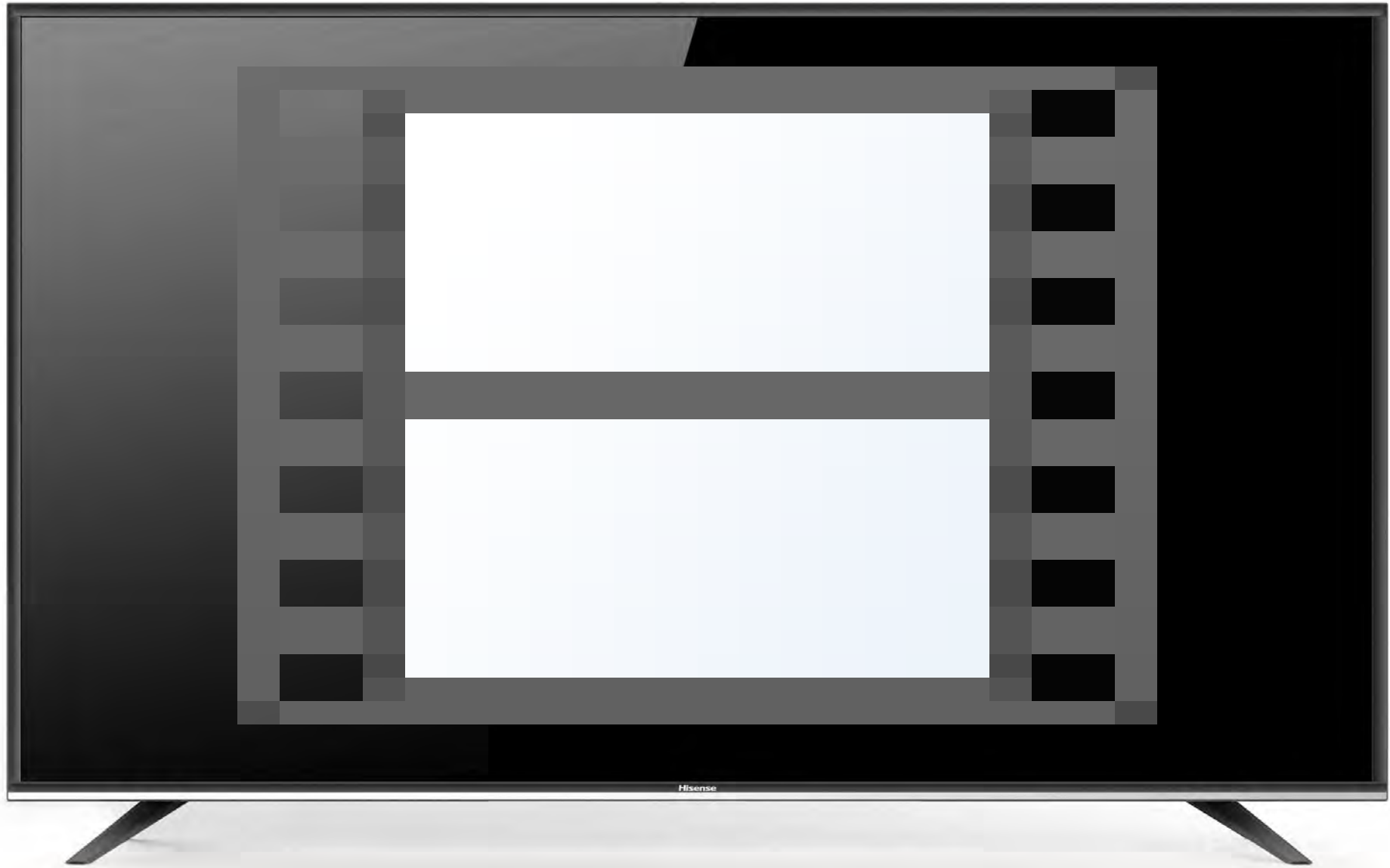
JOIN US FOR THIS SPECIAL SCREENING OF THE NEW
BUY LOCAL PROUDLY SA
COMMERCIAL

2 JULY 2020 | 16:00

HOSTED BY PROUDLYSA & PG BISON



Dr John Kani reprises his role as the conscience of the nation and calls upon us all to respond to the current economic crisis by supporting our own and **BUYING LOCAL!**







RADIO



TV







PREVIOUS EVENTS – CTFL SPECIFIC



Fashion showcase with Edcon at the Buy Local Summit & Expo 2017


THE THREADED MAN



2017 Heritage Month Fashion showcase with Design Innovation Challenge Collections



Fashion showcase with David Tlale at the Buy Local Summit & Expo 2018

DAVID TLALE



2018 Buy Local Summit & Expo



2017 Heritage Month Fashion Show



2018 Mall of Africa Fashion show

EXHIBITION AT THE BUY LOCAL SUMMIT & EXPO – 2020 Event Postponed





EDGARS HERITAGE DAY

PROUDLY
SOUTH AFRICAN



OTHER COLLABORATIONS



Advertising



Events



Store Front



Swing tags



LOGO USAGE IN RETAIL STORES





donna



BE PROUD

SHOP LOCAL

donna

Store Locator Find Stores nearby | My TFG Account Login & Register | Your Bag Bag Updates & Checkout

NEW IN | JEANS | CLOTHING | SHOES | LINGERIE | BRANDS | ACCESSORIES | SALE | HOW TO

View our COVID-19 FAQs. Learn info on order deliveries.

Home > Proudly SA Shop

PROUDLY SA SHOP

FILTERS

Top Sellers | 193 Results: 15 Per Page

COMPARE

- CATEGORY
- BRAND
- AVAILABILITY
- SIZE
- PRICE
 - R 129 - R 599
- COLOUR



Cut N Sew Track Top - Teal
R 398.00

Compare (max 3)



Cut N Sew Track Top Merlot - Burgundy
R 399.00

Compare (max 3)



Essential Cut And Sew Top - Teal
R 199.00
R 259.00

Compare (max 3)



Loafers with Circle Trim Detail
R 350.00



Metallic Ballerina Pumps with Pattern Detail
R 150.00



Top with Waist Drawcord and Jacquard Print
R 299.00

FOSCHINI

ALL WOMAN SINCE 1925



LOCALLY MADE
FROM ONE WOMAN TO ANOTHER

SHOP

FOSCHINI
ALL WOMAN SINCE 1925

Store Locator Find Stores nearby | My TFG Account Login & Register | Your Bag Bag Updates & Checkout

NEW IN | CLOTHING | SHOES | BAGS & ACCESSORIES | BRANDS | Y&G | SHOP THE LOOK | OFFERS | SODA BLOC KIDS | BEAUTY

View our COVID-19 FAQs. Learn info on order deliveries.



Locally Made

LOCALLY MADE

FILTERS

TOP SELLERS | 450 RESULTS: 30 PER PAGE

COMPARE

- CATEGORY
- BRAND
- AVAILABILITY
- SIZE
- PRICE
 - R 49 - R 799
- COLOUR



Loafers with Circle Trim Detail
R 350.00



Metallic Ballerina Pumps with Pattern Detail
R 150.00



Top with Waist Drawcord and Jacquard Print
R 299.00



We Love Local

We believe in South Africa and its ability to create exceptional quality fashion. That is why we are proudly South African.



FOSCHINI
all woman

FIX

EXACT

donna



Sheet Street
March 3 at 8:00 AM · 🌐

Good news, you loved the same scatters we did. Our range of feel-good scatters will be available to shop in-store soon. We can't wait for you to see them.

Feel-Good Scatter 50x50
R119⁹⁹

269 48 Comments 34 Shares

Like Comment Share

Most Relevant ▾

Write a comment... 📷 📹 🗨️

View all 48 comments

Sheet Street
March 3 at 8:00 AM · 🌐

Our full range of sheeting is made locally, so you can sleep better knowing that, with your purchase, you did good.

Locally made *and loved*

269 48 Comments 34 Shares

Like Comment Share

Most Relevant ▾

Write a comment... 📷 📹 🗨️

View all 48 comments

Proudly South African

Polyester Filled Sheet R219.99 to R219.99

Polyester Flat Sheet R219.99 to R219.99

Feltu Teget Linen Curtain R229.99

Washable Teget Linen Curtain R309.99

FRONT - COLOUR

Locally made *and loved*
sheet•street

BACK

This product is extra special
This product has been made locally. It empowers our communities, manufacturers – and even you.

For more info, visit sheetstreet.com
together we do good.

PUBLIC RELATIONS **SUPPORT FOR MEMBERS**



Press Releases

Content
Creation

Interviews

Feel good stories about
about the economy

Opinion
pieces

Newsletter

Member Stories

CEO
Columns





1. Market Access Opportunity for members – increased accessibility for member products
2. Free listing on site as a member of Proudly South African
3. Offer high quality, locally made products to the public
4. Business To Business capability for members to sell to other corporates through the site

WE ASKED

12 June 2019

“Dear Mr. President.
We would humbly request that the President sets an example and wears a **LOCALLY MADE** tailored suit from House of Monatic at SONA 2019.”

Can the President please set an example and support the local fashion industry.”

HE LISTENED

20 June 2019

“The suit, the shirt and the tie I am wearing today was **LOCALLY MADE** by South African textile workers working at the *House of Monatic* here in Saltriver Cape Town.

Let us all buy locally-made goods to drive up demand in our economy.”

THANK YOU
MR PRESIDENT

NATIONAL TEAM, LOCAL BLAZER



LOCAL TEAM, LOCAL JERSEY



WHO CAN BECOME A MEMBER OF PROUDLY SOUTH AFRICAN?



Any company or organisation of any size offering goods and/or services can become a member. Whether a commercial enterprise, NGO, sports team, professional body, educational institution, media house, or government entity – all qualify for membership, provided these criteria are met:



Local Content



Quality



Environmental Standards



Fair Labour Practices

Does your Company Qualify?



Membership Category	Classification	Payable fee
NGO's/Startups/Crafters	<ul style="list-style-type: none"> Newly established enterprises or enterprises which with turnover of less than R5m. NGO's 	R500.00
SMMEs	Enterprises with turnover between R5m and R10m	R1 000.00
Silver	Companies with a turnover between R10m and R30m	R10 000.00
Gold	Companies with a turnover between R30m and R50m	R20 000.00
Platinum	Companies with a turnover between R50m and R100m	R50 000.00
Diamond	Companies with a turnover of R100m and above.	R100 000.00

1. Use of **Proudly SA logo** – recognised endorsement of local content & quality.

2. Access to Market Platforms:

- Free listing on **RSAMADE** – Proudly SA's official online store for B2C & B2B transactions;
- First-hand access to **tender opportunities** designated for local content by the dti;
- Inclusion in Proudly SA's **database of local products and services**, housed on Proudly SA website;
- Secured procurement opportunities (FASA & localisation commitments)
- Facilitation of **B2B opportunities** with other Proudly SA members; and



Participation in & access to:

- annual Proudly SA **Buy Local Summit & Expo**;
- **Supply Chain Workshops**;
- **business & sector-specific forums** – networking & info-sharing;
- **joint promotions** with Proudly SA – consumer-targeted campaigns, major events & expos;
- Proudly SA's extensive **marketing strategy & activities** – promote members' products & services;
- Proudly SA's **PR & communication platforms** – newsletter, product booklet, social media platforms & print & broadcast media;
- annual **SA Premier Business Awards**; and
- **special packages & pricing** between other members.





www.proudlysa.co.za | [@ProudlySA](https://www.instagram.com/ProudlySA) | 011 327 7778

THANK YOU