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Marketing Brands in Africa

Perspectives on the Evolution of
Branding in an Emerging Market

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Africa Is Not a Country: Rebranding and Repositioning Africa as a Continent

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Abstract

What comes to mind when you hear about Africa? Not surprised most people perceive Africa as a country, oblivious to the fact it is made up of several sovereign nations. The prevalent perception about Africa is that of poverty, war, pestilence, and primitivity. However, with many opportunities being presented about the continent, especially its impending contribution to the global economy there is a need to question whether the prevalent perception is accurate and if not, how to ensure that the opinions and thinking the rest of the world has of Africa and her countries needs to be changed. In this regard, this chapter aims to discuss Africa's context as a brand and recognise the inherent challenges and the existing perception that has shaped the brand. This chapter contributes to existing knowledge on place branding, especially from a continent perspective and presents practical implications relevant for practitioners, policymakers and place branding researchers.

Keywords

- **Africa**
- **Branding**
- **Rebranding**
- **Place branding**
- **Destination**
- **Brand positioning**

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