

Fresh new look and brand promise, same great SASKO taste and quality

For more than 90 years, SASKO has been the brand touching the lives of millions of South Africans every day. Recently, the brand has unveiled a fresh new look courtesy of a brand-new advertising campaign that celebrates its people and demonstrates that it takes a few simple ingredients, in the right hands and with the right care to create something special. The campaign message of 'People who care make things better' reflects the brand promise of better flour, better bread, and better service to its customers and communities.

Nomawethu Ngadlala, SASKO Marketing Manager says, "The campaign started with the team unearthing its distinctive purpose: A promise that will attract new consumers, while remaining relevant to its audience. The new look and brand promise will be highly visible on television and heard on radio stations across South Africa. Consumers will experience the brand at many touch points, in stores as well as out of home, including seeing delivery trucks across the country that service supermarkets, cafes and spaza shops in big cities and small towns. It is a promise that all the people of SASKO, including those in the bakeries and mills, have committed to."

Big investment into the beloved South African brand

Martin Neethling, PepsiCo sub-Saharan Africa's Vice President and Chief Marketing Officer explains that A brand restage of this nature is no small feat: "We are investing in SASKO, because it is one of our biggest and most important brands, and we have even bigger ambitions for it. We have spent months of strategic planning to uncover brand truths, identify and validate consumer insights, and partner with our creative agencies to bring the brand promise to life. Our new campaign will help us unlock the brand's distinctiveness that help drive our next phase of growth.

We have tested everything with our consumers, from the packaging to the communication across every element, in some cases multiple times. The exciting thing is that consumers have told us that they love the packaging and agree wholeheartedly with the idea that 'people who care' really do make things better."

SASKO's new CARE campaign is about authenticity and acknowledging the people in its business who make a difference. Cornel Vermeulen, General Manager SASKO Bakeries emphasis that It's our people who set the business apart. The bakeries that run 24/7 and the trucks covering millions of kilometres every week.

SASKO staff living the brand promise of 'people who care'

To further illustrate our brand promise within the new campaign, we decided to feature some of our employees in the television commercials for the new campaign. This included people like Bernard van Wyk, a miller in Malmesbury - Western Cape, who is one of only a few millers in the country and has spent years honing his craft.

And Zethu Mthethwa, one of the bakers based in Kwa-Zulu Natal, who has risen through the ranks thanks to her drive and dedication, as well as her passion for ensuring quality and consistency in every loaf. Finally, Johnson Mpanza, a driver from Kwa-Zulu Natal features too, as he's up at 4am every morning to ensure the loaves arrive fresh, come what may.

The campaign demonstrates how the attribute of care underpins everything SASKO does. It is one of SASKO's greatest assets and ensures everything is better from its finely milled flour to its soft bread.