

# Lafarge cements its brand in South Africa with Boomtown

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Leading international cement brand, Lafarge, has appointed Boomtown to make its brand relevant to the local South African market. Established for over 180 years, but only part of the South African market for ten years, Lafarge is a challenger brand in South Africa competing with established brands with local heritage.



Glen Meier, Boomtown strategic director, remarks on the appointment saying: "We are proud to have partnered with the global Lafarge group and its local marketing team to challenge the market and position the brand as a solution-based brand. We're utilising our strategic strengths to grow Lafarge brand awareness with its audiences, and to develop a creative campaign that is inspirational, memorable and that disrupts the market."

Boomtown created a campaign centred around the fundamental human need for sustainable buildings and construction that supports a rapidly growing population. In evolving the brand strategy to ensure South African *relevance*, the positioning "*shape the future*", was created. "The campaign speaks to building the nation by providing progressive and innovative construction solutions for future generations. And, by placing the Lafarge 'L' iconography at the centre of campaign visuals we are placing Lafarge at the centre of construction and development in SA," adds Meier. The campaign has been placed across various mediums including radio and civil and building print media.

On the appointment, Lafarge Marketing Manager, Madoda Manitshana, comments, "Lafarge South Africa focuses on providing solutions to help the sustainable development of better cities that benefit communities. This message, along with insights Boomtown uncovered during its research, has ignited the brand and made us relevant to the South African market."

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