

Afrikaans daily undergoes revamp



The new look of Free State daily newspaper *Volksblad* is but one of the changes that the publication has launched as part of its centenary renewal strategy. Content will also be adapted to bring it in-line with industry trends and the needs of today's readers. The newspaper reports that its transformation is the result of thorough quantitative and qualitative research. Plans to modernise include an aggressive brand positioning strategy, and upgrade of the publication's software and equipment.

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