

# Brand Museum adds top sponsor

The proposed Rosebank [Brand Museum](#) has added [Coca-Cola](#) as a founder sponsor, joining Europcar, McDonald's, Sanlam, Vega, Avis, Vital, Telkom, Business Connexion, Kulula and PPC.



"The museum's stated goal of promoting the past, present and future of branding could equally describe the group's 126 year heritage, current success and future prospects," says the museum's founder Ken Preston, publisher of *Brands & Branding in South Africa*.

The Museum Council has recently welcomed to its ranks several more well-known figures from branding, advertising and academia, who share the same belief in the benefits the museum will bring to the industry, education, tourism and the people of South Africa.

## Council

- Alison Tucker - Added Value
- Andre Oberholzer - Sappi
- Andy Rice - Yellowwood
- Chris Moerdyk - Industry commentator
- Gareth Leck - Joe Public
- Gordon Cook - Vega
- Greg Garden - Nedbank
- Hans Muhlberg - Moore Attorneys
- Heidi Brauer - Comair
- Howard Fox - GIBS
- Janet Kinghorn - The Brand Union
- Kay Nash - Yellowwood
- Liesl Loubser - HDI Youth Marketeers
- Luisa Mazinter - Themarketingsite.com
- Lyn Jones - Continental Outdoor
- Muhle Mhlabano - Old Mutual
- Nikki Twomey - Standard Bank
- Patrick Collings - Sagacite
- Sizakele Marutlulle - Grey
- Thomas Oosthuizen - BrandWealth
- Wilson Khumalo - Bull Brand
- Yvonne Johnston - SABC

"We are grateful to the founder sponsors and council for supporting this project. Our goal is to create the best brand museum in the world that presents the saga of branding up to the present and even takes a look into the future," concludes Preston.

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