

**REJUVENATING THE DWINDLING IMAGE OF ORANGE GROVE THROUGH
THE APPLICATION OF PLACE BRANDING TECHNIQUES**

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DECLARATION BY CANDIDATE

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ABSTRACT

Orange Grove has faced a general decline over the last 25 years. This research report looks at finding workable place branding techniques and strategies that could rejuvenate the image of Orange Grove. The primary research method was photographic ethnography. Two large panoramas were created and formed the framework of the visual analysis. The findings highlighted the need for a community noticeboard or pause area. An extremely vibrant and productive informal sector exists, with 10 groups of vendors and a number of places of worship. The general aesthetic of the area is not as bad as originally thought and the places of worship could be used as a drawcard to bring people in from other areas and hopefully spend some money in the neighbourhood. Gentrification is real and we should all guard against the devastating effects it has on marginalised communities. More design thinking and design solutions are needed to help the informal sector find ways of generating more money and being able to become self-sustaining.

Key words: place branding, photographic ethnography, gentrification, informal sector, Orange Grove.

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CHAPTER 1: INTRODUCTION AND BACKGROUND TO THE STUDY

1.1 INTRODUCTION

In this study, the researcher looks at place branding as a possible solution for rebranding Orange Grove and finding a creative strategy that will have a positive impact on the image and perception of the area.

Orange Grove has always been an area for first-time homeowners. Most of the homes have a two-bedroom, one-bathroom configuration, which is ideal entry-level housing. The researcher's connection to Orange Grove goes back 54 years, spending the first year of his life in a house on the corner of Twelfth Street and Tenth Avenue, then 30 years later, owning a home on Third Street for four years. This link has allowed him to witness the decline of Orange Grove over the last 25 years.

Hence, this study's focus stems from this connection. The study investigates place branding as a possible solution for rebranding Orange Grove and finding a creative strategy that will have a positive impact on the image and perception of the area.

Two different approaches will be investigated: a Eurocentric approach which will place and city branding techniques and an Afrocentric approach which looks at gentrification.

This study firstly looks at the definitions and origins of branding, and then takes an in-depth look at place branding. The literature review examines place branding and the possible applications and strategies that can be used for Orange Grove. A case study showing how the city of Bogotá in Columbia used place branding as part of its policymaking, economic growth and image management is also included in the literature review.

A site analysis was used to contextualise and orientate the study. The site analysis of Orange Grove starts with a timeline of Johannesburg from 1886, highlighting some key milestones and important dates for Orange Grove. This is

followed by a brief history of the suburb. Finally, an overview of the research methodology for this study is provided.

1.2 PROBLEM STATEMENT

As described in the introduction, Orange Grove has seen a gradual decline over the last 25 years, specifically along Louis Botha Avenue, once a vibrant mix of delicatessens, cafés and bakeries. This mix of specialty shops is what made Orange Grove a destination suburb until the 1980s. Today, it is occupied by many foreign nationals, with 'spaza' shops selling very similar merchandise, bottle stores with caged entrances, illegal taverns, and an abundance of new churches, doing little to create a desirable and productive destination. The general lack of pride in the suburb is reflected by a large amount of litter present on the pavements and streets. A major concern with places of worship is the amount of noise pollution, although they do provide spiritual guidance to many foreign ethnic groups.

This research study looks at place branding as a possible solution to the ever-dwindling image of Orange Grove. Case studies, using place branding strategies will be examined, and possible solutions will be presented based on these precedents. It is important to note that the case studies and the place branding strategies assume a Eurocentric base/perspective. Having witnessed how devastating the last 25 years have been for the area, a new chapter for Orange Grove, with its multi-cultural mix of people, could be possible with the correct place-branding strategy.

1.3 RESEARCH QUESTIONS AND OBJECTIVES

The primary question is: Can place branding play a role in rejuvenating the dwindling image of the multi-cultural suburb of Orange Grove in Johannesburg?

1.3.1 Objectives

The objectives of the research are to:

- Identify something that can identify Orange Grove as having a new direction and image
- Identify if there are vendors or craft manufacturers who could benefit from this initiative
- Explore place-branding options for Orange Grove.

1.3.2 Sub-questions

The questions arising out of the objectives are:

- Is there a unique identifier that can become the shining light of Orange Grove?
- Is there an opportunity to promote a “Made in Orange Grove” type device in the area?

The primary aim of this research study is to find workable solutions that will help rejuvenate the image of Orange Grove. This will be achieved by using place branding strategies and techniques from a case study in Columbia and select place branding precedents. Ethnographic research methods that make use of photography as the primary data source will form the basis of this study. Finally, the findings will be presented along with the proposed intervention.

1.4 KEY CONCEPTS

This section provides some definitions and explanations of the term ‘brand’ and presents a brief overview of the origins of branding, followed by a review of ‘place branding,’ and what it involves; how it is being used to make people’s lives better; and how it can generate more tourism and increase investment into areas. Lastly, two case studies provide a deeper understanding of place branding.

1.4.1 What is a Brand?

According to Heding, Knudtzen and Bjerre (2009, p9), a “brand is linked to the identification of a product and the differentiation from its competitors, by using a name, logo, design or other visual signs and symbols”. The American Marketing Association defines a brand in tangible terms as: “a name, term, design, symbol, or any other feature that identifies one seller's goods or services as being distinct

from those of other sellers," whereas Neumeier¹ (2006, p2) gives us an intangible definition, "a brand is somebody's gutfeel about a product, service or company and it's not what you say about it, it's what they say about it".

In support of Neumeier's intangible view of a brand, (Godin, 2009) defines a brand as, "a group of expectations, memories, stories and relationships that, when put together, account for a consumer's decision to choose one product or service over another".

Thus, there is more to a brand than the definition by Heding et al. (2009, p9); the intangible qualities and impressions described by Neumeier and Godin are what gives a brand its value.

(Godin, 2009) tells us:

a brand's value is merely the sum of how much extra people are prepared to pay, or how often they choose to experience, the memories, the stories, the expectations and the relationships of one brand over the another. A brand used to be a logo, a design or a wrapper. Today, that is not the case, that is something that might mark the brand's existence. It takes more than a logo to make a brand.

1.4.2 Origins/History of Branding

Clifton and Simmons (2003: p15) give us an insight into the history of brands.

The word brand comes from the Old Norse *brandr*, meaning to burn. Early man stamped the ownership of their livestock as a way of distinguishing between the cattle of one farmer and another. Farmers with good quality livestock would find his brand more sought after. This was the start of brands being used to distinguish good quality from bad.

Clifton and Simmons (2003, p15) further explain that the wide scale use of brands arose during the industrial revolution of the late 19th and early 20th centuries which "brought vast improvements in manufacturing and many of today's best-known

¹ Marty Neumeier is an American author currently working as a director of transformation for Liquid Agency, a brand agency in California. His favored topics to write about are brand, design, innovation and creativity.

consumer brands date from this period: Singer sewing machines, Coca-Cola, Quaker Oats, Sunlight soap and Heinz baked beans.”

1.4.3 Place Branding: Can a Country be Branded?

With the understanding of what a brand is, is it possible to brand a country, a province or even a town? Placeness, Place, Placelessness (2015) explains that “Place branding does what advertising does to products, the aim is to sell them. Place branding attracts tourists, investments, new industries; it also promotes places to their own inhabitants by creating more coherent and stronger identities.”

According to Anholt². (2005, p118), “The idea that simply providing a place with a new logo and strap line will do anything to change its fortunes is clearly not going to work”. He explains that “when advanced branding lessons, techniques and observations are applied to places, the impact is fascinating, expansive and possibly world-changing.” In his view, “place branding is possibly the new prototype for how places should be run in the future. Globalization has forced countries, regions, cities as well as neighbourhoods to compete for their share of attention, of reputation, of goodwill and trust.”

Kotler and Gertner³ (2002, p253) ask the question: “Can a country be a brand? Products bearing a ‘made in Germany,’ ‘made in Switzerland’ or ‘made in Japan’ are commonly regarded as high quality, due to the reputation of these countries as top world-class manufacturers and exporters.” They expand further on this idea, stating that:

A country’s image results from its geography, its history, its art and music. Not only are product categories such as electronics, wine [and] software strongly associated with certain places but so too are the social ills such as AIDS, political uncertainty, civil rights, racial conflict, economic turmoil and violent crime.”

² Simon Anholt is an independent policy adviser, he has worked with presidents, prime ministers and governments of more than 50 countries, formulating and implementing strategies for enhanced economic, political and cultural engagements with other countries.

³ Phillip Kotler is an American marketing author, consultant and professor, widely recognised as The authoritative textbook on marketing: Marketing Management, now in its 13th edition.

David Gertner is the associate professor at Pace University in New York City.

They point out that the negative, intangible aspects of a country's brand, like political uncertainty, contravention of civil rights and racial conflicts are integral to people's perceptions of the country.

1.4.4 Gentrification

Gentrification is one of the most devastating phenomena that targets the poor and most vulnerable people in South Africa. Gasnolar (2015) tells us that gentrification pushes “the poor to the outskirts of society, serves nobody. The poor and vulnerable need the opportunities, amenities and services to better their lives. He explains that “Creating inclusive, dynamic, vibrant and diverse spaces is possible. Clichéd version of markets with gentrified cleaned streets, the eviction of local residents, the erection of ‘right of admission reserved’ signs, is not the way forward.” As a society, we must acknowledge that being poor is not a crime.

1.5 SITE ANALYSIS

(The Heritage Portal, 2016) takes us back to 1886, describing the history of how Orange Grove came into existence. Gold had just been discovered on the Witwatersrand. At that time, the koppies and veld between Pretoria and Heidelberg were home to a handful of Boer families, one of which was a farm owned by the Viljoen family. The dusty track that connected the Viljoen homestead to Pretoria extended south and west to the city tents which had mushroomed between the farms of Doornfontein, Langlaagte and Braamfontein.

The Heritage Portal (2016) goes on to tell us:

the beautiful Viljoen farm with its oranges, figs and apple trees became called Lemoen Plaas⁴. Situated at the foot of the ridge meant that the Viljoens were frequently visited by weary travellers, including President Paul Kruger who [rested] here before continuing his journey into Johannesburg to mark the first anniversary of the gold fields.

⁴ Lemoen is the Afrikaans word for an orange

The Heritage Portal (2016) explains how:

Viljoen saw an opportunity to convert his home into the Wayside Hotel. Tea gardens, swimming baths and a collection of wild animals to entertain the visitors were soon added. The transformation of Lemoen Plaas to Orange Grove was completed when an advertisement in The Diggers News of September 1889 appeared, selling the beauty and charm of plots for sale in the suburb.

The Heritage Portal (2016) finally tells us, “the suburb changed names several times, from Alexandra to Alexandria Estate to Cellieria, before finally settling on Orange Grove in 1904”.

Figure 1 on the next page provides a historical timeline of Johannesburg from 1886, illustrating where Orange Grove fits into the history of Johannesburg, providing context and grounding for the study.

Johannesburg Historical Timeline 1886 to Present

FACT: Johannesburg is the world's biggest man-made forest, with over 10 million trees.

1886
8 September, Public diggings are declared on the farms Driefontein, Elandsfontein, Turffontein, Langlaagte, Randjeslaagte, Roodepoort, Paardekraal and Vogelstrusfontein.

1886 ORANGE GROVE
The Viljoen homestead is situated below a ridge amongst abundant orchards of figs, oranges and apples, this farm was later to become known as Orange Grove, it was on the main road between Johannesburg and Pretoria and served as a rest stop for travelers.

1890
17 March, The rand steam train to Boksburg is inaugurated. Later on, this is extended to Krugersdorp in the west and to Springs in the east.

1895
13 March, The first Witwatersrand Agricultural Show was held in Johannesburg. Severe water shortages are experienced. Restrictions are imposed on 23 October, and the drought is broken on 6 November. 16 December, The railway line linking Johannesburg to Durban is opened.

1899
11 October, there is an outbreak of hostilities between Britain and the ZAR.

1900 ORANGE GROVE
During the Boer war, Lord Kitchener captures Johannesburg he fortifies the route to Pretoria with blockhouses and iron lookouts right next to the Orange Grove Hotel.

FACT: Even though Johannesburg is well over 120 years old, it is still one of the youngest major cities in the world.

1910
31 May, the Union of South Africa comes into being despite the strong objections of representatives of the Black community, as to their exclusion from constitutional proceedings.

1919
Some 70, 000 Black miners go on a peaceful strike. Government troops break up workers' meetings, killing 11 people. 1 February, White building trade workers go on strike. 29 March, White power station workers go on strike.

1929 ORANGE GROVE
The Radium Beerhall opens its doors. The oldest surviving bar in Johannesburg and very much part of the Orange Grove landscape.

1948
White privilege is entrenched with the ascension of the Nationalist Party, who implement the policy of Apartheid, relocating thousands of black people to remote "homelands" and introducing pass laws to severely restrict their movement. Black opposition parties are banned.

1949
19 September, The gold price rises by 44%.

1961
31 May, South Africa becomes a Republic.

1985
15 August, PW Botha makes his infamous "Rubicon" speech, rejecting calls for fundamental reform. In response, ANC President Oliver Tambo announces in Lusaka that the armed struggle would be intensified. International markets take a dim view of Botha's speech and the Rand plummets, kicking off a sustained financial crisis in SA.

1994
South Africa transitioned from the system of apartheid to one of majority rule. The election of 1994 resulted in a change in government with the African National Congress (ANC) coming to power.

FACT: It boasts the tallest building in Africa. Coming in at a whopping 270 metres tall, the Hillbrow Tower overlooks everything in city of Johannesburg.

1886
24 July, Discovery of payable gold on the Witwatersrand.

1887
The city's first newspaper The Star is founded

1888
The Johannesburg Lighting Company is formed, and the first telephones are installed on the Rand by Hubert Davies. 16 January, The first Johannesburg Exchange is opened by J.W Sauer. 15 March, The first Hospital Board is created. 23 June, Piped water delivery to homes is turned on for the first time.

1891
Six kilometres of tramway track are opened in Johannesburg with a terminus located in Fordsburg. The first units are horse-drawn, but are later replaced by electrically powered trams in 1906. In July 1904, control of the Tramway Company passed to the Johannesburg Municipality. 16 May, First recorded fall of snow in Johannesburg.

1896
19 February, A shunting locomotive reverses into two railway trucks containing 1955 tons of dynamite on a siding in Braamfontein. The resultant explosion, later known as the 'Great Dynamite Explosionss', levels the nearby residential areas of Braamfontein, Vrededorp, Fordsburg and the Malay Location.

1902
31 May, A peace treaty is signed in Pretoria, officially bringing hostilities to an end. 22 September, The Rand Daily Mail is printed for the first time. A Sanitary Commission is appointed to investigate the area known as the "Brickfields". The area of Johannesburg increases from 5 to 75.5 square miles.

1902 ORANGE GROVE
The end of the war, the Viljoen estate is divided into townships or freeholds plots. This becomes Orange Grove, Norwood and Orchards as they exist today.

1914
8 January, The Railwaymen's Union orders a strike. 9 January, An attempt at sabotage takes place on the Cape mail train. 13 January, A general strike is declared. The Union Government places the Johannesburg district under Martial Law.

FACT: Johannesburg is the world's largest city not built on a coastline, or on a lake or river.

1928
5 September, Johannesburg is accorded city status. Johannesburg Council appoints a Committee to deal with Native Affairs.

1937
9 April, Following the dramatic fall in the value of gold shares on the JSE (Johannesburg Stock Exchange), many businesses and individuals go bankrupt. This day later comes to be known as "Black Friday".

1957
The ANC organizes the Alexandra Bus Boycott campaign. 15 September, Riots takes place in Dube.

1976
16 June, School-children in Soweto go on strike, protesting the introduction of compulsory Afrikaans education. Over 1000 people are killed in the clashes which ensue between citizens and police.

1963
Soweto (South Western Townships) is formally named as a settlement for black South Africans.

1990
2 February, De Klerk announces the unbanning of the ANC, PAC and other liberation organisations. 11 February, Nelson Mandela is released from prison after 27 years in captivity.

2010
The 2010 FIFA World Cup Opening Ceremony and Final are held at Soccer City, now FNB Stadium in Soweto.

ORANGE GROVE
Total population 7751
Households 2789
55,3% black
36% white
52,01% female
Based on 2011 census

Information from SAHO (2015)

Figure 1: Johannesburg Historical Timeline 1886 to Present.

Source: (SAHO, 2015)

Figures 2 and 3 are historical photographs showing the landscape of where Orange Grove was situated in the early 1900s and a photograph of the once-famous Gallagher's bakery taken during the 1960s



Figure 2: View of the original Louis Botha Avenue

Source: (Flickr Photo Sharing, s.a.)



Figure 3: Gallagher's Corner on Louis Botha Avenue, photographed in the 1960s.

Source: (Flickr Photo Sharing, s.a.)

Figures 4 and 5 are maps, to orientate the reader as to where Orange Grove is geographically situated.



Figure 4: Map of Johannesburg and surrounding suburbs

Source: (Google Maps, s.a.)

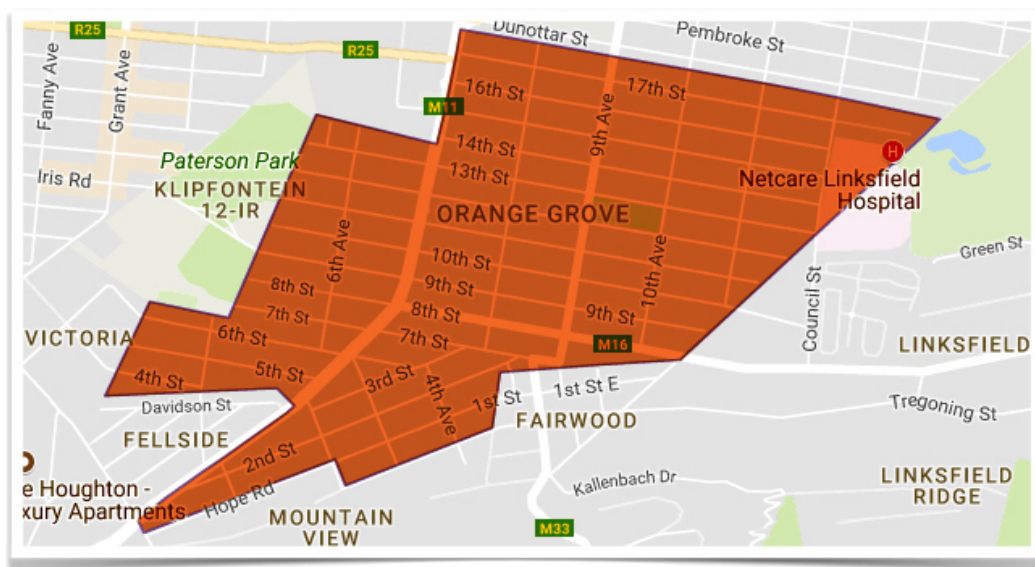


Figure 5: Map of Orange Grove

Source: (Google Maps s.a.)

Figures 6 – 11 provide a photographic overview of the area to show the current state of Orange Grove. The photographs were taken by the researcher in 2017.



Figure 6: Vicky's restaurant on Louis Botha Avenue

Source: (Researcher's own)



Figure 7: A new building project on Louis Botha Avenue, small shops on the ground floor with apartments on the first and second floors.

Source: (Researcher's own).



Figure 8: The BP garage on Louis Botha Avenue

Source: (Researcher's own)



Figure 9: The famous Radium Beer Hall, the oldest pub in Johannesburg.

Source: (Researcher's own)



Figure 10: Lack of dustbins on the street.

Source: (Researcher's own)



Figure 11: *One of the many churches on Louis Botha Avenue.*

Source: (Researcher's own)

Gauteng Tourism Authority (2017) gives us an insight into the more modern history of Orange Grove. “Known as ‘Little Italy’ from the 1950s to the late 1980s, the residents were primarily Italian immigrants, also attracting Portuguese, Jewish and Afrikaans cultures, creating a truly cosmopolitan feel to the

restaurants, delis and cafés”. Gauteng Tourism Authority (2017) describes the Radium Beer Hall as “one of the oldest pubs in Johannesburg, which can trace its history back to 1929 when it was a tearoom and a secret shebeen, sitting in the center of Orange Grove on Louis Botha avenue, the original connecting road between Johannesburg and Pretoria”.

Today Orange Grove is a very different place from 50 years ago. The Italian immigrants, the Portuguese, Jewish and Afrikaans cultures have all but disappeared. Super Sconto, founded in 1996 and the biggest Italian retail store, is the last remaining delicatessen (deli) but remains very popular with Italians who live in the surrounding areas. However, Revolv (2017) tells us that since 1994, there has been a “steady decline in the area as safety and security became problematic”. Places of worship have replaced the delis and restaurants. Foreign nationals have moved their businesses into the area and create a very diverse, multi-cultural dynamic. These initial observations when viewed against the selected case studies, on the surface, look like negatives but can potentially be positives as will be explained later in the thesis.

1.6 THE SIGNIFICANCE OF THE STUDY

The researcher has a close connection with Orange Grove, having lived in the area on two separate occasions over a period of 50 years and owning a home in First Street for a few years in the late 1990s. Orange Grove was a very different place back then: small business was doing very well and crime was limited to petty crime. The question is whether Orange Grove is worth protecting and preserving. The researcher believes that it is. While not the same ‘home’ the researcher remembers, it is still home to many others. Consequently, Orange Grove must move forward and find something that will position it in a better light, bringing new opportunities to the people who live there. Finding Orange Grove’s uniqueness and leveraging this, could have the desired effect.

1.7 STRUCTURE OF THE RESEARCH PAPER

Table 1.1 is a summary of this research paper and highlights the alignment between the research questions, objectives and methodology.

Table 1.1: Alignment and summary of research paper

Research Questions	Aim & Objectives	Research Method & Data Collection	Data analyses
Orientation of the study			
Primary Question Can place branding play a role in rejuvenating the dwindling image of the multi-cultural suburb of Orange Grove in Johannesburg?	Aim Find workable strategies that will help rejuvenate the image of Orange Grove	Research Method Ethnographic research using photography as the data source.	Data Analyses Semiotic analysis
Question 1 Is there a 'unique identifier' that can become the shining light of Orange Grove?	Objective 1 Identify something that can identify Orange Grove as having a new direction and image.	Research Method Ethnographic research using photography as the data source.	Data Analyses Semiotic analysis
Question 2 Is there an opportunity to promote a "Made in Orange Grove" type devise in the area?	Objective 2 Identify if there are vendors or craft manufacturers who could benefit from this initiative.	Research Method Ethnographic research using photography as the data source.	Data Analyses Semiotic analysis
Conclusion, limitations and recommendations			

CHAPTER 2: LITERATURE REVIEW

2.1 EUROCENTRIC APPROCHES

In this research report, the researcher looks at the how to achieve the aim of rejuvenating the dwindling image of Orange Grove, using place branding techniques and strategies.

The researcher has a very close connection to Orange Grove that goes back 54 years and has witnessed its general decline over the last 25 years. The researcher looked to his own background in design and branding for potential solutions. Place branding theory presented several viable options that could play a role in rejuvenating the image of Orange Grove.

Importantly, while the neighbourhood has lost many formal businesses over the years, these gaps have been filled by a flourishing informal sector. Hence, this study also explores how this sector could contribute to Orange Grove's rejuvenation. The focus will be on finding possible solutions or alternatives to help promote their businesses. It is important to be conscious of the devastating effects that gentrification can have on the local residents. This must be top of mind when finalising potential solutions.

This literature review will explain what a brand is, look at definitions and explanations as to the origins of branding. Then we will look at 'Place Branding,' what is it? And how is it being used to improve people's lives, to generate more tourism and increase investment into areas? Lastly, a case studies will give us a deeper understanding of place branding.

2.2 WHAT IS A BRAND?

The key definitions of a brand

- A brand is linked to the identification of a product and the differentiation from its competitors, by using a name, logo, design or other visual signs and symbols.

- An intangible definition, a brand is somebody's gut-feel about a product, service or company and it is not what you say about it, it is what they say about it.
- Godin (2009) defines a brand as, "a group of expectations, memories, stories and relationships that, when put together, account for a consumer's decision to choose one product or service over another".
- There is more to a brand than the definition. It is the intangible qualities and impressions that give a brand its value.
- A brand's value is merely the sum of how much extra people are prepared to pay, or how often they choose to experience it.

2.3 ORIGINS/HISTORY OF BRANDING

- The word brand comes from the Old Norse *brandr*, meaning to burn.
- Early man branded their livestock as a way of distinguishing between the cattle of one farmer and another.
- Farmers with good quality livestock would find his brand more sought after. This was the start of brands being used to distinguish good quality from bad.
- The industrial revolutions improvements in manufacturing was the start of many of today well-known brands: Singer sewing machines, Coca-Cola, Quaker Oats, Sunlight soap and Heinz baked beans."

2.4 PLACE BRANDING: CAN A COUNTRY BE BRANDED

With the understanding of what a brand is, is it possible to brand a country, a province or even a town? Placeness, Place, Placelessness (2015) explains that "Place branding does what advertising does to products, the aim is to sell them. Place branding attracts tourists, investments, new industries, it also promotes places to their own inhabitants by creating more coherent and stronger identities."

According to Anholt. (2005, p118), "The idea that simply providing a place with a new logo and strapline will do anything to change its fortunes is clearly not going to work". He explains that "when advanced branding lessons, techniques and observations are applied to places, the impact is fascinating, expansive and possibly world-changing."

Kotler and Gertner (2002, p253) ask the question: “Can a country be a brand? Products bearing a ‘made in Germany,’ ‘made in Switzerland’ or ‘made in Japan’ are commonly regarded as high quality, due to the reputation of these countries as top world class manufacturers and exporters.” Kotler and Gertner (2002, p253) expand further: “Not only are product categories such as electronics, wine, software strongly associated with certain places but so too are the social ills such as AIDS, political uncertainty, civil rights, racial conflict, economic turmoil and violent crime”. They further point out that the intangible aspects of a country’s brand, like political uncertainty, civil rights violations and racial conflicts are interconnected.

2.5 CITY BRANDING

Ooi⁵ (2011, p55) explains that

hosting large events is one strategy for branding and promoting a city. A good example is how the World Economic Forum has become synonymous with Davos and Cannes with its film festival. Cities are also branded as being the best in certain dimensions, London and New York are financial centers, with unparalleled business activities.

Ooi (2011, p55) says, “City branding authorities use global ranking surveys, such as the Economist’s Liveability index. Included in the index are factors like recreational and cultural activities, crime rates, terrorism, healthcare and educational availability, as well as transport and communications infrastructure.”

Ooi (2011) tells us that:

catch phrases, like ‘I amsterdam’, ‘I ♥ NY’ and ‘Your Singapore.’ These brands contain messages and stories to describe and portray their respective cities. Branding a city is an ongoing activity, the relationship between city brand and city is complex, and when the city changes, its brand image may not move with the city’s emerging reality. Similarly, a new brand may have moved too fast.

Ooi (2011, p56) explains that “Cities are relatively large, densely populated and socially diverse” and that “some changes take time to entrench”. He elaborates

⁵ Can-Seng Ooi is a sociologist and anthropologist by training. Born in Singapore. An award-winning researcher, was voted ‘Best Teacher’ by his executive MBA students many times. He was appointed Professor in the International Business and Culture Industries in 2013, was the founding Director of the Centre for Leisure and Culture Services at CBS.

on how “strategies used in a city branding exercise work within a set of inter-connected parameters.”

- The city will always present positive aspects of itself; many of the negative aspects like its smog, organised crime and ghettos are ignored for not being attractive or interesting.
- The city brand aims to modify public perceptions or shape perceptions of the location. For example, Dubai is a good example of how a building has become a symbol of progress. Ooi (2011, p56) tells us, “the Burj Khalifa has not only changed the skyline of Dubai but has become the brand icon of Dubai’s desire to be a modern global business center”.
- There is an implied link between the city brand and the city identity: the brand is the summary that captures the uniqueness and truthfulness of the place.
- The last parameter is the ability of the city brand to influence people’s interpretation of its location, a successful campaign will provide a framework for locals and non-residents to imagine and experience the place.

2.6 CASE STUDY: BOGOTÁ IN COLUMBIA

Bogotá, the capital of Columbia has a population of seven million people. Kalandides⁶ (2011, p283) tells us, “Bogotá is socially segregated with the rich population living in the north and the poorer in the south. Fifty percent of the city has developed from informal settlements.” He says that “political conflict in the early 2000s increased unemployment, poverty and crime which had become synonymous with Bogotá for a long time. Consequently, it has ranked high on the list of most dangerous places in Latin America.” However, 2005 saw the start of a new political era in the city. The following important transformations took place:

- Urban planning became a central theme of city policy.
- A social programme aimed at improving the living conditions in the poorer informal settlements.

⁶ Ares Kalandides is a Berlin-based urban planner and a place branding consultant. Born in Athens, Greece he moved to Berlin in 1990, he has a degree in French studies as well as Urban and Regional Planning, he has written articles for international journals and has lectured at universities in Germany, Greece, Italy and the USA. His expertise is Place Development, Place Branding/Marketing, Creative Industries and Place Identity.

- Public parks were designed and guarded.
- The use of cars in the city was limited.
- New public transport system was installed.
- Sidewalks were repaired.
- The use of bicycles was encouraged.
- Public libraries were built.
- An urban renewal programme was implemented.
- Environmental measures, like the purification of wetlands, were launched.

Kalandides (2011) identifies the three distinct phases that took place: an analysis of the current situation to identify possibilities for transformation; the design of a city marketing strategy; and the drafting of a business plan.

The aim of the analysis phase “was to get a deeper understanding of Bogotá, to research its identity, using systematic observation, content analysis and surveys as well as quantitative findings from other researchers” (Kalandides, 2011, p285). Analysis of 200 websites, hundreds of newspapers and journal articles was a useful way to identify what made up local practices and traditions. Kalandides (2011, p286) explains that “perceptions of a place (its place image) are an element of its identity, how the place is seen is also part of what it is, what is unclear is how is the place seen and by whom.”

The three-part strategic phase consisted of the following steps:

- Creating a vision of the city;
- Defining strategic goals; and
- Designing measures of implementation.

Participants were asked to imagine their city in the future, and their answers became the core vision or dream for the city. These visions or dreams were split into two types of goals: realistic and ambitious. Kalandides (2011, p287) states that:

one of the strategic goals was for the city administration to design a thirty-year policy to improve the environment. The message to the world would be: Bogotá has not solved its

environmental issues, but is taking serious, innovative steps tackling them. Sometimes, this is a message good enough to position place.

Using a participatory approach to place marketing/branding was their guiding principle. Kalandides (2011, p288) says that “this was because they believed in the need to integrate as many people as possible but were very aware that knowledge does not lie within the consultant, but rather within the community”.

Kalandides (2011, p289) summarises the strategy as follows: “The term ‘integrated place branding’ shows there is a double need for integration. Firstly, integration of place branding with other positioning policies, political agreements and economic relationships. Secondly, integration of image management, [and] the improvement of people’s lives.” He finally states that “their double integration [approach] allows them to look at place branding, not as an isolated strategy but as part of policy making at different levels and different contexts.”

2.7 AFROCENTRIC APPROACH

Gasnolar⁷ (2015) explains how alienation has taken root in South Africa without much notice. One simply has to walk the streets of Cape Town’s inner city and Johannesburg’s Maboneng district to see how prevalent it is. The alienation that has taken place has made the poor and vulnerable feel that they are not wanted and certainly not welcome. This alienation assumes that the problem is not that we have obscene levels of inequality but rather the issue is the sight, or aesthetics, or even worse, the optics of poverty. Gasnolar (2015) explains, “Creating inclusive, dynamic, vibrant and diverse spaces is possible. The clichéd version of markets with gentrified cleaned streets, the eviction of local residents, the erection of ‘right of admission reserved’ signs, is not the way forward. However, this can only be if we acknowledge that being poor is not a crime.” He goes on to say that, “Pushing the poor to the outskirts of society, serves nobody. The poor and vulnerable need the opportunities, amenities and services to better

⁷ Andrew Ihsaan Gasnolar was born in Cape Town He is an admitted attorney, has had recent exposure in the public sector, currently working on transport and infrastructure projects and is a Rhodes Scholar

their lives. Honouring the values in our constitution and not buying into the belief that gentrified, green and organic is the answer.”

2.8 LESSONS LEARNT FROM THE LITERATURE REVIEW

Perceptions of a place play a major role in the strategies that should be adopted in dealing with place branding. Doing the correct research, speaking to the inhabitants and key role-players is vital to the process as well as having an understanding of the local history. For larger cities, massive capital investment is critical for their success. However, for place branding on a neighbourhood scale, it is more important to get the local inhabitants involved with reviving markets, starting small enterprises that will bring inhabitants out of their homes, and participating in the neighbourhood activities and events.

- Ooi (2011, p 55) talks about cities hosting large annual events, for example, the World Economic Forum in Davos and the film festival in Cannes. Could a similar strategy on a smaller scale be applied to a small suburban area like Orange Grove?
- Kalandides (2011) talks about social programmes aimed at improving the living conditions of the poorer people being implemented. Are there any social outreach programmes in the area? Could the community be involved to assist? His research and processes into finding the true identity of Bogotá, could be well suited to doing the same in Orange Grove.
- Every effort must be made to guard against the devastating effects of gentrification. Building an equal integrated functional society is key in South Africa and this can be reflected in how we approach and implement solutions for Orange Grove

A possible gap in the literature associated with place branding is the implementation on a micro scale, strategies for small towns and suburbs. Place branding could be possible solution to job creation and economic transformation in these areas.

CHAPTER 3: RESEARCH DESIGN

3.1 INTRODUCTION

With all the changes that have taken place in Orange Grove in the last twenty years, the application of place branding techniques that were investigated in the literature review would be useful in making the necessary changes that will affect Orange Grove in a positive way. Photographic ethnography was used as the main data source, and the photographs that were collected were rich with data.

3.2 RESEARCH PARADIGM, APPROACH AND DESIGN

This study uses ethnography research in the interpretivist tradition with a qualitative approach.

Du Plooy-Cilliers, Davis and Bezuidenhout (2016, p176) tell us that:

Ethnographic research is a field research approach that involves the description of a particular culture that a researcher is interested in exploring. Allowing the researcher to gain a better understanding, directly from the people involved. It involves studying a topic from a participant's frame of reference. It can be a time consuming and difficult to gain access to a research site for a prolonged period.

Du Plooy-Cilliers et al. (2016, p27) explain interpretivism as follows: "The main idea on which this paradigm rests are that people are fundamentally different from objects, we cannot study human beings in the same way we study objects. Human beings are dynamic and the environments in which they find themselves constantly influences them." Interpretivists want to understand human behaviour and want to see the world through the eyes of the person they are studying.

3.2.1 Ethnography

AIGA (2017, p3) explains ethnography as follows, "Ethnography is a research method based on observing people in their natural environment, letting us see beyond our preconceptions, it lets us see patterns of behaviour."

Photographs might come across as unpolished but ethnography comes into its own when powerful insights emerge after analysing real, unstaged, visually compelling images. From photographs, “We gain insights into how people define themselves within a group or community by examining how they express themselves through style and ornamentation. What people say is not what people do. Ethnography highlights the differences between what people perceive they do and what they actually do” (AIGA 2017, p18)

Du Plooy-Cilliers et al. (2016, p176) state that “ethnography allows the researcher to get a better understanding of a specific way of life in a cultural group, directly from the people involved. It is a field-based research approach that involves the description of a particular culture that the researcher is interested in.” Dangasubana (2011, p567) states that “ethnographers look for the predictable patterns in human experiences by carefully observing and participating in the lives of those they study. The process is inductive, holistic and requires a long-term commitment.”

Some of the advantages of ethnography are:

- It can be done just about anywhere.
- It focuses on working with people rather than treating them as objects.
- It allows you to get an insider’s view of reality.
- It can provide deep insightful data.

Hartel and Thomson (2011) explain that “primary forms of evidence in social scientific research are words and numbers, yet data in visual forms can be an alternative or complementary” and give us a few examples why images may prove valuable in research, as follows:

- Images can capture inexpressible, hard-to-put-into-words.
- Images can make us pay attention to things in new ways.
- Images are likely to be memorable.
- Images can increase empathetic understanding.
- Images can be more accessible than most forms of academic discourse.

- Images can provoke action for social justice.

Hartel and Thomson (2011) present a visual case study of Advanced Technologies for Health @ Home which seeks to understand how people manage their health information within their homes. The critical information in this case study for the researchers was the data collection and analysis. Hartel and Thomson (2011) tell us that “immediately after a photograph was taken, it was evaluated on the camera’s view-screen and deleted if blurry or redundant and re-shot if necessary. At the end of the data collection, 145 original images formed the visual dataset”. A similar approach is used in the current study. The coding and grouping of each image will be used in the analysis of this research study. A detailed data analysis is provided in a subsequent section.

3.2.2 Population and Sample

The total area of Orange Grove is indicated in Figure 4. Frith (2011) gives us the following information about the population of Orange Grove: total population, 7 751 people with 2 789 households, 55,3% black and 36% white with 52,01% female.

The geographical limits of this study as illustrated in Figure 12, are either side of Louis Botha Avenue from Dunottar Street in the north to Osborn Road in the south. Louis Botha is the main road that cuts Orange Grove into two significant areas: to the west, the area has degenerated significantly over the last few years, while the area to the east has largely remained a well-kept middle-class suburb. The residential areas of Orange Grove are excluded from this research study. With this in mind, the study focuses on the Louis Botha Avenue strip, where all the business interests of the suburb are found.

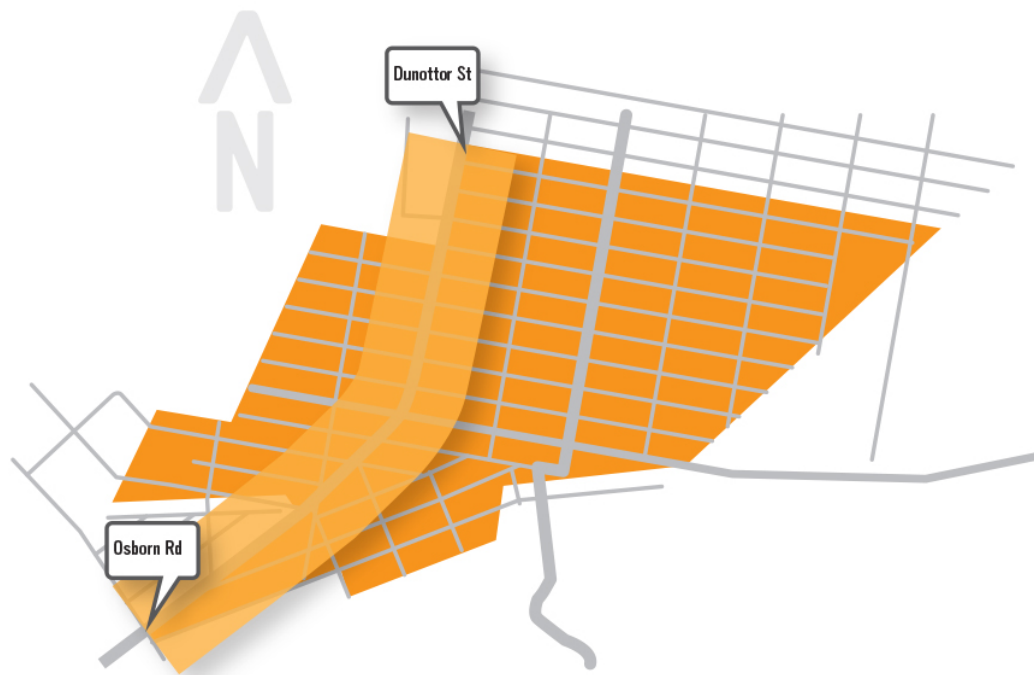


Figure 12: *Proposed research target area*

Source: (Researcher's own)

3.3 DATA COLLECTION METHOD

Photography is the primary form of data collection for this research study. Marshall and Rossman (2006, p120) explain that “various forms of photography can be used for data collection as well as organising, interpreting and validating qualitative information”. They go on to explain how “film has the ability to capture a situation objectively but always from the perspective of the filmmaker.” For this reason, documentation of the time, place, subject and the photographer’s intent needs to be systematically documented. Marshall and Rossman (2006, p121) further explain:

film is especially valuable for discovery and validation. It documents nonverbal behaviour and communication, like facial expressions, gestures as well as emotions. Film is an aid to the researcher when the nature of what is being sought is known but the elements of it cannot be discovered because of the limitations of the human eye.

The weaknesses and limitations of film are whether it manipulates reality and there are some concerns about the professional bias of the filmmaker.

The data or photographs needed to be taken at various times of the day to get a deeper understanding of how the public spaces are used. The researcher walked the prescribed area, as indicated in Figure 12, taking photographs of people, shops, eateries and any social areas to give a broad view of the area on a given day.

Hartel and Thomson (2011, p2221) tell us that “cameras are powerful data-gathering tools for complex research environments where the fieldworker is not able to observe everything of relevance in a limited period. A handy question-based framework helps leverage the strengths of photography.” The fieldwork took place using the following framework:

What are the general characteristics of the immediate information space:

- What type of space is it (office, home...)?
- What is the aesthetic (traditional, modern...)?
- What infrastructure exists (lighting, floor, etc.)?

What information resources exist in immediate space:

- What information technologies exists (internet, wireless...)?
- What activities are predominant?

What information structures are present:

- Is the space neat or messy?
- Are public services available?

How do people use the immediate space?

- Who uses the space?
- What is the nature of activities in the space?

3.3.1 Photographic ethnography

The primary research method used was photographic ethnography. Over a period of four days, the target area was photographed. This included a Monday around midday, a Friday afternoon, a Sunday morning and a Saturday night. These days and times were selected to give a complete cross-section of activities and overall view of who utilises the space at any given time. A total of 318 photographs provided the data for analysis.

Rose (2006, p237) explains photo-documentation as “the systematic production of photos by the researcher to provide data that the researcher analyses”. He tells us that “the key to success in photo-documentation is the careful conceptualization of the link between the research topic and the photographs being taken.” The use of shooting scripts provides a list of sub-questions generated from the overall question. Examples of the questions are as follows:

- What is the variety of shops in the area?
- What do they sell or what services do they offer?
- Who are their customers? Are they local or do they come from outside the neighbourhood?
- Are there any standout or unique places?

The use of photo-documentation and the use of shooting scripts add to the quality and richness of the data collected. The use of shooting scripts aided the researcher in keeping the research topic in mind while executing the data collection.

3.4 DATA ANALYSIS

Leeuwen and Jewitt (2001, p38) tell us that “all the elements of an image may be important sources of knowledge through analysis if only we can identify, and sort them out”. They go on say that “a good photograph is not necessary data if it lacks the necessary contextual information and annotation to make it relevant and data rich.” Leeuwen and Jewitt (2001) give us an analysis model to work with, which is outlined briefly below.

STAGE 1 (Basic analysis model):

- Observe the data as a whole, look at it, listen to its hidden meanings to discover connecting and contrasting patterns.
- Trust your feelings and impressions, make note of them; these may provide direction for further analysis.
- Respond to the photographs as statements of cultural drama.

STAGE 2 (Basic analysis model):

- Make an inventory or log of all the images;
- Design your inventory around categories that reflect and assists your research goals.

STAGE 3 (Basic analysis model):

- Structure the analysis;
- Go through the evidence with specific questions – measure distance, count and compare;
- Statistical data can be plotted on graphs or tables for analysis.

STAGE 4 (Basic analysis model):

- Search for meaning by returning to the complete visual record;
- Respond to the data in an open manner, so details can be placed in a context that defines their significance;
- Layout the photographs, view them in their entirety, then write your conclusions.

AIGA (2017, p7) gives us a better understanding of the use of photographs as a data source, “Powerful insights emerge from rigorous analysis of data. Photographs collected might look unpolished, however, ethnography is that what one observes is visually compelling, real and meaningful without being staged,” according to AIGA (2017, p18). “What people say is not what people do, ethnography highlights the differences between what people perceive they do and what they actually do.”

Using an inductive approach to the data collection, the research site was documented on both sides of Louis Botha from Osborn Road in the South to Dunottar Street in the North. Walking the site several times before physically documenting it, gave the researcher some insight into where the potential problem areas were. The local taverns and several places of worship tended to be protective of their territory and did not want the researcher taking photographs. The vendors, on the other hand, were very happy to have their goods photographed and were excited that somebody was showing some interest in what they were doing.

A semiotic analysis was used on the images taken during the data collection process. Du Plooy-Cilliers et al. (2016, p247) define semiotics as “anything that can be considered a sign. Semiotic analysis is focused on the construction of socially-based meanings found in text and is the study of the processes by which meaning is created, transferred and circulated, this includes the three principals: signs, sign systems and codes.”

Radley (2010, p268) tells us that “photographs are not just pictures of the world but are resources for communicating how it might have been and what it could be in the future. Pictures are much more than representations; they are resources, mediators that along with words, give shape to ideas.” He goes on to say that “analysis of a photograph is tied up with the role the depiction has in the relationship and the place it finds in the world it represents.”

Hartel and Thomson (2011, p2221) explain that “through a systematic observational process each image is coded and grouped along three dimensions: Location, physical expression of artefacts and information content”.

The analysis was conducted using the following framework.

Location:

- Where does it fit into the Orange Grove map?
- What is the aesthetic?
- What infrastructure exists?

Physical expression:

- Is the facility run down or in good shape?
- Does it contribute towards improving the image of Orange Grove?

Working activities:

- Is this a formal or informal business?
- Can this business contribute towards a better Orange Grove?

Leisure activities:

- Does this space add to the improvement of Orange Grove?
- Is this leisure space a legal entity?

The data are displayed in the form of a striking photo collage or infographic style poster, highlighting areas of concern and excellence, as well as potential opportunities.

With the completion of the data analysis and the information obtained from the literature review, the researcher will propose a theoretical Place Branding strategy for Orange Grove.

3.5 ETHICAL CONSIDERATIONS

Du Plooy-Cilliers et al. (2016, p273) tell us that “ethics are the corner stone of research and without ethics, the fragile and complex interweave will break down completely. As researchers, there is a responsibility to the wider community to act with honesty and integrity to maintain confidence in the research process.”

No photographs were taken of children or anybody who objected to my taking pictures of them or their immediate environment. The researcher had an information card available with the pertinent contact details and information about the research process being investigated.

3.6 TRUSTWORTHINESS

Du Plooy-Cilliers et al. (2016, p258) explain that “while the terms validity and reliability are used in quantitative studies, trustworthiness is a term used in qualitative studies. Trustworthiness is further broken down into credibility, transferability, dependability and confirmability.”

For example, credibility is increased when the researcher spends long periods of time with the participants, gaining greater insight. Transferability is the degree to which the outcomes can be applied to another, similar project. Dependability refers to the quality of the process of integrating data collection, analysis and the theory that has been generated from the data. Conformance refers to the data and whether it is supported by the findings and interpretation of the researcher.

The researcher’s own bias was present in the early stages of the analysis and data collection. However, after researching gentrification during the analysis phase, the researcher believes this bias was reduced.

CHAPTER 4: FINDINGS AND INTERPRETATION

4.1 INTRODUCTION

The research area for this study was in the Johannesburg suburb of Orange Grove following the main road that runs through it, namely, Louis Botha Avenue, from Osborn Road in the South to Dunottar Street in the North. According to Google Maps, it is 1.67 kilometres in length and takes approximately twenty-three minutes to walk. There are 234 shops, business, flats and homes between these two streets.

The fieldwork produced 318 images which were used to produce a visual map of each side of Louis Botha within the research area. These panoramas are very large pieces of artwork, shown in Figure 1: *The Western side of Orange Grove* and Figure 2: *The Eastern side of Orange Grove*.

4.2 KEY FINDINGS

From the data collected, the following details were identified:

- Formal business makes up 50% of the total space;
- Food services take up 17.9%
- Total vacant properties and shops comprise 15.5%;
- Total residential space comprises 13.5%.
- Alcohol-related industries constitute 3.2%: this includes all the taverns, the Radium Beer Hall and the three bottle stores.

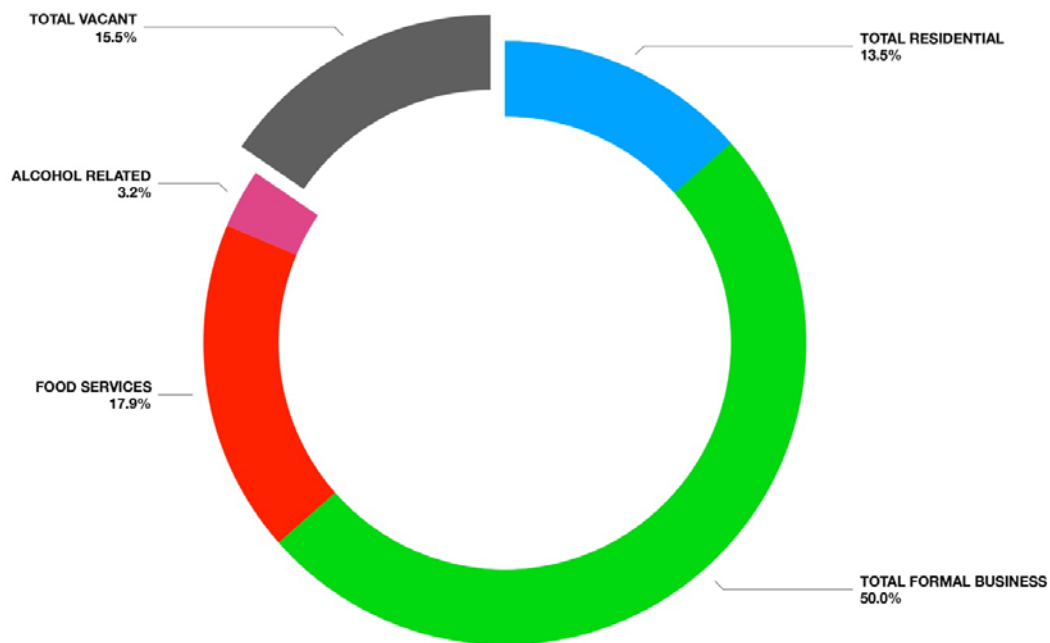


Figure 13: Overview of Orange Grove

Looking a little deeper into the data, hairdressers and barbers make up the largest proportion of all business in the area at 6.4%. Supermarkets take up 5.9% followed by places of worship at 5.1%.

Frith (2011) tells us that the population of Orange Grove is distributed as follows. Total population, 7 751 people with 2 789 households, 55,3% black and 36% white with 52,01% female. While these figures might be true for the greater Orange Grove area, the population and people using the research area are vastly different. This is reflected in the mix of shops and business types that are common in the area.

4.2.1 Observations

4.2.1.1 Anecdotal observations

After spending time walking and photographing the area, the researcher's initial reactions to Orange Grove were disappointment and sadness, to see how far the area had declined. However, seeing how the informal sector has become an integral part of the economic activities changed this view. The wide variety of food

that can be purchased, serves a diverse community and is proof that Orange Grove has become a truly multi-national neighbourhood. This diversity is also reflected in the large variety of churches, which transforms the area into a joyful place on a Sunday morning.

This shift in perspective was the result of additional research into gentrification and an increased awareness of the devastating effects it has on local communities. Orange Grove is an active and vibrant neighbourhood, which reflects the changes that have taken place in the 'New South Africa.' The informal sector is present and active on just about every block in the area, from vendors of fried chips, sweets, grilled mielies, shoe repairs, sunglasses and a tailor. The design proposals that the researcher has worked on will help and support this sector, reducing the expectations of gentrification and helping the most vulnerable to make a better living.

The following framework discussed in 3.3 will be used to analyse the data

- Location
- Physical expression
- Working activities
- Leisure activities

The panoramas on the following two pages are the net result of all the fieldwork, that formed the basis of the analysis. One panorama on each side of the research area, layers of observations and pertinent information, as well as a visual key with a map, were added to the assemblage. They have been added to help contextualise the images and how they correlate with the real location.

Rejuvenating the dwindling image of Orange Grove through the application of place branding techniques



Figure 14: The Western side of Louis Botha. Source: (Researcher's own)

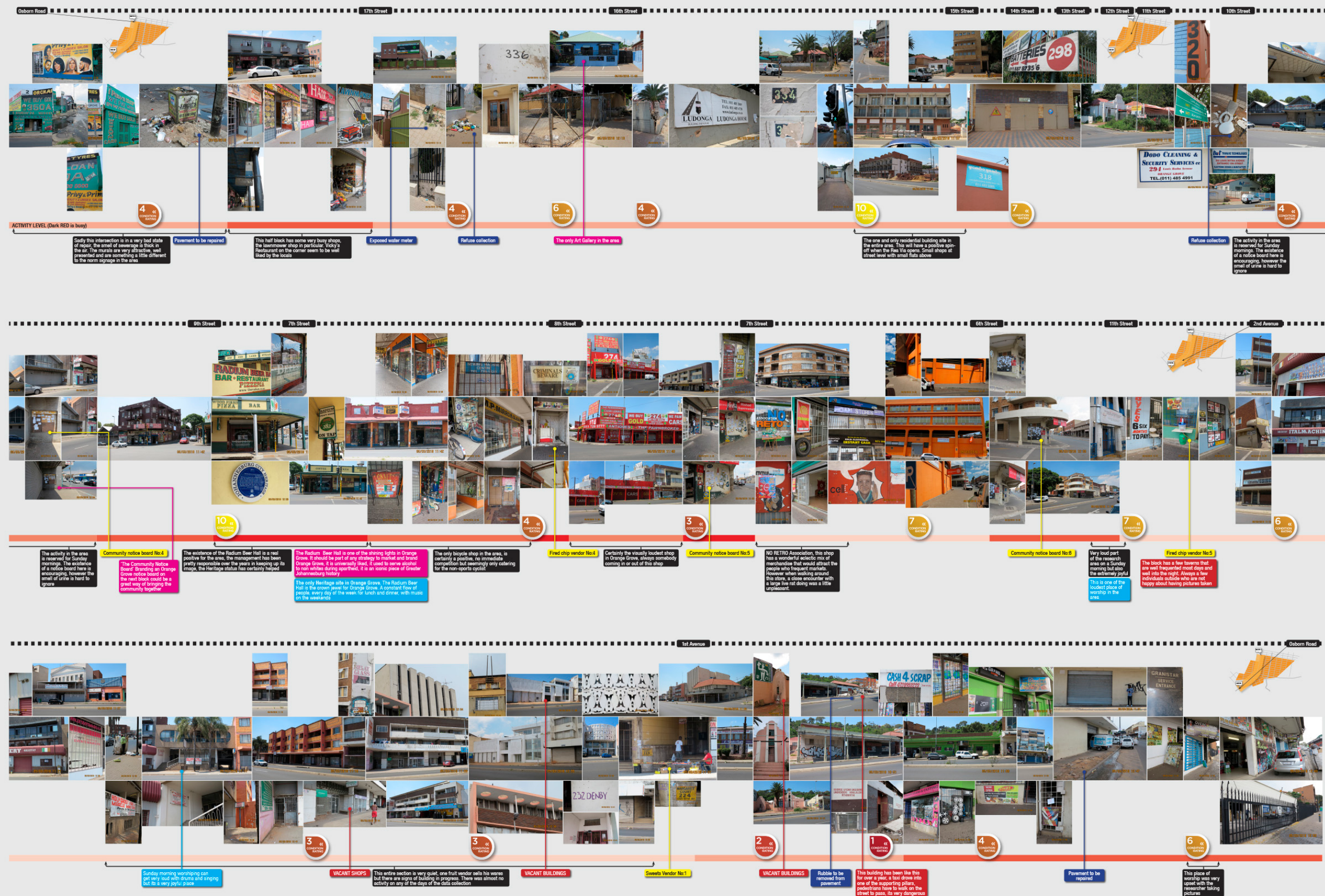


Figure 15: The Eastern side of Louis Botha. Source: (Researcher's own)

The pictorial analysis gave rise to the following graphic: Figure 16.

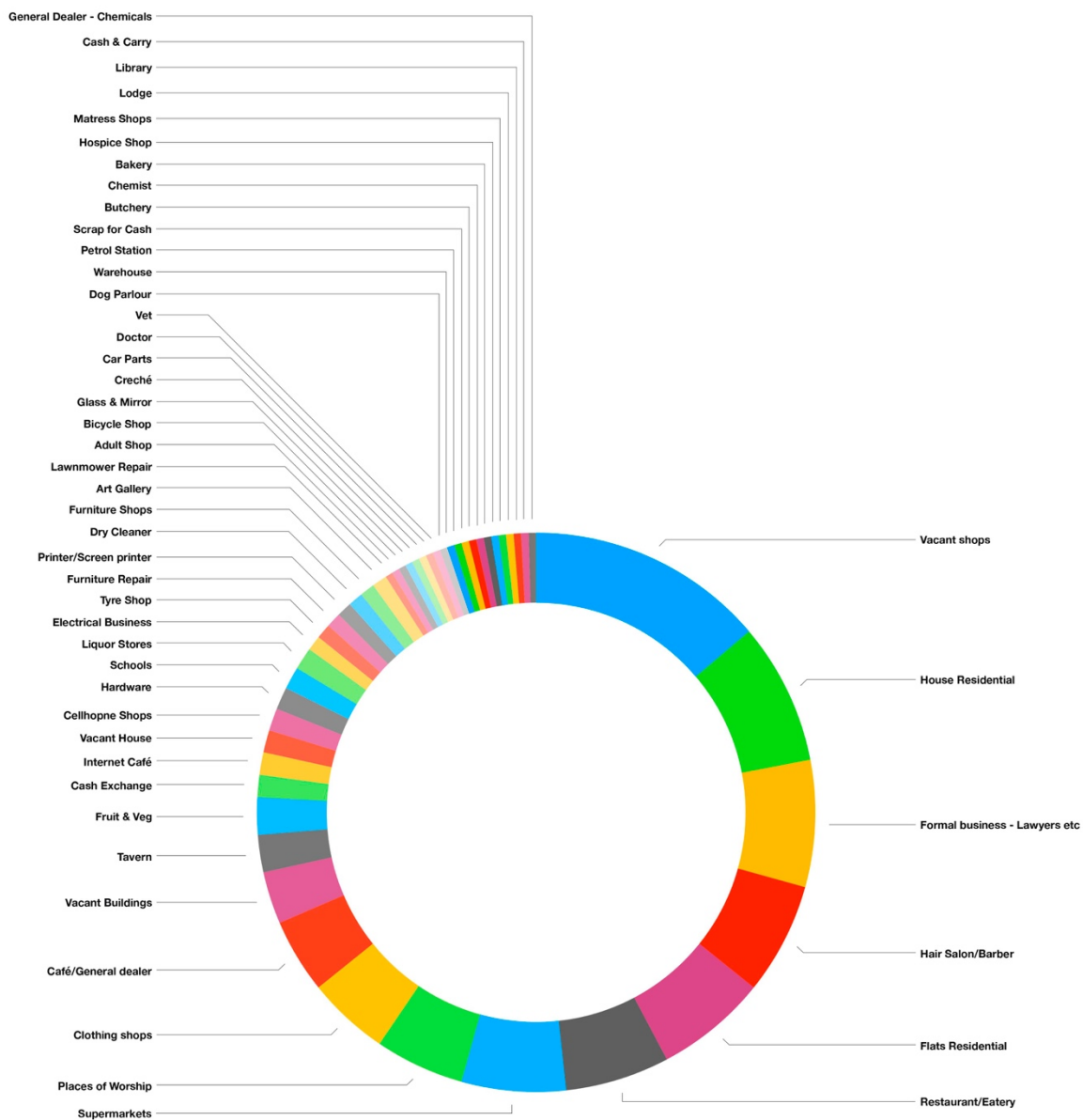


Figure 16: Orange Grove by the numbers

Questions that arise in looking at this pictorial analysis and graph are:

- Why 15 hair salons and barbers? A possible theory is a need for greater social interaction, as these salons and barbers are very vibrant and seem to serve as a contact or touchpoint for the locals living in the area.
- Why 14 supermarkets and 10 cafés/general dealers? The need for quick access to the basics like milk and bread seems to be a logical assumption.

- Why 5 fruit and vegetable shops? The types of fruit and vegetables differ from shop to shop; for example, some sell cassava, which is favoured by the Congolese people in the area. A few of the takeaway restaurants also cater for the Congolese by serving Ponde which is the Congolese word for cassava leaves and various other Congolese dishes.

However, in the entire area, there is only

- one doctor.
- one bakery.
- one chemist.
- one library
- one crèche

and there are

- no parks, recreation or pause areas.

These observations were the researcher's initial assumptions but after closer observation and after researching gentrification, he gained a different insight and perspective. He would not like to see gentrified suburb with the eviction or exclusion of local residents. As a society, we must be willing to acknowledge that poverty is not a crime. The proposed branding solutions for this study take into account the negative effects of gentrification and aims to be inclusive of all its residents.

4.2.1.2 Points of concern and possible action

The Helen Suzman Foundation (2015), tells us that:

the South African Local Government Association (SALGA) defines the informal sector as, the operation of an informal, unregistered, small business from one's place of living, this includes any road-side shops, 'spaza' shops, newspaper and other vendors, windscreen washers, hawkers and any goods or services traders, operating outside of a formal privately owned, registered space.

Informal trading has always played a vital role in the South African economy. Helen Suzman Foundation (2015), goes on to tell us "that South Africa has an unemployment rate of 25.2% and that informal trade is for many South Africans is the only alternative

to unemployment. Statistics South Africa found that there were 1 517 000 informal business in 2013". This reaffirms the importance of the informal sector.

Informal business plays a major role in Orange Grove. There are 10 groups of informal traders, namely, the fruit vendors and the man cooking mealies on an open fire near Short Road, the sunglasses and T-shirt man on Ivy Road, the shoe-repair man next to Super Sconto, the tailor on Sixth Street, the sweet vendor between First and Second Avenue, and finally the four fried chip vendors.

Gasnolar (2015) explains how alienation has taken root in South Africa. A walk through the streets of Cape Town's inner city and Johannesburg's Maboneng district reveal how prevalent it is. The alienation that has taken place has made the poor and vulnerable feel that they are not wanted and certainly not welcome. This alienation assumes that the problem is not that we have obscene levels of inequality but rather the issue is the sight, or aesthetics, or even worse, the optics of poverty. Gasnolar (2015) explains, "Creating inclusive, dynamic, vibrant and diverse spaces is possible. The clichéd version of markets with gentrified cleaned streets, the eviction of local residents, the erection of 'right of admission reserved' signs, is not the way forward. However, this can only be if we acknowledge that being poor is not a crime." He goes on to say that, "Pushing the poor to the outskirts of society, serves nobody. The poor and vulnerable need the opportunities, amenities and services to better their lives. Honouring the values in our constitution and not buying into the belief that gentrified, green and organic is the answer."

With a better understanding of gentrification and the issues of the sight and aesthetics of poverty. It was important to get an idea of the general aesthetics of Orange Grove.

The general aesthetic appearance and upkeep of every building was given a rating score. Using a scale from 1-10, 1 being "rundown and dilapidated" and 10 being "new and recently revamped". The average for the entire area came out at 4.87. The Western side of Louis Botha, travelling north, was slightly better at 4.91 compared to the Eastern side at 4.82. This is due to the fact that there are more vacant buildings and shops on the Eastern side.

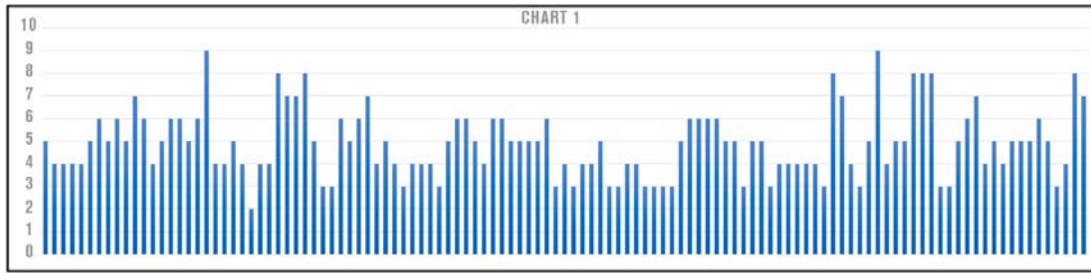


Figure 17: East Side of Louis Botha Avenue from Dunottar Street travelling South

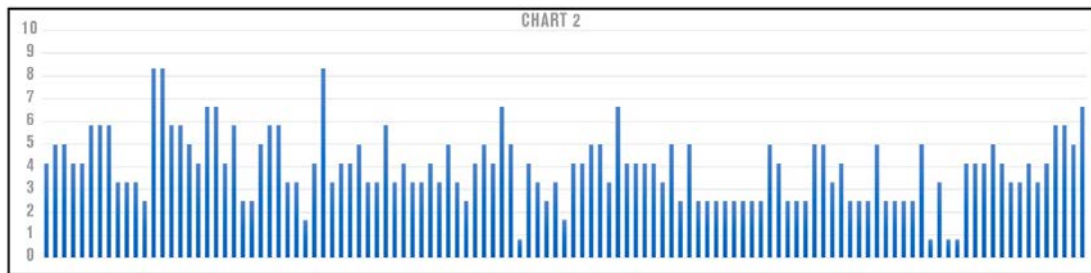


Figure 18: West Side of Louis Botha Avenue from Osborn Street travelling North

The business sites scored higher than the residential sites with ratings of 5.34 and 5.16 respectively. There are 4.6 times more businesses in the area compared to residential, making it more likely for the businesses to be rundown.

There are a few places/points of service delivery issues in the area. Intervention from local authorities is required in three locations. These include three pavements to be repaired and repaved, some minor litter issues and most importantly an area with a collapsed building after First Avenue where the pavement is completely blocked and is impassable for pedestrians, who must walk on the street to pass which is extremely dangerous. Besides those issues, the area is in good shape and reasonably well-kept.

Looking at the research area through a Eurocentric lens, one can draw the conclusion that the area is rundown and dilapidated. Looking at the data and the average aesthetic score gives one a very different view: it is not as bad as it looks. View the research area through an Afrocentric lens and you see a vibrant, productive and happy neighbourhood.

4.3 INSIGHT INTO FINDINGS

An overall aesthetic rating of 4.87 was surprising. When looking at the entire area, the empty shops are what stands out and what skews the view but when you take a closer

look and get past the empty shops and the occasional broken window, there is a thriving community that is working with people making a life for themselves. Gasnolar (2015) states that the optics of an area do not determine whether it is a prosperous or not; it is the people who make the area prosperous. The informal vendors are a critical part of the local economy and would benefit greatly from some form of assistance.

The points of concern identified in the analysis could be addressed in the following manner:

- Only one doctor in the entire area. More doctor's rooms could be situated just off Louis Botha Avenue and were therefore not picked up in the analysis.
- Only one bakery. This could be a reflection of who now lives in Orange Grove, where the need for artisanal baked goods and confectionary simple may not exist.
- Only one chemist. This could be the same reason as the doctor's rooms being situated just off Louis Botha Avenue and therefore not picked up in the analysis.
- One library. A sad reality for many libraries in South Africa, with more access to the internet, the need for libraries does seem to diminish.
- One crèche. There are other crèches in the area but not in the research area and therefore not picked up in the analysis.
- No parks, recreation or pause areas. This is a key area for some intervention, as identified in the analysis. Noticeboards could form part of a new, informal community pause area as illustrated in Figure 8: Community Noticeboard and Pause Area proposal.

Reflecting on the above findings, the question arises as to whether these findings are reliable and credible. Du Plooy-Cilliers et al. (2016, p258) explain that, "the terms validity and reliability are used in quantitative studies, trustworthiness is a term used in qualitative studies. Trustworthiness is further broken down into credibility, transferability, dependability and confirmability."

For example, credibility is increased when the researcher spends long periods of time in a study area, gaining greater insight. Dependability refers to the quality of the process of integrating data collection, analysis and the theory that has been generated from the data. Confirmability refers to the data and whether it is supported by the findings and interpretation of the researcher.

The researcher believes that this study is credible, as he conducted a total of more than 45 visits to the area, over a period of three months, walking around, taking photographs and gaining greater insight, which added richness to this study. The pictorial displays contribute to the conformability of the research while the mixture of photographs and graphic representations contribute to the dependability of the study.

4.4 POSSIBLE INTERVENTIONS

With the data gathered and insights from the visual analysis and the literature review, the researcher suggests a few possible interventions, as outlined below:

- Focusing on the informal sector, as a start will create a better, more inclusive and diverse Orange Grove.
- The proposed creative solution and slogan “myGROVE” will bring some vibrant and powerful images onto the streets, which will give the local residents a feeling of belonging to something. “myGROVE,” is the slogan that has been chosen to anchor the creative execution for rebranding Orange Grove. It forms part of the unique and original brand identity that will set Orange Grove apart, without alienating any of the local residents. Placeness, Place, Placelessness (2015) explains that “Place branding does what advertising does to products: the aim is to sell them. Place branding attracts tourists, investments, and new industries. It also promotes places to their own inhabitants by creating more coherent and stronger identities.”



Figure 19: “myGROVE” wordmark.

Source: (Researcher’s own)



Figure 20: Billboard design option one.

Source: (Researcher's own)



Figure 21: Billboard design option two.

Source: (Researcher's own)

- There is a need for a 'Community Noticeboard.' Currently, there are, for example, pieces of paper stuck or glued all over the area, advertising to share accommodation and offering various forms of accommodation (Figure 22). Three possible sites have been identified as appropriate sites for these 'Community Notice Boards.' The proposed community noticeboards could have a unifying factor and bring the community together.



Figure 22: *Informal noticeboards.*

Source: (Researcher's own)

These 'Community Noticeboards' could take the form of a social pause area. An area with seating and places to relax and catch-up with each other, as well as having areas for informal businesses to be set up. The lack of parks and recreational areas that have been identified in the visual analysis makes this a credible opportunity for the community.



Figure 23: *Community Noticeboard and Pause Area proposal.*

Source: (Researcher's own)

- The Radium Beer Hall. Ooi (2011) talks about cities hosting large events, and the Radium certainly has the clout and pulling power to stage monthly or quarterly festivals. Super Sconto could be a very good partner for such an endeavour.
- Supporting the informal traders with some simple, permanent structures to support and provide a means of making a living; for example, a shoe shine stand (Figure 24: *Shoe Shine Stand*) as well as a 'meal-on-the-go' stand, that will make the production of roasted mielies a very easy task (Figure 25: *Meal-on-the-Go Stand*). This design initiative can be applied to making permanent installations for the tailor, the sweet vendor, the shoemaker and well as tables and chairs to be used at the community noticeboard for children to do their homework.
- Ooi (2011) suggests highlighting uniqueness. On all the proposed structures, there will be one side dedicated to providing interesting facts about Orange Grove that will give more meaning to the area.



Figure 24: *Shoe shine stand*

Source: (Researcher's own)



Figure 25: Meal-on-the-go stand

Source: (Researcher's own)

- Fried chip vendors. There are five of these very small vendors, some working out of doorways and seemingly making a living. Ooi (2011) talks about highlighting uniqueness. These vendors are certainly quite unique and extremely entrepreneurial. Manufacturing a robust, possibly portable, well-branded stand for these vendors could be a great opportunity for them to move around the neighbourhood during the week following the flow of people and getting closer to their customers.



Figure 26: *Fried chip vendors.*

Source: (Researcher's own)



Figure 27: *Proposed fried chip vendors' stand*

Source: (Researcher's own)

- Kalandides (2011) highlights new public transport systems to be installed. The Rea Vaya rapid bus transport system is being built along Louis Botha with a station between 16th and 17th Streets. When complete, it will bring more people into the area, which will have a positive spin-off for the local vendors.
- Kalandides (2011) again refers to public parks and spaces being guarded and having the sidewalks repaired. The local municipality and property owner of the collapsed building after First Avenue should be challenged to clean up and repair the building that is blocking the sidewalk or at least to remove the rubble.
- Ooi (2011) focuses on the ability of a city brand to influence people's interpretation of its location. A successful campaign would provide a framework for locals and non-residents to imagine and experience the place. The core of the proposed branding solution looks at creating an inclusive solution, visually using people from all walks of life and varying occupations to portray Orange Grove as a vibrant, colourful, friendly and importantly, diverse neighbourhood. The Liquor + Ice bottle store building on the corner of 8th Street could be an appropriate building to paint and rebrand. It is in a highly visible area very close to the Radium Beer Hall. This could have a knock-on effect in the area. Kalandides (2011) backs up this theory by suggesting the implementation of an urban renewal programme. Gasnolar (2015) tells us that:

Creating inclusive, dynamic, vibrant and diverse spaces is possible. The clichéd version of markets with gentrified cleaned streets, the eviction of local residents, the erection of 'right of admission reserved' signs, is not the way forward. However, this can only be if we acknowledge that being poor is not a crime.

- There is an opportunity for Orange Grove to host an Italian food festival once a month, to start the process of uplifting the image and positively effecting the perception of the area. Ooi (2011) talks about highlighting uniqueness. Orange Grove has the oldest pub in Johannesburg, this is a great place to start. His point about ignoring the negatives should be considered, but if we address these negatives, the loud churches, the illegal taverns and general untidiness, it will have a positive effect on the area.

- The Orange Grove Bakery could leverage the custom of the Radium Beer Hall by becoming the main supplier of its buns for their prego rolls. This will have a positive benefit for both businesses.
- Jacks Paint, on the corner of 11th Street, could play a vital role in the beautification of the area, by subsidising or at least providing the paint and equipment that is used to clean-up the area at cost price.
- The fruit and vegetable vendors at the corner of Short Road have their stalls in front of a wall (Figure 28) that could be used as a mural telling the story of Orange Grove (Figure 29) and how, by buying their vegetables, they are giving back to the local people in the area. Designing a permanent site to display their fresh fruit and vegetables will give them a sense of ownership and will help them feel part of the local community and not alienated. The possibility of their extending their range to include flowers would increase their turnover. It is ideally situated next to a traffic light, so quick sales of flowers could take place with little interruption to traffic flow.



Figure 28: *Fruit vendors*

Source: (Researcher's own)



Figure 29: Fruit vendors with vibrant mural and custom designed displays.

Source: (Researcher's own)

4.5 REFLECTIONS

The researcher would have like to have spent more time looking for design solutions for the informal traders, things that could have a positive effect on their being able to earn more money and make them feel like there are contributing to society. The potential power of the informal sector to move the marginalised out of the poverty cycle is something that we cannot ignore in South Africa. Small design initiatives could have profound impacts on people's lives, fighting against gentrification, and making sure that the informal sector has access to tourists and markets will be a step in the right direction.

The shoeshine, meal-on-the-go and the chip stands are artefacts that could make a difference to the people who use them. These design solutions certainly could provide income and financial independence for the people using them. There is potential scalability of this project which could be used in other areas to rejuvenate and assist neighbourhoods.

4.6 CREATIVE PROCESS

- The initial creative direction was the creation of a map that highlighted all the unique places and points of interest. The map would have been used to guide people around Orange Grove, promoting the night life and interesting crafts and shops in the area. The slogan that the researcher was working with during this

phase was “Wonder the Grove,” trying to have a play on the WONDER of Orange Grove and wandering around with the map. This slogan was not achieving the sense of ownership and was overplaying or overselling the area; it is simply not a wonder and would not have had the desired impact.

- The abundance of available outdoor advertising hoardings that was identified in the visual analysis, could be an impactful vehicle to launch the new identity, as could the available walls for murals. The identification of these outdoor hoardings provided the launch vehicle for the new campaign.
- Community noticeboards that could also play a role in creating community pause areas could possibly promote a more socially integrated neighbourhood. Polokwane City – Limpopo’s No.1 Online Media (2015) tells us, “It is believed that kings and elders would hold meetings under the Baobab tree, with the belief that the tree’s spirits would guide them in decision-making. In more modern times, the Baobab tree is commonly used as a venue for community meetings or even as a classroom.” Could having a tree in the pause area add to the spiritual aspects of it, given that there is great emphasis on religion in Orange Grove with the many places of worship?
- After researching gentrification, the researcher had to go back and re-look at the creative direction he was taking. From the research, it is evident that gentrification should be avoided where possible. Every effort was made to propose design solutions and strategies that were more inclusive and would encourage participation and ownership within the community.
- After more reflection on the slogan, it was changed to “myGrove,” which is a lot more direct and something people can own and feel part of. Outdoor hoardings and posters will carry the main messages for the campaign which will serve to make a visual difference in the neighbourhood. The large wall murals will draw attention to the people living and working in Orange Grove. Beautiful images of local people will adorn the hoarding and murals with “myGROVE” – images that portray them as proud and confident, and most importantly, showing the diversity of the people who live and work in Orange Grove. To complement these images, the local historic information, which forms part of the artefacts that have been designed for the area, will visually draw attention to the local informal business, making them feel part of the area and promoting their trade. The main direction

with the visuals is not to confront people but simply to get the message that people are proud to live and work in Orange Grove and there is a mix of cultures, races and ages. The historical information signs will give texture and relevance to the area: the more people know about where they live, the more they will feel part of it.

- The design of permanent structures for the informal trades will give them a sense of belonging and make them feel proud to be part of an area that wants and respects what they do.

CHAPTER 5:

CONCLUSIONS AND RECOMMENDATIONS

5.1 INTRODUCTION

In the final chapter, I examine the conclusions of this research paper and reflect on what was discovered and how the problem statement was addressed. The design solutions that were proposed are reviewed and recommendations for implementation and further research are made.

5.2 LIMITATIONS OF THE STUDY

Ethnographic research generally is more complete when longer periods of time are spent immersed in the field, but time was a limiting factor in this research. The researcher's own historical connection to the area and therefore bias could also play a role in the outcome. In conducting the field research, the researcher encountered some aggressive people outside two of the taverns and the one bottle store. It was impossible to take any photographs and, therefore, he was not able to get a good understanding of these areas.

5.2 CONCLUSIONS

Reflecting on the problem statement of the decline in living standards in the Orange Grove area, the researcher's views and understanding were changed dramatically after researching the topic of gentrification. The tacit knowledge gained from spending long periods of time in the research area was invaluable in changing his preconceived perceptions. Looking deeper into the data from the aesthetic ratings that were determined in the analysis, showed that the entire neighbourhood is not a crumbling mess. The informal sector is very much alive and plays a major role in the area; for example, a large number of hairdressers and barbers: these businesses are highly social places and seem to serve as a vital social network which points to an active and social community.

Initially, the researcher was looking at addressing the things that, on the surface, are of little importance. The real things that matter, certainly for the informal sector in the area, are being able to make a living and feed their families. The design solutions supporting the informal traders with some simple, permanent structures to support and

provide a means of making a living, would only be a starting point. The examples are a Shoe Shine Stand (Figure 9), as well as a 'meal-on-the-go' stand, that will make the production of roasted mealies a very easy task (Figure 10). These design initiatives can be applied to making permanent installations for the tailor, the sweet vendor, the shoemaker and well as tables and chairs to be used at the community noticeboards for children to do their homework. The community noticeboards could also play a role in creating a more socially integrated neighbourhood.

5.2.1 The Role of Place Branding

The primary research question was: Can place branding play a role in rejuvenating the dwindling image of the multi-cultural suburb of Orange Grove in Johannesburg?

Brand identity, in the bigger scheme of things, is a nice to have, but the researcher wanted to know whether it would make a difference in people's lives. The sense of pride and sense of belonging to something bigger should have a positive effect on all who live and work in Orange Grove. The researcher believes that this question was answered in the affirmative; the gentrification research was a game changer and it really did shed light on the plight of the most vulnerable people in our society. The establishment of stands like 'shoe shine' and 'meal-on-the-go' could help the informal sector in Orange Grove feel like they are part of the bigger picture and the future of Orange Grove. The community noticeboards could also create a more socially integrated community. These efforts are the first steps in building the economy in the area from the ground up. The brand identity that focusses on local people feeling proud to live and work in Orange Grove should have a positive effect.

5.2.2 The Creation of a Unique Identifier

The first sub-question was: Is there a 'unique identifier' that can become the shining light of Orange Grove?

In the researcher's opinion, the 'Burj Khalifa' has turned out to be the informal traders. They could become the 'shining light' empowering them with tools that will benefit their livelihoods.

5.2.3 Made in Orange Grove

The second sub-question was: Is there an opportunity to promote a “Made in Orange Grove” type device in the area?

This question remains a possibility and may be an area for more research, to identify whether the vendors would like to take part in such an endeavour.

The informal sector has the power and critical mass to make real change in South Africa as well as the ability to move the marginalised out of the poverty cycle. Micro business initiatives could have profound impacts on people’s lives, making sure the informal sector has access to tourists and markets with good to sell, will be a step in the right direction.

5.2 RECOMMENDATIONS

Some of the lessons learnt from the case study on Bogotá could be applied to Orange Grove, for example:

- Orange Grove has the oldest pub in Johannesburg, namely, the Radium Beer Hall. The pub is a heritage site, the ‘jewel in the crown’ of Orange Grove and emphasising its uniqueness is a sure way to bring in people from other areas.
- There is an opportunity for Orange Grove to host an Italian food festival, to start the process of uplifting the image and positively affecting the perceptions of the area. A monthly event could take the form of an ‘Italian Food & Beer Festival,’ which could be hosted by Super Sconto (the last deli in Orange Grove) and the Radium Beer Hall (the oldest pub in Johannesburg). This event could be used to promote and sell ‘Made in Orange Grove’ merchandise, from T-Shirts to recycled shopping bags. There are fashion stores in Orange Grove that could possibly sponsor and champion this endeavour. The intention behind such an event would be to identify one or two things or places that will stand as a drawcard and icon of the suburb, drawing people in from outside the area to enjoy and share what Orange Grove has to offer.
- The case study illustrates social upliftment and social programmes aimed at improving the living standards of the locals. Shop owners could be encouraged to keep their facades and pavements clean while displaying ‘Keep Orange Grove

Clean' posters in the shop windows. If people are proud to live and work in an area, they will keep it clean and they will maintain a level of respectability.

- Encouraging some of the 'spaza' shops to specialise in different offerings could also be a possible drawcard for the area.

5.3 RECOMMENDATIONS FOR FUTURE RESEARCH

Future research should look at what the informal sectors needs are, what they need to make a living and how local councils can help. The rephrasing of the third question: 'Is there an opportunity to promote a "Made in Orange Grove" type device in the area?' could form part of this research.

The researcher believes that any future study needs to be done bearing the negative impact of gentrification in mind. Practical solutions to the informal sector will get us further than finely crafted advertising campaigns but those campaigns can play a role if their target is the people who live and work in the area.

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APPENDIX A: INTERNAL RESEARCH ETHICS CHECKLIST AND ROUTE PLAN



BA Honours in Graphic Design (Vega)

To be completed by the student and supervisor.

Student name: **DEAN HARDING** Study leader: **Taryn King**

Module Coordinator/Campus anchor: **Lizette Carstens**

Date: **15 November 2017**

- 1 Are human subject used as sources of information? **Yes** ☐

If human subjects are used proceed with the following checklist.

- 2 Where and how will subjects be recruited?
Snowball sampling method will be used in the proposed target area illustrated in Figure 12 of this study.

- 3 List proposed procedures to be carried out with subject to obtain data by marking the applicable box:

Recorded interview ☐ Interview schedule ☐ Questionnaire ☐ Procedures
(e.g. workshop) ☒ **Other** ☐ Explain:

The basis of the study will use photographic ethnography, the participant consent form, Appendix B, will be used. Snowball sampling are conversations and not interviews, therefore the participant consent forms will be used, see Appendix B.

- 4 Are interview/workshop schedules/questionnaires attached and checked for contents? **No** ☐

If not, when will these be available? **These are not required**

Please note: a student may not proceed if interview/workshop schedules/questionnaires were not checked by the supervisor and approved in writing

- 5 How many subjects are used? **This will be data dependent but not more than six.**
- 6 Gender? **No specific gender**
- 7 Age range? **No specific age group but nobody under the age of 18**

In the case of minors (under 18), or mentally/legally incompetent permission must also be obtained from the relevant authorities (schools, department, parents, legal guardian). All research done with minors are seen as high risk and by default need to go to the IIE for approval.

- 9 Is an example of the letter that will be used to obtain consent attached? **Yes** ☐

Are the final signed letters of consent/assent attached? **Yes** ☐

If not, when will they be submitted?

Please note: a student may not proceed with the interviews/focus groups/workshops if these letters are not obtained.

- 10 Is it made clear that subjects may withdraw from the study at any stage? **Yes** ☐
- 11 If the researcher is not competent in the mother tongue of the subjects, how will full comprehension of the content of the consent form by the subjects be ensured?

Please specify: **I will not use that particular subject, I will find another more suitable subject, they must be able to understand and sign the participation form. These incidental interviews are not the primary data source, they will merely enrich the data. If excluded on the basis of language, this will not be detrimental to the study.**

- 12 Does the subject risk any potential harm (Physical, psychological, legal, social) by participating in the research? **No** ☐

If yes, please explain the safeguards taken to reduce the risk:

- 13 Are there any aspects of the research about which the subjects are not to be informed

No ☐ If yes, please explain.

- 14 How will confidentiality and/or anonymity be assured?

Please describe: **I will delete any images of the subjects who do not want to be identified or take part in the study. No names will be used, a subject number will be allocated if it is required. If the photograph is required in the study and the person has asked not to be named, they can be blanked out to hide their identity. Once the research is complete, all data will be stored at Vega.**

- 15 Storage of research data and material: how will the data be stored? I will produce a DVD, once the research is finished, which will be stored at Vega. No images or information will be stored on any other devices on the completion of the research.

Route:

- ☐ High risk: Proposal and IIE Ethical application need to go to IIE for approval
- ☐ Low risk: Vega Internal Ethical committee to approve.

No research may proceed until a student received a final letter of approval.

Please hand this sheet back to the student and keep a copy on file.

Date: Signed by student:

APPENDIX B: PARTICIPANT CONSENT FORM

(On Vega letterhead – will be supplied with campus details)

RESEARCH TITLE: Rejuvenating the dwindling image of the multi-cultural suburb of Orange Grove in Johannesburg through the application of place branding techniques.

1. INTRODUCTION

You are invited to participate in a research study about “Rejuvenating the dwindling image of the multi-cultural suburb of Orange Grove in Johannesburg through the application of place branding techniques”. The main purpose of this study is to identify if place branding can play a role in rejuvenating the dwindling image of the multi-cultural suburb of Orange Grove in Johannesburg.

The information in this consent form is provided to assist you in deciding whether you would like to participate in this study. If you decide to participate, It would require a few pictures to be taken of the exterior façade of where you work or live, as well as answering a few questions about how you feel about Orange Grove and if there are any changes you would like to see happen to improve the area.

It is important that you fully understand what is involved if you agree to participate in this study. If you have any questions that you feel are not addressed or explained fully in this consent form, please do not hesitate to ask the researcher for more information. You should not agree to participate unless you are completely comfortable with the procedures followed. The contact details of the researcher are as follows:

Email address: **exdesign@iafrica.com**

Contact number: **083 380 3462**

Office number: **011 640 2706**

2. THE NATURE AND PURPOSE OF THE STUDY

The primary goal of this study is to find workable strategies that will help rejuvenate the image of Orange Grove.

3. EXPLANATION OF PROCEDURES TO BE FOLLOWED

It would require a few pictures to be taken of the exterior façade of where you work or live, as well as answering a few questions about how you feel about Orange Grove and if there are any changes you would like to see happen to improve the area.

4. RISK(S) OR DISCOMFORT INVOLVED

No apparent risks but some subjects might feel uncomfortable with me taking pictures of where they work or live.

5. POSSIBLE BENEFITS OF THE STUDY

The possible benefits of the research are the identification of strategies that could be used to improve the image of Orange Grove which could benefit the people who work there.

6. WITHDRAWAL CLAUSE

- ☐ Your inclusion in this study is purely voluntary;
- ☐ If you do not wish to participate in this study, you have every right not to do so;
- ☐ Even if you agree to participate in this study, you may withdraw at any time without having to provide an explanation for your decision.

7. CONFIDENTIALITY

ALL information gathered in this study will be held in strict confidence and only the researcher will have access to the original data. Results will only be retained for as long as required for the research purpose and will thereafter be depersonalised and presented in such a way that you will not be identifiable.

8. CONSENT TO PARTICIPATE IN THIS STUDY

I have read the information presented to me in a language that I understand and I understand the implications of participating in this study. The content and meaning of this information have been explained to me. I have been given the opportunity to ask questions and am satisfied that they have been adequately addressed. I understand that I am under no obligation to participate in this study and that I can withdraw from this study at any stage without having to provide an explanation for my withdrawal. I hereby volunteer to take part in this study.

The primary researcher, **DEAN HARDING** can be contacted during office hours at **083 380 3462** or **exdesign@iafrica.com**. The study leader, Mrs Lizette Carstens, can be contacted during office hours at **lcarstens@vegaschool.com**.

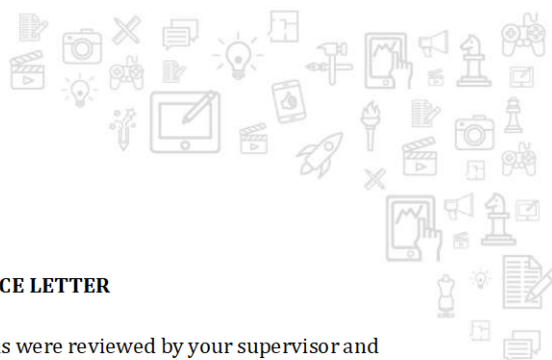
I hereby voluntarily agree to participate in the above-mentioned research project and declare that I am 18 years or older and that I have read and understand all the information and conditions pertaining to this interview.

Signature of participant _____

Date _____

I have received a signed copy of this informed consent agreement.

APPENDIX C: ETHICAL CLEARANCE LETTER



Date 20 February 2018

Dear Dean Harding

ETHICAL CLEARANCE LETTER

Your research proposal and ethical considerations were reviewed by your supervisor and moderated by the campus research panel.

☒

Your research proposal posed no significant ethical concerns. We hereby provide you with ethical clearance to proceed with your research methodology.

OR

☐

Your research methods posed **MINOR** concerns (see below):
Please see the suggestion below:

None

In the event of you deciding to change your research methodology in any way, kindly consult your supervisor to ensure all ethical considerations are adhered to and pose no risk to any participant or party involved. A revised ethical clearance letter will be issued.

We wish you all the best with your research!

Supervisor Name: Taryn King

Campus Postgraduate Coordinator: Ria van Zyl

National Post Graduate Coordinator:



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DESIGN



MULTIMEDIA
DESIGN



COPYWRITING



GAME DESIGN



PHOTOGRAPHY



FASHION
DESIGN



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BRAND
MANAGEMENT

MASTERS

HONOURS

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CERTIFICATES

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