

## **Alignment of brands within the Ministry of Cooperative Governance and Traditional Affairs**

The directors-general of the departments of cooperative governance and traditional affairs recently approved the approach to the branding of the two departments. The approved branding approach sets forth the brand architecture that the Ministry of CoGTA will follow to position the Municipal Infrastructure Support Agency, DTA and DCoG in the public between now and 2014.

### **CoGTA Brand Architecture**

The brand CoGTA was introduced to the public when the President of the Republic of South Africa announced the establishment of the new Department of Cooperative Governance and Traditional Affairs in 2009. Since its establishment, several initiatives were successfully undertaken to build the brand equity for the new department. The brand was able to cut through the clutter and created awareness of its identity and existence as a government department. Many brand associations have been created over the years to build a certain image that represent our values in the eyes of our stakeholders.

In 2010, a decision was taken by government to separate CoGTA into DTA and DCoG, thus introducing the two new brands while disestablishing CoGTA as a department and brand.

### **The CoGTA brands**

As a result of the decisions to dismantle CoGTA, the two new departments were introduced and subsequently gazetted with new independent trademarks, the DTA and DCoG.

A new addition to the family was announced in 2011 when the Municipal Infrastructure Support Agency was established. The new agency is at the advanced stages of establishing its corporate identity.

Notwithstanding these developments our stakeholders are still attached to the now defunct CoGTA, hence the motivation, from a communication point of view, to continue leveraging from CoGTA brand equity.