

**DO NOT ANSWER ON THIS ADDENDUM**

**QUESTION 2      DESIGN COMMUNICATION**

**IMAGE A:** Advertisement for Patagonia, a brand of outdoor clothing and equipment.



[Source: <https://www.thedrum.com/opinion/2022/02/14/emotional-advertising-how-and-why-brands-use-it-drive-sales>]

**QUESTION 3 VISUAL ANALYSIS**

**IMAGE B:** Valley mixed use design by MVRDV



[Source: <<https://archeyes.com/mvrdv-valley-a-green-oasis-transforming-amsterdams-urban-landscape/>>]

**IMAGE C:** Redesigned logo for Canadian B&Q for the launch of their outdoor ranges



[Source: <<https://blog.sagipl.com/logo-design-trends/>>]

**QUESTION 4 DESIGN IN A BUSINESS CONTEXT**

**CASE STUDY: The Clover Mama Afrika Corporate Social Responsibility Programme**

The Clover Mama Afrika is Clover's flagship Corporate Social Responsibility programme. The project appointed 41 Mamas who collectively care for over 15 500 children and 2 500 elderly people, many of whom are abused, orphaned, homeless and vulnerable.

Clover Mama Afrika empowers these Mamas with vital skills such as: cooking, baking, and business management skills. The women are all supplied with the necessary tools, equipment and infrastructure to create a new business for themselves and give back to their communities, including new products to help small street food businesses thrive. Asking their partners what trends they were seeing in these small businesses also allows them insight into scope for new products.

**IMAGE D**

The image consists of two main parts. On the left is a blue advertisement for Clover's 'Triple Protect' milk. At the top left is the Clover logo with the tagline 'Made With Love'. The title 'Triple Protect™' is prominently displayed. Below it are three numbered steps: 1. 'DOUBLE PURIFICATION' with a circular icon and text stating it removes 100% of impurities and reduces bacteria by 90%. 2. 'DEEP COOLING' with a circular icon and text stating it preserves nutrients by cooling milk below 2°C. 3. 'ULTRA CLEAN PACKING' with a circular icon and text stating it ensures no contamination through a no-contact filling system. A large white jug of 'Full Cream Fresh Milk' is shown on the left, and a small patch of grass is at the bottom. The slogan 'Moo Fresh!' is at the bottom. On the right is a testimonial from a woman, Keditbone Mjamba, with the quote 'NOW I SEE MYSELF AS A BUSINESS WOMAN.' and a small Clover logo in the bottom right corner.

The image is a composite of two parts. On the left, there is a photograph of Gail Koenig, a woman with dark hair wearing a patterned top, smiling. To her left is a blue graphic with a white speech bubble containing the quote: "I WAS TAUGHT TO BECOME SELF-SUSTAINABLE." attributed to "- Gail Koenig -". On the right, there is a marketing advertisement for Clover's 'The 2-in-1 Cheese Slice'. The ad features a hand holding a sandwich filled with a slice of pink cheese, a fried egg, and french fries. Above the sandwich, the text reads 'The 2-in-1 Cheese Slice' in a stylized pink font. Below the sandwich, it says 'More Nice. Less Price.' in pink. To the right of the sandwich, a white arrow points to the text 'The great taste of cheese and polony!'. At the bottom right of the ad, a package of 'POLONY FLAVOURED FULL CREAM PROCESSER CHEESE' is shown.

The food and beverage company launched a polony-flavoured cheese recently, seemingly aiming it at vetkoek and kota lovers. These street foods, are usually stuffed with polony and cheese as the standard ingredients.

Describing the '2-in-1 slices', Clover said the product combines the great taste of both cheese and polony in one cheese slice, selling it as a more economical substitute. 'Pay for one and get the great taste of two,' the marketing material reads.

The brand had also moved to mark themselves as being a thoughtful, premium brand, but using blue plastic for their milk bottles, and conveying their brand promise through infographics. Experts in the plastic industry state that the blue plastic is not better than other plastic, and makes recycling of waste bottles more difficult, in opposition to their stated environmental position and hinting at greenwashing.

[Source: <<https://www.foodstuffsa.co.za/22893/polony-flavoured-cheese-clover-looks-to-disrupt-the-kota-market/>> (adapted) and <<https://www.clover.co.za/2016/05/clover-mama-afrika-receives-pmr-diamond-arrow-award/>>]