

Branding Strategies: An Evaluation within the South African Wine Export Industry

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ABSTRACT This study aimed at looking at brand marketing strategies that can increase awareness of South African wine brands in the foreign markets. It sought to find a good branding formulation strategy that will help differentiate South African wine brands from foreign competitors and enhance their sales in those markets. The study's population, consisting of South African wine experts, comprised six respondents. To achieve the study's objective the researcher made use of structured, in-depth interviews. The main findings from the study were that the significance of formulating a good branding strategy is fundamental to the value of a South African wine brand in a foreign marketplace. The reason is that a branding strategy has the ability to enhance awareness of the brand, increase sales and potentially increase long term brand loyalty.