

TIA
THIS IS AFRICA



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WRAPPED

2025



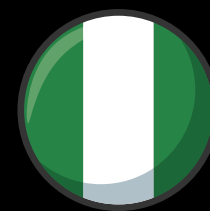
MZANSI'S CAR SPINNING CULTURE GOES GLOBAL

South African-born Samkeliso "Sam Sam" Thubane gets a co-sign from Red Bull as he becomes the brand's first global spinning athlete, taking township motorsport culture to the world stage.



NIKE "SHOWS DEM" WITH NEW PAN-AFRICAN AFCON FILM

Nike dropped a new AFCON TVC that pushes back on claims that the game's gone. Created by Wieden+Kennedy Amsterdam, the campaign celebrates African football's flair featuring Jay-Jay Okocha as Chief Flair Officer.



ADIDAS REIMAGINES THE RETAIL EXPERIENCE IN WEST AFRICA

Adidas opened its largest flagship store in West Africa, a 3 000 square metre waterfront space in Lagos that blends sport, fashion and Nigerian art into a proudly Nigerian retail experience.



CHECKERS SIXTY60 SETS THE E-COMMERCE BLUEPRINT

South Africa's on-demand grocery platform Sixty60 surpassed 100 million orders since launching in 2019. The app has been downloaded over 7 million times with revenue from the platform growing to R18.9 billion.



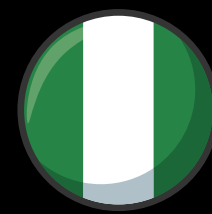
GHANA'S KENTE GETS GLOBAL PROTECTION STATUS

Kente's Geographical Indication (GI) protection status affirms its authenticity as a product unique to Ghana, ensuring that only Kente cloth produced in the country can be marketed globally as a genuine product.



AMAPIANO TOPS THE GLOBAL CHARTS

Once a local sound, Amapiano transitioned into a global powerhouse with DJ Kabza De becoming the most-streamed Amapiano artist with nearly 200 million streams and Tyla smashing records to become Africa's most-streamed artist ever (Spotify).



BURBERRY X BUS AUNTY BACK TO THE CITY

Burberry tapped into Nigerian-born TikTok Sensation Bemi Orojuogun, "Bus Aunty", for their "Back to the City" Campaign. The campaign celebrates everything that makes London the cultural melting pot that it is.



ISHOWSPEED DOES AFRICA TOUR: 20 COUNTRIES. 28 DAYS.

The Streamer of the Year announced his Africa livestream tour with a new trailer. IShowSpeed will travel 20 countries on the continent in 28 days including SA, Nigeria, Ghana, Algeria, Angola, Kenya and Morocco.

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MERRY CHRISTMAS

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