

The rural problem

By  Erik du Plessis and Neil Higgs

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At 1.2 million square kilometres, SA is nearly as big as all of Western Europe. Texas is the largest state in the USA (excluding Alaska, which does not count)...

The picture of the USA from 3,000km shows Texas and all the states that one needs to have as a much space as SA. The three pictures in the [full article](#) are taken from Google Earth at an altitude of 3,000km - i.e. comparable landmasses.

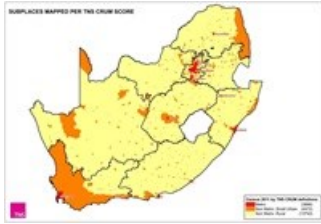


Image source:
<http://www.sanktmag.com/>

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Erik tells: "When I was brand manager on Campari, the principals visited us from Italy. Their main complaint was that our distribution, based on Nielsen, was only 60%. I overlaid a map of Italy on a map of South Africa, showing Italy stretching from Johannesburg to Bloemfontein. They stopped complaining."

[Click here](#) to view the article in full, and [here for more information](#) on the authors' availability to do keynote talks at company strategy conferences.

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ABOUT ERIK DU PLESSIS AND NEIL HIGGS

Erik and Neil are the 'old folk' of marketing, with a mountain of experience between them. They love watching brands grow, have seen brands die and have consulted with nearly every major brand in SA at some stage. They have published papers in accredited journals, won awards and are honorary members of AMASA and SAMRA. They've also talked at major international conferences as well as local keynote talks on the state of the market.

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