

Coco Joe extends Channel O brand

A sex-segmented magazine, *Coco Joe* will launch on 18 September 2009 to complement the music channel TV show, Channel O. Half the print run appeals to females (Coco) and the other half to males (Joe) with an iconic brand logo crafted by design and publishing consultancy The President.



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“We are very excited about launching this unique brand extension to complement our very successful, young, gifted and black campaign,” said Lester Din, marketing manager for Channel O.

This issue was edited by Johannesburg-based Nonkululeko Mlangeni, whose recent projects include curating “Do You Know Where Brenda Fassie Is?” as part of the Cape '09 Biennale. Together with the creative team of The President, they developed the concept as well as the look and feel for the magazine.

The magazine is packaged in a VIP lucky packet style format and the first issue features posters of some of South Africa's entertainment industry celebrities including DJ Sbu, Pro, DJ Waxxy, Khanyi Mbau, Lira and Kelly Khumalo. The quarterly magazine, with an initial print run of 5000, will be distributed at selected Musica stores at R39.95.

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