

Share on Facebook Share

Share

Share on Twitter Share

Share

Share on LinkedIn Share

Share

Share on Email Share

Share

The South African economic lockdown level 5 has seen to it that only sectors that are deemed essential can operate. With the easing of lockdown many traders ventured from the standpoint of having to prove and ensure that their services are essential. These days you cannot buy a product that does not have the word essential on the tag or somewhere on the product.

With the President declaring that only essential services will operate under certain levels, producers have noted that people are starting to consume produce that they deem essential. As a result, producers have worked towards creating a sense that their products are essential and mimicked ads that play on the word essential. Lockdown has introduced many new words with newer context to our vocabulary and it is important to know what they are to benefit your business. The latest trend on using the word Essential is deemed essential if you want consumers to consume your product if you do not wish to be left behind.

Picture credits: <https://www.netflorist.co.za/groceries.htm>

Share on Facebook Share

Share

Share on Twitter Share

Share

Share on LinkedIn Share

Share

Share on Email Share

Share