

# Comfortable, hygienic shopping in Angola

By [Pedro de Gouveia](#)

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NossoSuper is a national chain of supermarkets which was established by the Angolan government in 2005. The government created PRESILD - The Programme for the Restructuring of Logistics and Distribution of Essential Products to the Population.

This became the business vehicle for finding sites and then building and stocking small Friendly Grocer-sized supermarkets throughout the country.

The aim of PRESILD is to formalise the purchase and sale of Angolan made goods to the local population through formal supermarkets branded - NossSuper. These supermarkets present these goods in a clean and modern environment where products meet international levels of hygiene and the professional staff provide fast and efficient service.

The chain now has stores throughout all thirteen provinces of Angola.

Herewith some examples of the advertising they have produced to promote the brand:



Shopping with comfort and hygiene, is Ours ! It's Super!



Doing shopping close to home, is Ours ! It's Super!



The supermarket which is Ours has arrived ! It's Super!



Doing your shopping at good prices is Ours! It's Super!

## ABOUT PEDRO DE GOUVEIA

Pedro de Gouveia is GM of Salient Strategic Advertising and Design, which opened its doors in March 2006. The agency has more than 80 years of accumulated management experience acquired from within the South African advertising and marketing industry. Clients include Red Security, Shoprite, Caturra, Hungry Lion, Boss Paving, International Academy of Health and Skin Care and OFFRA Cosmetics (USA).

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