



AN IDEA THAT MATTERS

DRAFTFCB

**WHAT
IF?**

**WHAT IF WE
REMEMBER AGAIN
HOW TO BE DIVIDED,
AND FORGET THAT
WHILE WE LOST,
WE ABSOLUTELY
TRIUMPHED.**

WHAT IF

**WE REMEMBER AGAIN
THAT WE CAN'T LIKE OUR
NEIGHBOUR,**

**FORGETTING HOW TSHABALALA
MADE US HUG A STRANGER.**

WHAT IF

**WE REMEMBER THE LOAD SHEDDING,
THE PRICE-HIKES, INFLATION,
FORGETTING AGAIN THAT**

**WE ARE STILL
ONE NATION.**

WHAT IF

WE REMEMBER AGAIN HOW TO
DOUBT, FORGETTING THE POWER
WE HAVE WHEN WE SHOUT.

WHAT IF THE

**FLAGS
CAME
DOWN**

**ON THE 12TH OF JULY,
AND WE PACKED THEM AWAY,**

AS THOUGH WE HAD SOMETHING TO HIDE.

BUT

**WHAT IF IT
WASN'T THE END
BUT THE
BEGINNING.**

WHAT IF WE TOLD THE NATION TO...

**KEEP
FLYING!**

**WHAT IF WE WOKE ON THE 12TH
AND IT WAS STILL HERE,**

OUR PASSION REDIRECTED,

A CALL TO PERSEVERE.

WHAT IF THE
COLOURS ONCE
PRINTED ON OUR
T-SHIRTS AND
SCARVES,

WERE NOW
FOREVER
ETCHED ONTO OUR
HEARTS 

WHAT IF

**EVERY
SABRAND**

**USED ITS VOICE FOR GOOD,
RAISED A FLAG, AND SAID
YOU TOO COULD.**

WHAT IF WE REMEMBERED WHAT WE
ALREADY KNEW, THAT THE FLAG SAYS
THERE'S NOTHING
THAT WE CANNOT DO.

WHAT IF WE TOOK

30 DAYS

**TO NEVER FORGET,
THAT ALL WE'VE ACHIEVED
IS NOTHING AS YET.**

AND,

MOST IMPORTANTLY,

WHAT IF THIS,

THE SIMPLEST OF IDEAS, WITH YOU BY ITS SIDE

BECAME AN IDEA

FROM WHICH

NO-ONE

COULD HIDE.