

Russell Hobbs Rush: Make a dash for it!

By  Mike Sharman

8 Dec 2016

By the time December sneaks up on us, the average consumer is on the verge of Festive Fatigue. Branded content becomes white noise, and shelf liners and POS collateral of all shapes and sizes morphs into a solitary red blur of a fat man in a suit with a jolly grin, *sans* differentiation.

In order to cut through the clutter, Russell Hobbs is doing something different this silly season.



The Russell Hobbs Rush.

The [Russell Hobbs Rush](#) is an in-store campaign supported by POS, a physical promoter presence at select stores, and social media content.

By purchasing any Russell Hobbs appliance during the campaign period, consumers will be eligible to win a cash prize of R150,000 or be one of four runners-up to participate in a 30-second trolley dash where they will be able to grab as many Russell Hobbs appliances as possible and stuff them into their trolley. All appliances they grab, are theirs to take home.

To enter, consumers need to complete the online form on russellhobbusrush.co.za or SMS "Rush", their name and the store they purchased their Russell Hobbs appliance from, to 33078. SMS charged at R1.50.

Upping the ante, there will be four R50,000 golden tickets hidden among the appliances at the Rush.

The competition runs from 1 December 2016 to 15 January 2017, with the draw happening the following week and the Rush taking place at the end of January.

Make a dash for it today, and enter the Russell Hobbs Rush! Live your best adult life.



ABOUT MIKE SHARMAN

Mike Sharman is the owner of Retroviral Digital Communications, an online communications consultancy specialising in communication strategy, social media and content creation.

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