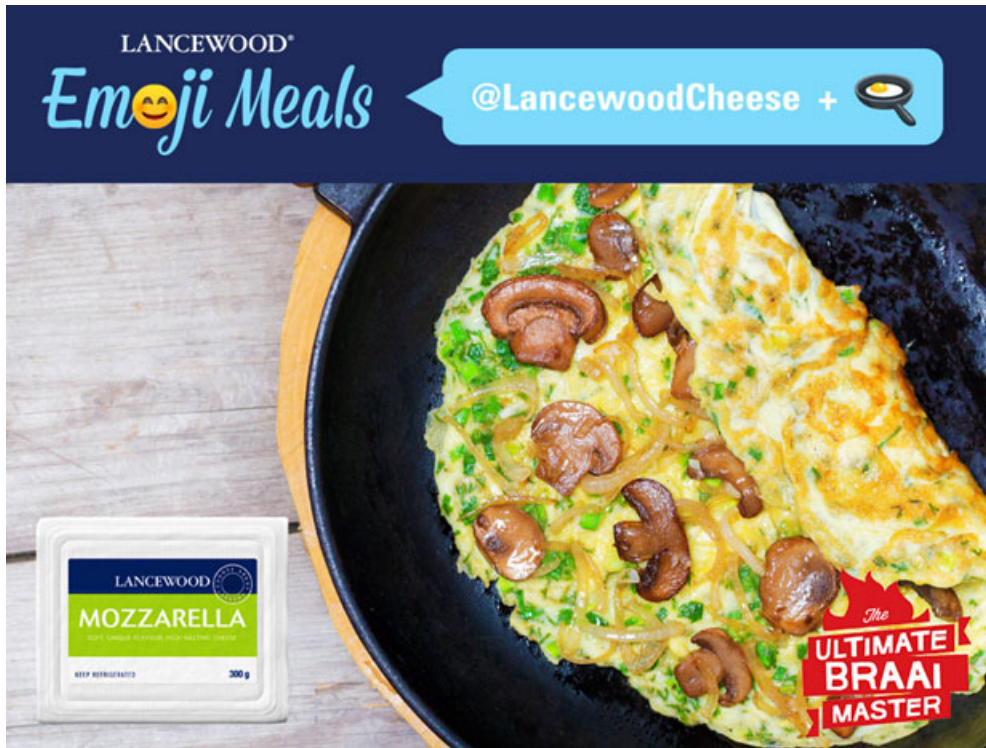


# Lancewood adds original flavour to *Ultimate Braai Master* cooking with Emoji Meals

Issued by [M&C Saatchi Abel](#)

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As one of South Africa's most beloved cheese brands, Lancewood® is a key ingredient in that most revered of local pastimes: the braai. It was a natural step, therefore, for Lancewood® to sponsor the popular reality TV series, *Ultimate Braai Master*, as it entered its fifth season.



Beyond its support, however, Lancewood® wanted to introduce a new and interactive element to the viewing experience for *Ultimate Braai Master* fans. Their solution came in the form of Emoji Meals – a social media tool powered by a bot that takes the *Ultimate Braai Master* viewing experience to a different level of delicious. Lancewood® partnered with advertising agency M&C Saatchi Abel CT to execute what was a first for the brand, and a pioneering use of emerging digital tools.

“We needed a mechanism that would allow the brand to not only engage its strong following on social media, but to also provide something entirely new and immediately relevant to this audience – at a specific touchpoint,” says Gordon Ray, executive creative director at M&C Saatchi Abel. “The combination of great content with a smart social media platform provided the perfect solution.”



By simply sending a food emoji to Lancewood®'s Facebook page via private message, the Lancewood® bot instantly responds with an interesting recipe or practical tip related to the emoji.

For example, Clarissa\* sent the brand a strawberry emoji and the bot responded with a recipe for fruit cheese salad with strawberry vinaigrette – a completely different and unexpected twist on the traditional braai salad! So by harnessing the power of real-time social media engagement to provide relevant and original content to fans, Lancewood® instantly turned the *Ultimate Braai Master* viewing experience into a far more dynamic and engaging event.



According to Shereen Anderhold, Marketing Manager at Lancewood®, the response from the Lancewood® Facebook community has been sensational. About 2,002 unique users have already tried out the Lancewood® Emoji Meals bot, and approximately 165,715 interactions have taken place. She notes that over a million viewers have already tuned in for the second episode.

“Given that people are inundated with marketing messages on social media today, and particularly on Facebook, Lancewood® Emoji Meals allowed the brand to cut right through this clutter,” adds Ray. “For many South Africans, food is a passion – and we found a way for Lancewood® to become an integral and very tangible part of an activity that South Africans love and cherish.”

For more information on the Lancewood® Emoji Meal bot, visit the [Lancewood Cheese Facebook page](#).

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