

All Gold gears up for Heritage Month with limited edition bottles

All Gold Tomato Sauce will be releasing two 700 ml limited edition collectable bottles in mid-September, which will be available in two designs.



The first is the 'Crammed Full of Tomatoes' design, which celebrates the fact that it is crammed full of real tomatoes, free of thickeners, colourants and preservatives. The second bottle, the 'Crammed Full of Local Flava' design, embraces its tradition, as part of South Africa's rich local heritage. The design includes truly South African-isms, favourite foods and greetings that South Africans can relate to.

Two million bottles have been produced and a 'Design Your Own Bottle' microsite will also be launched soon.

A 13-segment promotion will run on the Afternoon Express show on SABC 3, giving more exposure to the campaign, as well as showcasing the full range and recipes. All segments will be shared to YouTube. Additional marketing support for the campaign includes a social media drive, highlighting upcycling ideas for the collectable bottles, ATL adverts and digitorials.

For more, visit: <https://www.bizcommunity.com>