

Peter de Villiers teams up with Kia to support Movember

As a vital part of its first interactive 'Movember' campaign in support of testicular and other cancers affecting men, Kia Motors South Africa has enlisted the support of none other than the owner of the most famous 'snor' in SA - ex Springbok coach Peter de Villiers or 'Coach Mo', as he is now referred to.



Participants of the Kia Movember campaign, known as the 'Mo Squad', are trained, cajoled and supervised by Coach Mo, depicted as an illustrated moustache voiced - via radio spots aired on Highveld and Kfm, and video uploads to Kia's Facebook site - by this moustachioed local icon. Participants stand to win R50 000 for CANSA, the official beneficiary of Movember, as well as individual prizes.

A joy to work with

"We instantly knew 'Die Snor' was a physical fit for the part, but we discovered he embodied the perfect spirit too, and was a real joy to work with. When a campaign rests so heavily on an individual it's a relief when that individual adds more than could be expected - for that we owe Peter a huge debt of thanks," says Roger Paulse, creative director of advertising agency Singh & Sons, who conceptualised this campaign.

Kick-off entails each participant registering and joining the Kia Mo Squad on www.movember.com. By participating and supporting this initiative via their own Mo Space page, entrants then stand a chance to win the R50 000 donation to their Mo Space profile plus an iPad for themselves. There are also 14 iPods up for grabs.

'Mo-tivational' posts

Hair-raising hopefuls can expect daily 'mo-tivational' posts from Coach Mo as well as chuckle-inducing weekly video uploads, ensuring that the competition remains fierce and that participants continue to 'grow, show and connect' with their fellow players.

"The month of November is an opportunity for all men to support a worthy and serious cause, and at the same time not take themselves too seriously. The Kia brand is pleased to play a small part in helping raise awareness for men's health, and

much need funding for the CANSA organisation. We want to make a difference," says David Sieff, marketing manager at Kia Motors SA.

The tongue-in-cheek nature of the Kia moustache growing charity initiative perfectly encapsulates the spirit of Movember - now a globally recognised health campaign. What's more, the spirited and mischievous campaign adds a powerful new dimension to Kia's already significant corporate social initiatives, allowing participants to really connect with the cause.

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