

# Amstel salutes South African successes

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In a five-week Metro FM radio campaign, starting February, Amstel Lager, SABMiller's largest premium beer brand, will call on the public to participate in a voting pole to recognise role models in South African society.

Nominees chosen for Amstel's 'Salute to Success' campaign were selected by Amstel regional representatives - in Cape Town, Johannesburg and KwaZulu-Natal - according to attributes that they share with the brand, and for which the brand wishes to recognise them.

Candidates will be profiled on Metro FM as well as on the station's website. Then it will be over to the voting public to cast their vote as to who is their best role model in each region. The person who best embodies the spirit of dedication and integrity and who has the ability to inspire young achievers.

"The campaign is about recognising and celebrating success and the lessons learnt from achievement, which hopefully can inspire others," says Tamzin Lovell, Amstel Lager's brand manager. "Amstel is about genuine leadership not flashy boasting – and it is this that we want to portray through our campaign."

A listener from each region to correctly predict the winning nominee will be invited to attend an exclusive Amstel 'Salute to Success' event, as well as making a donation to their favourite charity on behalf of Amstel. The events will pay tribute to all nominees.

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