

Nando's flashes Jozi

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In true Nando's style, flash mobs were held at various Johannesburg locations this past month. Tasking the "out-of-the-box" activations agency, Offlimit Communication, to come up with something fresh to build brand awareness, Nando's was looking to push the envelope and bring something new to the floor.



A flash mob is "a large group of people who assemble suddenly in a public place, perform an unusual action for a brief time, and then quickly disperse".

On Saturdays and Sundays in June 2009, hundreds of dancers jammed Park Station, Carlton Centre, Maponya Mall and various other centres in Johannesburg, in a Nando's-driven "flash mob" celebrating South African tradition and the way we do things - the Nando's way.

The sheer success of the event came as a complete surprise to the organisers, Offlimit Communication. "We knew a flash mob would work in generating interest and brand exposure, but the response has been phenomenal," states Chrisula Zarkalis, Account Manager for Offlimit Communication.

Nando's briefed Offlimit to arrange an activation that would build brand exposure and get people excited about Nando's and the Confed Cup special that is currently running in Nando's stores nationwide: "This is how we do it." Offlimit planned a flash mob with Nando's scarves and coupons that were handed out to spectators afterward.



"It was all so sudden, there was this music and people dancing everywhere," said Jo Bodiba, who was passing through Maponya mall when the dancing started. "There were a lot of confused people, trying to figure out what was happening. Everyone seemed pretty entertained and many started dancing along," she said.



The thinking behind the flash mob initiative was inspired by the notion that most South Africans live a regular life, doing everyday chores day in, week out. "Why not bring them a moment of surprise and offer them a taste of Nando's life in an unexpected yet delightful manner on weekends?" asks Mzamo Xala, business unit director at Offlimit Communications. He continues: "Lift their spirits when they least expect it. Thus a flash mob was coined to be the dance with surprise gift and special offer to delight South Africans as they go on with their lives on weekends."

The success of the dance with surprise gift has prompted Nando's to roll out more flash mobs popping up in key malls around Johannesburg to spread the message and connection with South Africans and stores.

Where can people view footage etc?

The footage will be loaded shortly on www.offlimit.co.za.

Offlimit Communication, below-the-line activation agency, offers a full 360-degree BTL solution, with a team including top strategy, creative and production, as well as a digital arm. For more information about the company, visit www.offlimit.co.za.

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