

Tradeway Promotions target ShisaNyama's to introduce new Castle Lite 440ml can

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Castle Lite in conjunction with Tradeway Promotions, leaders in the recruiting, training and managing of resources for experiential brand activations, recently ran a highly successful campaign across ShisaNyama's in Egoli, introducing customers to the new 440ml Castle Lite can. This was done by engaging with customers and offering them the authentic experience of enjoying an extra cold Castle Lite.



Tradeway Promotions used their years of experience running brand activations in the main market to specifically target ShisaNyama's, which are informal gathering and eating places in townships that specialize in braai's and serve alcohol. ShisaNyama's are commonly frequented on weekends by city dwellers who like to return to their "roots" in the townships to make their current status known and to socialise with friends in a relaxed and familiar environment.



The campaign to launch the 440ml Castle Lite Can was executed by Tradeway Promotions to reach the identified target audience in a social environment, whilst achieving the campaign objectives to not only increase sales of the new pack, but to strengthen brand desirability and demonstrate the various occasions in which a consumer can enjoy an extra cold Castle Lite.

All Tradeway promoters undergo extensive brand and product training prior to the activations ensuring they are not only informed promoters but true brand ambassadors. The campaign called for teams of three, which included a male DJ and two female waitress promoters, which ran the Castle Lite activations on four occasions at each identified ShisaNyama over a two month period.

Over a 90-minute duration, a DJ played music at the ShisaNyama and identified five customers drinking Castle Lite, rewarding them with a meal voucher. Customers who purchased a six-pack of Castle Lite 440ml cans were rewarded with two complimentary Castle Lite glasses.

"We provided this pilot experiential activation for Castle Lite designed using our expertise and trade knowledge to tailor the campaign to the identified target market. We are very pleased that the campaign achieved the objectives and resulted in a 70% increase in Castle Lite sales at specified outlets, through engaging with over 10 000 consumers and potential consumers," commented Michelle Francis, CEO of Tradeway Promotions.

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