

# MACHINE launches integrated Weet Bix campaign

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Award winning agency MACHINE has launched their fully integrated Weet-Bix campaign which was created to get South African youth to reconnect with the trusted cereal brand.



The agency conceptualised an inventive multi-platform Weet-Bix 'Beat Bix' campaign using music and customised sound tracks as a means to engage meaningfully with the target audience. The campaign features an on-pack promotion which is to be amplified by TV, radio, Facebook and campus activations.

The Weet-Bix 'Beat Bix' on-pack promotion offers consumers the chance to win a grand prize of four tickets to the global music showcase, The MTV Music Video Awards in Los Angeles, USA, as well as other music related prizes. When entering the competition via sms, consumers are given the opportunity to receive a call-back from a popular South African DJ and download a personalised Weet Bix Beat Bix signature track.

Composed by sound production specialists, Say Thank You, the catchy Weet Bix Beat Bix signature track has been used across multiple channels, including: novel shopper stoppers in all store promotions, on TV, Radio, Facebook as well as in campus activations, thus ensuring consistency across all brand touch points.



To further encourage engagement with the brand and effectively target their messaging to the desired audience, MACHINE designed a rhythm based game ([www.facebook.com/WeetBixSA](http://www.facebook.com/WeetBixSA)) for the Weet-Bix Facebook page which encourages consumers to congregate on the social media platform and outperform each other to win music related rewards.

A similar game will be activated at university campus's with interactive dance mats and screens, along with professional hip hop dancers who will encourage students to dance to the Weet-Bix Beat Bix track.

Gareth McPherson, Creative Director at MACHINE comments, 'Developed in-house with our highly skilled digital development team, the Facebook game pushed all of MACHINE's skills from design right through to coding. The fact that we activated the game not only online but also through live campus activations further cements the unique skill set offerings we have as an agency'.

The competition is supported by radio advertising on 5FM and a competition on the YFM 'Flava in the morning' show where listeners can call in live to re-enact the Beat Bix song each day and stand the chance to win prizes.

Khosi Snondo, Brand Manager on Weet-Bix & Pronutro comments, 'Through this integrated campaign we have stepped into a new space for Weet-Bix and, I feel confident that it will resonate with the intended younger market.'

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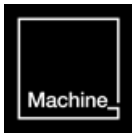
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