

'Smoothing' into the new Tropika tagline

 By Leigh Andrews

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"When I eat a pie I'm Gloria, when I eat a pie with Tropika I'm Glorioussss!" You either [love it or hate it](#) - whatever the case, the new Tropika ads are certainly being noticed. Even better? They're incorporating Vines as an as-yet untapped social media platform for brands into the latest tactical campaign that it's 'best with meals' - here's how...



Screenshots from the Gloria/Glorious and Tony/Antonio Tropika ads

Nope, that's not a typo - Tropika is all about 'smoothness' recently launched two new TVCs as well as a radio promo with the new tagline, 'Nothing Smoother'. It's a very different look and feel from the general glitz, glam and celebs that Tropika once was. That's because there's a new team on board aiming to freshen things up with its new 'best with meals' positioning, having partnered with Roman's Pizza, King Pie and Chesa Nyama to run a promo along these lines.

Miantha Padayachee, Brand Group Manager, tells us more...

■ 1. Firstly, why the new tagline?

Padayachee: Tropika has always been known for its 'smoothness' and our strategy going forward is to own it. Our new tagline of 'Nothing Smoother' truly encapsulates the essence of the brand.

■ 2. Moving onto the 'best with meals' tactical campaign, tell us about what the research conducted actually revealed.

Padayachee: In looking at consumption trends around Tropika, we found that Tropika is almost always consumed with meals, so meal pairing seemed like a natural fit. We are leveraging this via three nationwide fast food partners - Roman's Pizza, King Pie and Chesa Nyama, as they resonate with our target audience, and are thus a perfect fit and compliment the smoothness of Tropika perfectly.

■ 3. Tell us about the creative concept of the new TVCs and radio promo.

Padayachee: The overarching messaging is 'Nothing Smoother', which lives well across all touch points. The characters in these adverts were selected to appeal to our audience as every day, relatable South Africans with larger-than-life personalities. Joe Public was involved in the conceptualisation and execution and we believe that the adverts are both memorable and hilarious and best encapsulate the 'nothing smoother' messaging. View the video embedded below for a

recap:

■ **4. Looking at social media, tell us about generating creative content through Vines and their as-yet untapped potential for SA marketing.**

Padayachee: A Vine is a snapshot of something funny or entertaining and does not allow for long-winded story telling. It's through this that we find the magic in the production, as each Vine feels real and unrehearsed.

To date, Vines as a social media platform have not been fully explored and embraced by brands in South Africa and Tropika identified this as an opportunity to support their current tactical campaign while still staying true to the social media space.

By tapping into a stellar-cast of local celebrities including Roxy Burger, Mpho Popps, Amanda du Pont, Tumi Masemola and Amon Moekena, Tropika has created a series of 6-, 9- and 30-second, clips which will live on Tropika's Vine account, Facebook, Twitter, Instagram, Youtube channel as well as on www.tropika.co.za. If Amanda du Pont and Amon Moekena having a pie-eating contest or Roxy Burger in a bath of Tropika is your thing, then [this campaign](#) is for you!

The content ranges from directly relating to the tactical meal campaign right through to some amazing random footage. The use of popular South African celebs is set to springboard these mini videos onto the screens of millions of South African consumers.

■ **5. How does this tie into Tropika's overall strategy?**

Padayachee: This is a tactical campaign that looks to create an association between Tropika and meals. We wanted to

attach a new angle in bringing Tropika's intrinsics to the fore to further educate around product benefits.

The campaign certainly does bring in a fresh angle. For more, visit www.tropika.co.za or follow [on Twitter](#).

ABOUT LEIGH ANDREWS

Leigh Andrews AKA the #MilkshakeQueen, is former Editor-in-Chief: Marketing & Media at Bizcommunity.com, with a passion for issues of diversity, inclusion and equality, and of course, gourmet food and drinks! She can be reached on Twitter at @Leigh_Andrews.

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