

## Vote for favourite Koo T-shirt in new campaign

To celebrate its 75th birthday next year and its role as part of South African heritage, Koo has commissioned 12 designers from a variety of backgrounds, working in a range of styles, to come up with T-shirt designs inspired by Koo Baked Beans, Peach Slices and Chakalaka. R5000 will go to the winning designer, who will be announced at an exclusive event on 30 September 2014.



The designers work in styles ranging from graphic design, graffiti, fashion and illustration. They range from well-known cartoonist Jeremy Nel and fashion designer Craig Jacobs, to emerging talents studying as part of the Umuzi Photo Club Power of 50 Project in Johannesburg and the children of the Lalela Project in Cape Town. Each designer brings his or her personal Koo story to the design, which is filled with uniquely South African flavour.

Fans could win a unique, limited edition T-shirt just by going to the website and sharing their favourite design with their Facebook friends or Twitter followers. Based on the number of shares, five designs will become finalists. To make sure that the winning design captures the power of brands in South African culture, brand thought leaders Ashraf Garda and Andy Rice and James Robertson, the force behind leading South African T-shirt retailer Big Blue, will assist in the selection.

For more information, go to [www.KOO.co.za/heritage](http://www.KOO.co.za/heritage).

For more, visit: <https://www.bizcommunity.com>