Surf's School of Shine

Surf Washing Powder and Liquorice have just launched a digital billboard activation showcasing the CVs of real-life women to help them launch their careers.

Launched in Soweto and Thembisa, the billboard provided a platform to empower women with confidence to go into the workplace and a stage to let them shine.

“Working closely with Liquorice, we wanted to push the digital innovation boundaries and do something never done before in the FMCG space,” said Surf brand manager, Sinovuyo Rodolo.

It was this drive for innovation that paved the way for Liquorice to launch this "world-first" for an FMCG brand, added Miles Murphy, founder and CEO of the digital marketing agency.

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