

947, Everysun enjoy summer with Frisbee rally

Want to make people aware of the importance of suncare while having a fun time at the beach? Why not launch a Frisbee rally from Johannesburg to Durban like Everysun and 947.

Along with the help of Everysun, brand activation and experiential marketing agency Be Salt helped 947's Greg and Lucky team achieve their goal of spending December at the beach.

The team was trained by Paul Nussey from the Wits Ultimate Frisbee team. With the training complete and some helpful offerings along the way, the Frisbee made its way from the 947 offices in Sandton all the way down to the Umhlanga main beach in Durban.

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