

Dream Big to support children's hearts and Tomorrow

Appletiser SA and Jenna Clifford will be launching a promotional competition in January, taking place in Pick n Pay Hypers around the country.



The grand prize, which can be won monthly until the end of March is a custom designed Jenna Clifford pendant, valued at R50,000. The pendant, which was specially designed by Clifford for Appletiser, features an apple shaped pendant, with an apple leaf and Clifford's signature "Dream Big" rose in the centre, bejewelled with precious and semi-precious stones.

Clifford's "Dream Big" initiative, incorporating the Dream Big Rose, has CSI benefits. Each time one of these products is purchased, a percentage of the sale goes to the two main beneficiaries of the "Dream Big" project, The Tomorrow Trust and the Walter Sisulu Paediatric Cardiac Centre for Africa (WSPCCA).

"The promotion mechanic is simple," comments Appletiser SA brand manger, Candice Voutyritsas. "Consumers who purchase two 750ml bottles of Appletiser, Red or White Grapetiser or Peartiser, or a six pack of the 330ml variants stand to win. All they need to do is write their details on the back of their till slips and pop it into the entry boxes in the 21 participating Hyper stores - and dare to dream big.

"The CSI aspect is one that is particularly attractive to the brand," says Voutyritsas. "There is great synergy between the Jenna Clifford brand and Appletiser, and we hope that this will translate into a lot of money for these two worthy organisations."

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