

Corporates support Movember campaign

Kia Motors SA has launched its first [Movember](#) campaign, with the help of moustachioed local icon, ex-Bok coach, Peter de Villiers or 'Coach Mo', as he is now referred to. As part of the Movember movement, 24.com has dedicated a month to men, with Men24, where Mo-supporters can load their pics onto Mo Stars.



Kia runs radio, website drive

Participants of the Kia Movember campaign, referred to as the 'Mo' Squad, are trained, cajoled and supervised by 'Coach Mo,' depicted as an illustrated moustache voiced (via radio spots aired on Highveld and Kfm and video uploads to Kia's Facebook site) by this moustachioed local icon. Participants stand to win R50,000 for CANSA, the official beneficiary of Movember and individual prizes.

"We instantly knew 'Die Snor' was a physical fit for the part, but we discovered he embodied the perfect spirit too, and was a real joy to work with. When a campaign rests so heavily on an individual it's a relief when that individual adds more than could be expected - for that we owe him a debt of thanks," says Roger Paulse, creative director of advertising agency Singh & Sons, who conceptualised this campaign.

Kick-off entails each participant registering and joining the Kia 'Mo Squad' on www.movember.com. By participating and supporting this initiative via their own Mo Space page, entrants then stand a chance to win the R50,000 donation to their Mo Space profile plus an iPad for themselves. There are also 14 iPods up for grabs!

Hair-raising hopefuls can expect daily 'mo'-tivational posts from 'Coach Mo' as well as chuckle-inducing weekly video uploads, ensuring that the competition remains fierce and that participants continue to 'grow, show and connect' with their fellow players.

"The month of November is an opportunity for all men to support a worthy and serious cause, and at the same time not take themselves too seriously. The brand is pleased to play a small part in helping raise awareness for men's health and much need funding for the CANSA organisation. We want to make a difference," says David Sieff, marketing manager, Kia Motors SA.



Website offers 24 hours of fun

A big part of the Men's Month initiative is Mo Stars, which raises prostate cancer awareness. Users enter their 'mo' into the challenge to grow the wildest Movember 'tash'. Highly interactive, the campaign encourages them to upload photos and get their friends to vote. They are also encouraged to Tweet their pics using [#tashoff](#).

Launched on 1 November and running for just 30 days, Men.24.com is a platform that celebrates everything about being a man. As an online go-to guide for men, the site drew over 21 000 unique visitors on its first day.

The content offering includes gadgets reviews, sports and fitness, music, movies, relationship advice and more. The aim is to equip men with tools to live a better life and have more fun doing it.

"24.com platforms are always very focused on what their users need and Men24 is no different. Although there is content aimed at the male reader on many of our other portals, we haven't had a dedicated place for our male readers to come and celebrate being guys. This site does exactly this, boldly and in a funny, sexy and useful way," says Nadia Boucher, marketing manager for 24.com and project manager of Men24.

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