

Neanderthals on exhibit at the Pretoria Zoo



There's a new exhibit at the Pretoria Zoo featuring an endangered species: the beer-swilling, cave-dwelling Neanderthal who has been pushed to the brink of extinction by modern man since his switch to Sterling Light Lager.



The National Zoological Gardens launches a ten-day exhibit today (Thursday 8 September) featuring several living, breathing Neanderthals in an extension of SA Breweries' new ad campaign for their Sterling Light Lager.

The campaign - the brainchild of the Old Shanghai Firecracker Factory's executive creative director Kevin Kleynhans - is based on the premise "When you're ready to evolve..." and the message is about moving to a more modern lifestyle that's more moderate, balanced and health conscious.

Sterling Light Lager is SAB's premium full-flavoured light beer that promises all the benefits of low alcohol without compromising on taste and is billed as an evolution in beer drinking.

The exhibit, according to Zoo marketing manager Craig Allenby, is set in a natural enclosure with actors re-creating daily activities that Neanderthals may have engaged in several millennia ago: "We have made extensive use of prosthetics and special effects make-up in order to recreate a relatively authentic look and feel to the exhibit.

"This is the first time in SA where a visit to the zoo will also include a habitat that features historic relatives to our own species."

SAB Marketing Manager for the premium beer portfolio Bruce Reinders says there's a natural aspiration and shifting in the market towards both status and a healthier lifestyle and that Sterling Light Lager is being positioned to match these shifting needs.

The Sterling Light Lager 'Evolution of Man' exhibit is situated a short distance from the gorilla enclosure and directional signs have been installed inside the zoo grounds.