

Chappies Did You Know Edible Street Art Campaign

Iconic South African bubble gum brand, Chappies, paid tribute to its supporters this January by creating and sharing six edible street art pieces, each inspired by "Did You Know?" facts submitted by South African fans. Thousands of YouTube views and significant social media engagement show that Chappies fans have really taken the artworks to heart.



In 2012, SA's favourite bubble gum gave fans the chance to submit their own 'Did You Know?' facts for the famous Chapp

wrappers, via www.chappies.co.za. Chappies knew SA had a lot of knowledge to share and was thrilled with a fantastic response from the public. After over 50 000 entries were submitted through Facebook and over 47,000 votes on Mxit, Chappies was tasked with validating and selecting the top 170 facts, which will be printed onto millions of Chappies wrappers to form part of the brand's heritage. All finalists will receive a year's supply of Chappies bubble gum for their efforts and a framed image of their submitted fact on a Chappies wrapper.

The edible street art that the Chappies team created, represented six user-submitted facts and were each created out of thousands of real Chappies pieces. The largest of the six murals took 177 681 pieces of Chappies to create, about 15 hours to complete - and approximately 15 minutes to disassemble, with the help of the public.

The campaign was conceptualised in association with Creative Agency, Ogilvy Cape Town, and the edible artworks were designed by SJ Artists. Shani Jude, who runs SJ Artists loved working on this campaign. "It's great to work with brands that are able to allow for out the box thinking and to create art out of their products. It was fantastic to see and hear the responses from the public," says Jude.

The artworks went up on walls in Cape Town, in Woodstock (January 15), Khayelitsha (January 16) and at Cape Town Station (January 17). The Johannesburg artworks went up on 4th Ave, Parkhurst (January 19), at Arts on Main, in the Maboneng Precinct (January 20) and in Greenside (January 21).

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