

84 stars, 84 taverns

In order to promote Windhoek Draught to local patrons, 84 of South Africa's top soccer celebrities visited 84 taverns nationwide as part of the brand's 'Windhoek Heroes' campaign. Perfectly positioning each player in his home town, the campaign aimed to familiarise the public with the new product in an inspirational and interesting way.



“Recent years have seen a worldwide increase in endorsements by sporting personalities, such as Lewis Hamilton, Thierry Henry and David Beckham who promote watches, razors and men's underwear. ProSport International's involvement is sure to kick-start local brands to use SA's hottest commodities for promotions,” says Mike Mikaab, global managing director of soccer for ProSport International.

The company is a sports management and recruitment agency which manages, promotes and develops the careers and interests of sporting athletes. One of the most prominent agencies in South Africa, it has offices around the globe including Greece, Ghana, Australia and the UK. Tasked with promoting some of the world's top sporting talents, it specialises in professional rugby and football, with smaller interests in cricket, swimming and golf.

For more, visit: <https://www.bizcommunity.com>