

Glamcam promotes Jack Daniels' Music Scouts campaign

Jack Daniels has selected Glamcam again to promote Jack Daniels' 'Music Scouts' campaign, a nationwide talent search to recruit and retain 25-34 DJs, artists and bands who have gritty lyrics, cross-fades and 808 beats that have been caged up in garages and left on street corners too long.

The music scouts - TBO Touch, DJ Ganyani and Khuli Chana - will judge the best entries and the top three artists will battle it out on 5 December in Joburg's Turbine Hall to win a trip to the Miami Music Conference in March 2015.



Vote online

Artists nationwide will be invited to take part via Metro FM and a point-of-sale and digital campaign and can upload their demos to the website where consumers will be able to vote for their favourite artists. Consumers can also vote via Twitter and stand a chance to win a trip to the Miami Music Conference.

"Contestants will perform at one of 140 DJ gigs - all Primedia Unlimited nightlife venues - until 30 November, mainly in bars and dance venues, where Glamcam will host activations and an instant photo booth," says Glamcam's Caryn Whitaker.

Consumers will be able to win various prizes when they purchase a tot of Jack Daniels and receive an instant redemption card. Prizes include flexi caps, shock speakers, cards, glassware and free tots.

Glamcam, a unique event photo, captures experience, provides photo brand activation through sharing moments, whilst the set creates a fun vibe at any event giving brands a spectacular backdrop for awesome group photos.

For more information, go to www.jackscouts.co.za.