

Tuk Tuks Race highlights CSI initiatives

As part of its integrated PR and social media campaign for Old Mutual South Africa, Positive Dialogue Communications, in collaboration with Radar, launched 25 Shesha Tuk Tuks, branded with Old Mutual Foundation's supported initiatives in the streets of Sandton, offering commuters a fun and affordable transport alternative to cut through the traffic.



[click to enlarge](#)

Ten of South Africa's top bloggers were invited to participate in an [Amazing Race-style challenge](#), which required them to complete 10 activities with the help of their online followers. The bloggers were tweeted clues by the Positive Dialogue team and then had to ask their Twitter followers for the answers before they were allowed to move on to the next task.

The clues drove the Twitter followers to the Old Mutual Foundation website, educating them about its CSI initiatives while entertaining the online community who were virtually participating in the race.

The winning blogger, Halo's Dean Oelschig, won an iPad and each of the 10 bloggers were given R2000 worth of prizes to award to the Twitter follower who gave them the most help during the race.

More than seven tweets per minute

The campaign was received positively by the bloggers and proved successful, trending on first in Johannesburg and nationally on Twitter. During the race, an average 7.08 tweets per minute were recorded, all of which were positive. Among the top words used were [#sheshatuks](#), [@oldmutualsa](#), "sandton" and "challenge". All of the bloggers encouraged by the support they received from their communities. Bailey Schneider, radio presenter on W2OVfm and blogger of Vanilla Blonde, received so much support that she trended on Twitter.

Tracy Jones, MD of Positive Dialogue, was thrilled with the success of the campaign. "This was an exciting initiative to work on and we are pleased that our campaign concept proved so successful, providing invaluable exposure for the support Old

Mutual provides for its CSI beneficiaries and the Shesha Tuks collaboration.

For more, go to www.dogreatthings.co.za.

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