

Managing ICC Cricket World Cup 2011 spirit

The [Zinto Marketing Group](#) has completed its 12-week country-wide road show, contracted by Cricket South Africa (CSA), as part of the build up to the ICC Cricket World Cup 2011 in India. The show visited centres including Johannesburg, Pretoria, Benoni, Potchefstroom, Cape Town, Paarl, Bloemfontein, Kimberley, East London, Durban and Port Elizabeth.



Predominately targeting shopping malls, the campaign aimed at generating excitement and support for the Proteas, engaging ordinary South Africans and involving them in all the cricket action by taking the thrill of the game directly to them.

The crowds were treated to guest appearances by current cricketers who were interviewed on-stage, followed by entertainment, including the company's own hip hop crew, Bujwa troupe Showstoppers and SA's top beat boxer George Avakian. Spectators were also introduced to the Ubuntu Now song. The organisers feel the campaign achieved its goal of creating hype, drawing attention to the World Cup and supporting Protea Fridays.

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