



# Local brewery brands labels for *Getroud met Rugby*

As part of the campaign to launch the fourth season of *Getroud met Rugby* on KykNET, Ogilvy & Mather Johannesburg found a supplier that would let the station rebrand its beer. (video)

"After searching long and hard around the country, we finally found a local brewery that was willing to brew specially a craft beer with our 'Boobs en Balle' beer label," said Haddad Viljoen, KykNET marketing and publicity manager.

The beer ingredients are 100% intrigue (intrigue), 85% skandaal (scandal), 69% kafoefelry (sex) and 32% rugby.

[KykNET's Getroud met Rugby - Boobs & Balle](#) from [Ogilvy South Africa](#) on [Vimeo](#).

Creative director Mariana O'Kelly concluded, "A local brewer's participation in specially crafting a Pilsner was a creative and fun way for us to communicate details that highlighted the adult and scandalous nature of the show. The best way to launch this and to interact with our target market was to do it in a way they love best: an ice-cold beer at the rugby."

The campaign was supported through print and activations (a Blue Bulls rugby game at Loftus and bottle stores). Elements included buntings, T-shirts and coasters.

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