

Phumza Tiya wins Wonderbra's brand icon contest

Part-time model and digital marketing freelancer Phumza Tiya has been named Wonderbra's new South African 2018 brand icon. As the brand's icon, she will appear on packaging, promotional materials, and advertising.

As the competition winner, Tiya received a modelling contract and prizes worth R150,000 as well as business mentorship, social media influencer training, and a spokesperson training for her personal brand. The contest ran between January and March 2018 and the winner was selected by a panel of judges and social media vote.

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