

Windhoek campaign successful at KKNK festival

Earlier this month, Windhoek was one of the premier sponsors at the 20th annual Klein Karoo National Arts Festival (KKNK).

It had a Windhoek Pure Beer Society (PBS) Lounge that hosted the stars and media, three Gibson guitars up for grabs, its Wind-Kitaar (air guitar) competition provided entertainment and promoters achieved record sign-ups for the Pure Beer Society.

VIP lounge

The stars of the adjacent KykNET Musiekverhoog used the Windhoek lounge as their luxury green room before and after performances and several celebrities, local dignitaries and media had the chance to mingle and meet the Windhoek Draught Ambassadors and brand team here during the festival.



The VIP appeal of the lounge also inspired one of the official festival media partners to film its daily celebrity video interviews in this premium setting. Extending a hand of friendship to the festival media, it hosted festival media for a sundowner. Festival goers were also given the chance to join the Pure Beer Society, enabling them to enjoy the lounge during the festival.



Contestants Martinette Clarence, Annette Berry and Blackie de Swardt rock the air guitar on stage with MC Zane Posthumus

Wind-Kitaar competition

In the festive spirit, Windhoek hosted a Wind-Kitaar (air guitar) competition at the festival, won by the favourite, with his epic rock and roll moves, 75-year-old Blackie de Swardt of Brackenfell. He walked off with a Windhoek hamper and VIP tickets for him and five friends to the Pure Beer Society VIP Lounge.

The top performers and celebrities at the festival, signed the three imported Gibson guitars from the US as special giveaways at the festival. The first guitar was auctioned off for charity at the Verebal, the opening ceremony of the festival, the second guitar went to the winner of the Pure Beer Society sign-up competition and a Windhoek Facebook fan won the third.

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