

Bell's launch R1 million radio competition

Bell's Scotch Whisky has launched a radio campaign with Metro FM that invites consumers to purchase the product, enter their unique number via SMS by 30 September and stand a chance to win R1 million to share with a deserving man or woman.



"The Bell's Share a Million with a Good Guy" campaign encourages listeners to tune into the station daily between now and 13 October 2013, to hear the 'Good Guy Stories', vote for their favourite and stand a chance to win spot prizes. Each week the winning stories will be announced on Eddie Zondi's show on Sundays between 3-6pm.

Bell's Brand manager, Thandeka Ngqumeya adds "The brand is on the search for the everyday man or woman who has gone out of his or her way to do something special. It's all about paying respect to spontaneous, good hearted actions and more specifically the people responsible for them.

"What I love the most about this promotion is that it gives people a platform to salute the men and women of character in their communities who often go unnoticed and who do good without the hope of reward."

The grand prizewinner of R1 million will be announced on Eddie Zondi's show on 13 October. Following this, the company will continue to search for local men or women of character to salute, as part of an ongoing campaign.

For more, visit: <https://www.bizcommunity.com>