

It's Coxon for Christmas

Moir's and celebrity chef Alan Coxon team up for diva-licious Christmas campaign.

By [ActivRetail](#) 19 Nov 2007



Snowy Krüger (left) picks up a few tips from the master, Alan Coxon.

Moir's is embarking on their most exciting venture yet by teaming up with BBC celebrity chef and author, Alan Coxon. Alan will act as the ambassador for the company for their Christmas 2007 campaign as well as a number of projects in 2008. This dynamic pair promises to inspire bakers everywhere with Alan's culinary genius and the brand's delicious range of baking products. Sweetening the deal even further, hundreds of prizes are up for grabs to consumers every day in November in the Moir's Diva for a Day competition.

Cape-based advertising agencies Herdbuoys éKapa and Creative Performance collaborated on the look and execution for this Diva-licious themed campaign. The buzz of celebrity chef Alan Coxon baking up a storm on our shores along with the many glamorous and esteemed prizes up for grabs, this campaign is sure to evoke the interest of many consumers.

Every day during November 2007, the company will be giving away a state-of-the-art Russell Hobbs kitchen appliance, Moir's hampers and Alan Coxon recipe books. All entries received during November will be entered into a grand prize draw that concludes in December. The final winner will walk away with a range of stylish Russell Hobbs appliances, as well as Moir's and Alan Coxon products. The winner will be crowned 'Diva for a Day' and will be treated to the ultimate getaway for two at a luxurious spa worth R10 000. After much pampering and relaxing, the winner will receive a full diva makeover worth R5000.

Moir's and Coxon have already created a series of recipe's using the company's baking range. These recipes will be published in selected magazines during November and will also be featured in the Moir's Magic Moments Recipe Club Booklets over the festive season and during 2008.

Says Bokomo Foods Marketing Manager, Snowy Krüger. "We believe that baking is about expressing yourself and along with Alan we want to inspire our consumers to be the best bakers they can be. With Alan Coxon's culinary genius and our trusted quality and taste, everyone can now be the quintessential kitchen diva," concludes Krüger.

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