

Canderel launches YouTube channel

With video online advertising experiencing a global growth of over 300%, interactive brand Canderel is exploring the expanding medium of online videos with the launch of its own channel on YouTube yesterday, 15 July 2008.



65% of online viewers are now viewing clips on a weekly basis. This figure is set to jump to 87% by 2011. Consumers are turning to their computers to interact with information and entertainment experiences that address their personal interests. Further, they're using technology to choose what, when and where to engage with interactive experiences.

“As an innovative brand, Canderel has identified the YouTube vehicle offering us new ways to engage and reach our consumers. And therefore we want to make the most of the new viewing habits and technologies that it offers us as a brand as well as the consumers,” says Jason Frichol, group brand strategist (Fore Growth Investments) and head of marketing (MeriBrands).

Owen van Rooyen, financial director at VHP-Productions says, “Whilst the concept is still new in South Africa, we expect to piggy back on this growth. Companies now have the opportunity to break the mould of the stagnated website and give customers and stakeholders a true visual representation of their companies and the products and services that they offer.”

Canderel's pilot videos will give viewers nutritional advice, an interview with the founder of the PinkLink Breast Cancer Advocacy - Samantha Galliét, tips on making the perfect cappuccino, unique Canderel recipes and highlights of the Cape Town Good Food & Wine Show which features PJ Powers, the Hairy Bikers, Brian Turner and other celebrity chefs.

“We want to engage our consumers with an integrated, interactive brand experience and really get them involved in the Canderel experience. Canderel is not just about selling a product, it is about changing people's lifestyles and we are hoping that by engaging in this popular medium we will get people to further live a delicious lifestyle,” says Frichol.

To coincide with the launch of the YouTube channel, Canderel is giving away R10,000 worth of shopping vouchers to one lucky winner. Visit www.canderel.co.za/youtube.