

Official: Cape Town iceberg a Liqui-Fruit campaign

Days of speculation are at an end after Liqui-Fruit and its advertising agency, Liquorice stood up and claimed responsibility for the Cape Town iceberg spotted off Clifton Beach at the beginning of the week.

 By [Jeremy Daniel](#) 28 Oct 2010

Earlier today, Thursday, 28 October 2010, the South African fruit juice company released an adaptation of the original video with digitally added pieces of fruit on the iceberg, and copy which read "The end of global warming...the start of the Liqui-Fruit summer meltdown.", and ending with a link promoting the Summer Meltdown on its Facebook page.

The campaign is the brainchild of Brian Carter, creative director at Liquorice, and sources reveal that the agency had been working on the campaign for months. Once it had launched, they were expecting to keep quiet for a bit longer, but after the hijacking by cider brand, Hunter's, the brand took a decision to go public.

Continue reading the [full story](#), as well as view various videos, on www.memeburn.com.

ABOUT JEREMY DANIEL

Jeremy Daniel is the editor of www.memeburn.com, and a firm believer in the transformative power of mobile technology for emerging markets. Jeremy has written across various media platforms for the last 10 years, from television to advertising to print before making the permanent cultural leap into online journalism. Follow him on Twitter at [@jeremydaniel](#).
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