

Competition produces winning ad

Rhodes has a new brand advert, following a Rhodes Cover Kid competition launched in October last year with the magazine Kuier. The promotion was staged to find the child with the best smile to be used in the advertising campaign, 'Rhodes puts a smile in every meal'.



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Marketing manager for Rhodes, Anneli Moolman, eventually decided to choose two winners and use them in the same advert. They are three-year-old Tyla Smith from Atlantis and two-year-old Franco Snyers from Vredenburg, both naturals before the camera, as they decorated some 'smiley' pizzas with the brand's Pineapple Rings and Tomato Puree. Each won R10,000.

Kuier magazine launched the competition in October 2012 and within weeks received around 500 entries. Ten finalists were chosen to appear in the 21 November edition for the magazine, with the new advert featuring the winners, placed from March on the back page of the magazine.

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