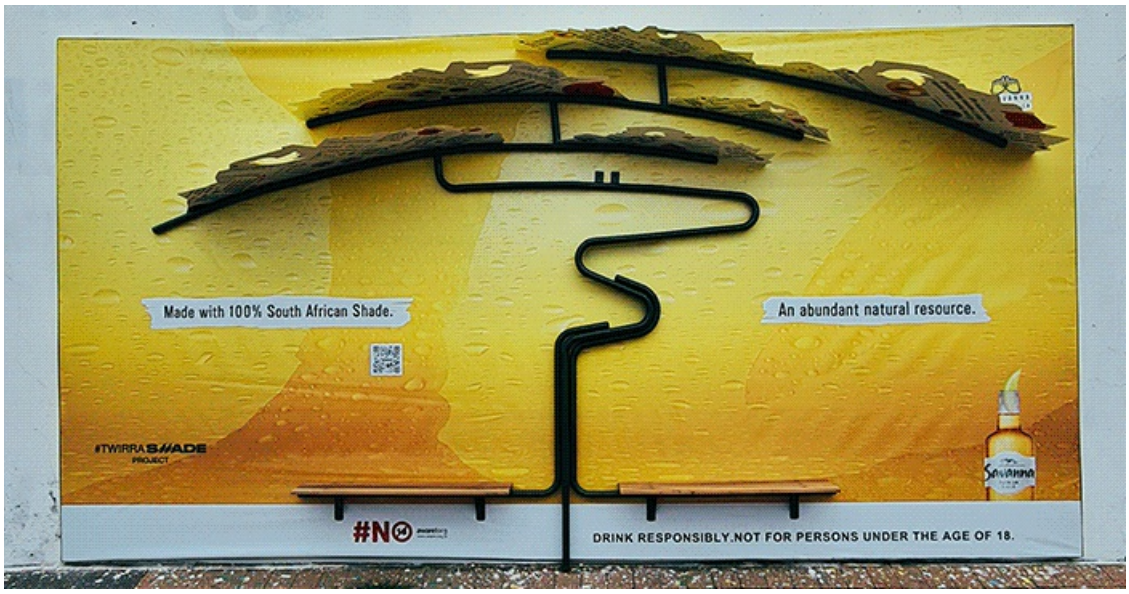
Savanna takes funny to the streets

Issued by Grey Africa

24 Jan 2022

Savanna Premium Cider is at it again this time taking to the streets with the #TwirraShadeProject. The project takes the country's funniest shade thrown on Twitter and turns it into real shade with custom-designed benches and wall murals, providing 'shade' during some of the hottest months of the year when people are on holiday out and about living their best lives.



By choosing the out-of-home (OOH) platform the brand had direct engagement with consumers and creatively interacting with them in a memorable way. Placed at key locations in and around South Africa, consumers can have a laugh while seeking shade from the sun and rain. The Savanna #TwirraShade benches were designed to look like trees with leaves covered in ‘shady’ tweets.

“With our tongues firmly in our cheeks, we turned Twitter shade into real shade by building bespoke #TwirraShade benches, alongside the very clever team over at the Thinking Company. The result is a cut-through outdoor campaign, which is supported by a robust social and digital campaign designed to get people talking and engaging,” says Steph van Niekerk, creative director Grey/WPP Liquid.

Savanna’s known for its crisp witty take on the ironies of South African life under the banner of #SiyavannaSouthAfrica, and this campaign is an ode to South African Twitter with socially and culturally relevant content, and the campaign’s teaser went viral within hours after launch.

“Like all good ideas, the #TwirraShade project started as a joke. We figured that there’s so much shade being thrown around on Black Twitter every day, if we could harness it, we could probably solve the global warming crisis – I mean there is shade for days, shade for millennia really. So that’s what we did,” Van Niekerk concludes.

Enjoy the extra shade in Johannesburg, Melrose Arch and Newtown Junction and Cape Town at V&A Waterfront. “This campaign shows how fun and effective OOH can be by incorporating strategic creative thinking and by working hand in hand with Grey and our media partners we were able to source the perfect locations for these ambient placements,” stated Tania Grobler, senior OOH specialist at GroupM.

Stay cool and enjoy Savanna responsibly.

Savanna promotes responsible drinking. Not for persons under 18.

For more information, follow Savanna’s social media channels or go to www.savannacider.com

Instagram: @savannacider
Facebook: @SavannaCider
Twitter: @SavannaCider
YouTube: SavannaCider

About Savanna – “It’s dry, but you can drink it”

Savanna is a premium, crisp, apple cider with a distinctive dry taste. It is one of the largest cider brands in the world and is available in over 60 countries. Since its launch in 1996, SavannaPremium Cider has won the hearts and funny bones of consumers with its intelligent, dry and witty sense of humour.

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