

Klipdrift

Gauteng's Hottest
Hangouts:

Klipdrift Copper Royale
Shandis





AT A GLANCE

- Klipdrift Copper Royale and Student Village launched a Brand Ambassador Programme in Gauteng.
- Fourteen influencers hosted 209 events at top youth hangouts, promoting the Klipdrift Copper Royale Shandis Mix.
- The program featured unforgettable moments, exciting activations, and lots of fun.



OBJECTIVES

- Recruit top young Brand Ambassadors in Gauteng and host some epic events.
- Promote the Klipdrift Copper Royale Shandis Mix through sampling, surveys, and social media.
- Create buzz at the coolest spots and ensure widespread chats about Klipdrift Copper Royale.

ACTION PLAN

- We partnered with 14 trendsetting influencers to host events at top youth hangouts in Gauteng.
- Offered complementary Klipdrift Copper Royale Stoney Mix and encouraged QR code surveys and social media posts.
- Achieved a buzzworthy campaign that reached 1.4M people and generated widespread engagements.



HIGHLIGHTS & RESULTS

- Our Awesome Brand Ambassadors hosted 209 sampling events.
- We had a 1.4M total reach across social media.
- 30.1k engagements on Instagram and Facebook.
- We sampled 160 cases of the Klipdrift Kopper Royale.
- Massive buzz and brand awareness for Klipdrift Copper Royale, and the Shandis Mix.





CLIENT TESTIMONIAL

Luwanda Nxhosana (Klipdrift Brand Manager)
"Very happy, well done on this great campaign".

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