

Enter dumb ways to braai, add to brand ditty



Boomtown's Tim Jones, Jedd McNeilage and Gary Welch have created 'Dumb Ways to Braai', a competition to raise brand awareness for Marina Sea Salt. As a spoof of the popular 'Dumb Ways to Die', it wishes to find South Africa's dumbest ways to braai stories.

The competition runs until 31 July, with the dumbest ways being featured in a brand 'ditty' and possibly as part of its radio advertising. Those used in the lyrics will each receive a Marina Salt Hamper. To enter, visit the Marina Braai Salt Fan Club on Facebook.

For more, visit: <https://www.bizcommunity.com>