

Lira, the face of Samsung across Africa

Samsung Electronics, on Tuesday, 5 January 2013, announced that award-winning Afro-soul vocalist, Lira, will be the Samsung brand ambassador for home appliances across Africa. The announcement was made at the Samsung Fan Zone in Sandton City, Johannesburg, where Lira expressed her excitement at this appointment.



Lira

Lira, previously an ambassador for Samsung South Africa in the home appliances division in 2011, has now been asked to extend this role to span the full African continent. The three year agreement will see Lira feature in Samsung advertisements and marketing engagements across Africa.

Commenting on Lira's new appointment, Samsung South Africa's Michelle Potgieter, head of Marketing and Corporate Communications said, "We are delighted and honoured to extend Lira's ambassadorial role. Our brand has been growing significantly in Africa and there is no better person to associate this positive and vibrant expansion with. Lira represents the opportunities that exist in Africa and she showcases the new Africa that we are excited to be a part of."

Lira has been honoured with numerous nominations and awards throughout her career including; a Channel O Award, a nomination for a BET award and several South African Music Awards - and most recently received a nomination for record of the year.

"I was thrilled when Samsung asked me if I would like to extend my agreement and be the ambassador for not only South Africa, but the rest of the continent. As a brand, Samsung has made huge entries into Africa and represents the growth and opportunities we are seeing as Africans. I am excited to be a part of their expansion and this is directly in line with my passion and desire to see Africa rise and shine on the global stage," said Lira.

She continued to say, "I am very pleased and honoured to make my first appearance as an ambassador at the Samsung Fan Zone. This is a great program by Samsung for the Orange AFCON tournament, and a nice platform to provide fans with a new and exciting way to engage in the games. Performing at the opening ceremony was really a highlight for me, I could feel the hype and it was amazing to have all of Africa's top football players together in South Africa. I know Samsung is a major sponsor of the tournament and has been very engaged - thank you for your support of African football."