

Is it Simba's bunny chow, donut or Ikasi chicken?

The new Simba advertising campaign, designed to entice South Africans to use their imagination and conjure up the next uniquely South African flavour, features pertinent local images to illustrate chakalaka, donut, ginger, banana bunny-chow, salsa, and Ikasi chicken.



So far 12 800 entries have been received in the *What's Your Lekker Flavour* competition that closes on 28 February 2010.

Net#work BBDO Jhb chose well-known comedian Trevor Noah to be the face of the advertising campaign that encompasses TV, billboards, social media, point-of-sale promotion and radio. Creative director, Bruce Anderson said this is a nine-month promotion. "It started with a national call for flavour ideas. Then the four best flavours will be selected, made up and be available for public tasting by June. The voting public then gets to choose their number one flavour by end of August."

The whopping reward for the winning flavour is R200 000 and 1% of all future sales. A fast-selling flavour could mean earning up to half a million rand each year forever. When the competition was run in the UK, the winning flavour was Builders Breakfast - Bacon and Eggs.

There is an official interactive website www.lekkerflavour.co.za or competitors can enter via MMS and post.

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