

Pringles has a jingle

By [ActivRetail](#)

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David Garrioch from Durban won the R20 000 prize for the most innovative Pringles Jingle, a competition launched by the distributors Fore Good Group, in May 2010 to mark the re-launch of the '90 Perfect Pringles' tube. Five other talented individuals were given a year's supply of Pringles.



The competition enabled consumers to interact with the brand by creating their own Pringles Jingles and uploading them onto www.newtube.co.za. The site hosted numerous videos, which were uploaded by consumers, as well as videos recorded at three live events hosted by 5fm DJ's Grant and Anele and special guest Tamara Dey in shopping centres nationally.

"The new tube campaign saw the successful fusion of emerging media and experiential execution which served to recruit more passionate loyalists to the brand. We've gained some insights as a result and plan to leverage these mechanisms further," concludes Fore Good Group's head of marketing, Jason Frichol.

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