

Savanna Cider highlights the ironies of influencer marketing and invites consumers to also get 'money for nothing' in new promo

Issued by [Grey Africa](#)

23 Oct 2020

These days influencers are an ubiquitous part of every marketing plan, including that of Savanna, South Africa's most-loved cider. Known for its crisp, witty perspective on the ironies of South African life, it now turns that perspective on itself and its dependence on a new class of celebrity - famous not for skill or artistry, but for clout and likes.

But what if influencing is an artform? A new campaign by Grey Africa and Liquid, WPP's bespoke agency solution for Distell, proposes that it is. Kind of...Sort of...No, really.

With his tongue firmly in his cheek, Sello Maake Ka-Ncube (*Lion King*), one of South Africa's greatest living thespians, 'brings the secret of the stage to your Instagram page'. Over four episodes he deftly teaches method acting techniques to some of the country's top influencers. And it's hilarious.

The result is a campaign built for engagement as consumers and influencers alike will be challenged to complete the modules laid out in the Siyavanna Institute of Influence.

Each episode or module deals with a topic like Unboxing, Product Reviews and the perfect Product Selfie and calls on consumers to also get “Dollas for Dololo” (Money for Nothing) with their share of a million rand in cash and giveaways.

Consumers can sign up to Siyavana Institute of Influencer by purchasing any crisp Savanna Dry, Light or Angry Lemon dialing *120*1538#, entering a unique underliner code and following the prompts for a chance to win Dollas for Dololo.

Competition ends Saturday, 31 October 2020.

For more information, follow Savanna's social media channels or go to www.savannacider.com

Instagram: [@savannacider](https://www.instagram.com/savannacider)

Facebook: [@SavannaCider](https://www.facebook.com/SavannaCider)

Twitter: [@SavannaCider](https://twitter.com/SavannaCider)

YouTube: [SavannaCider](https://www.youtube.com/SavannaCider)

Agency credits

Brand: Savanna

Product: Savanna

Title: Siyavanna Institute of Influence –

“The Art of Influence”, “Unboxing”, “Product Review” and “Selfie”

Agency: Grey/WPP Liquid

Chief Creative Officer: Fran Luckin

Executive Creative Director: Felix Kessel

Creative Director: Steph van Niekerk

Art Director: Kevin Radebe

Copywriter: Tyler Lambert

Head of Production: Linda Hauser

Business Director: Jacqui Howard-Tripp

Account Manager: Lubba Ngonzo

Production Company: Darling Films

Director: Chloe Coetsee

Executive Producer: Lorainne Smit; Melina McDonald

Producer: Saskia Finlayson Gupffert

DOP: Robo Wilson

Editor: Chloe Coetsee

Sound Engineer: Lorens Persson/Sterling Sound

Colourist: Warwick @ Mushroom Media

Animation: Hendre @ Mushroom Media

Client Representatives: Maija-Liina Hansen-Chipps, Eugene Lenford, Irmie Marman, Paigon Prince

About Savanna, the unapologetic cider

Savanna is a premium, crisp apple cider with a distinctive, dry taste. It is one of the largest cider brands in the world and available in over 60 countries. Since its launch in 1996, Savanna Premium Cider has won the hearts and funny bones of consumers with its intelligent sense of humour. Go to www.savannacider.com to find out more.

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Grey Africa



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