

GrandPa Kasi Sterring 2019

September 2019

^{SO} **GRAND-PA**®

To enhance awareness of Grand-Pa with consumers as a heritage brand, GSK wanted to thank communities and people for choosing Grand-Pa over the last 100 years by celebrating South African "Kasi Sterring" that uphold the value of Ubuntu

Mechanic + Concept

Using integrated media touchpoints that combined traditional and new media (radio, digital, WhatsApp and social media), listeners were able to nominate a person who never lets pain get in the way of their community work or family's well-being, to be given the title "Kasi-Sterring".

The "Kasi-Sterring" was awarded as a cash prize in recognition of their efforts.

Engagement and Reach

Radio reached over 14 million listeners across 2 regional and 1 national station (Ukhozi FM, Lesedi FM, Metro FM) and the brand engaged with 100 000 social media users keeping Grand-Pa top of mind.

The Results

Client received 50% more value than their initial investment and Grand-Pa remained top of mind as a truly South African heritage brand