

Design & WIN a tee



#communitycore

South Africa's **#1 kids' fashion retailer** Ackermans, teams up with the country's favourite family restaurant, Spur, for a colouring -in competition like no other.

- No generic brand communications
- Exclusive use of influencers to communicate
- Desi as the campaign voice throughout

With **Desi Koolen** (and to a lesser extent **Lethu Bengu**) as the face(s) of our campaign, their authentic voices were the driving force behind a simple call to entry.

Kids were prompted to grab a **colouring page** at **Spur** or **Ackermans**, design their dream t-shirt, and submit it via a physical drop-box or QR-code link.

Recognizing that **kids are the most credible voice to reach other kids**, Ackermans bypassed traditional advertising and **placed kid influencers at the heart** of the strategy. Enter, Desi Koolen and Lethu Bhengu.

By empowering kid creators to lead the conversation, we didn't just meet our objectives; we demonstrated the immense power of placing authentic community voices at the core of a brand campaign.

THE RESULTS OF THE CAMPAIGN:

more than just a limited edition t-shirt drop!

10 762 587
TikTok views

1
month

Use kids to talk to kids.

19 078
physical entries

R33 845
paid media spend

