

Exponential, Amnet, iProspect, and PHD raise R5,000 for The Iris House Children's Hospice in the 2018 Amazing Race

Issued by <u>VDXtv</u> 20 Nov 2018

Exponential South Africa recently hosted their annual Exponential Amazing Race media challenge - an event aimed at raising money for children's hospice The Iris House.



The Exponential SA team were accompanied by agency staff from Amnet, iProspect, and PHD in a race around Stellenbosch for the chance to be crowned winner of the Exponential Annual Amazing Race 2018. Despite an early rise everyone was in high spirits because they knew exactly what they were racing for, The Iris House Children's Hospice.

The day started off with some ice breakers, which helped all racers get to know each other before and help strategise within their teams. Teams raced against each other and points were added or subtracted on certain tasks that had to be completed along the way. There was also the chance to earn some bonus points! The race challenge saw the teams walking almost 10 kilometers in total, whilst getting to know the picturesque town of Stellenbosch inside out.



The final task of the day really separated the winners from the losers. To claim an additional 5 points, racers had to down 1 shot of raw egg and 1 shot of chili, thankfully this was also the lunch spot.

The winning team for the day were Amnet who took home the trophy and finished in record time!



However, the real winners of the day were the children and families of The Iris House Hospice.

Janette Hardman, Exponential's Sales Director South Africa, said, "It always astounds me how eager our clients are to get involved with charity drives. Our annual Amazing Race is a true reflection of that, not only was it a day filled with laughter and fun but also one that allows us to give back to our community."



- "VDX.tv releases 2021 holiday video advertising guide for brands and retailers 22 Oct 2021
- "Household targeting's role in the cookieless future 25 Jun 2021
- "Study from VDX.tv finds video advertising more effective across combination of CTV, desktop and mobile devices 26 May 2021
- "How household targeting can improve engagement 18 May 2021
- "VDX.tv releases a guide on 'advanced TV': What it is and how it can help drive results 1 Jun 2020

VDX.tv



VDX.tv is a global advertising technology company that is transforming the way brands connect with relevant audiences in today's converging video landscape.

Profile | News | Contact | Twitter | Facebook | RSS Feed

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