

WhatsApp news: Tafel Lager launches groundbreaking campaign

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Techsys Digital was tasked by leading Namibian digital agency Weatherman & Co to bring to life a unique campaign to celebrate Namibian Independence Day for beer giant Tafel Lager.



The challenge

“We were challenged to execute an exciting and fun campaign that had never been done before,” explains Techsys MD Andrew Walmsley. “Tafel Lager was looking for a fresh campaign mechanic that was enjoyable and interactive and drove consumer engagement on WhatsApp at scale.”

A unique solution

We created an automated entry process (using our WhatsApp Bot) that allowed consumers to share homemade videos of their beats, tunes or moves, to win weekly prizes of airtime and cases of Tafel Lager in a seamless and intuitive way.

The result

The result was a highly successful two-week WhatsApp campaign that generated close to 8,000 video entries over two weeks. A number of the video entries were combined by Weatherman & Co, to create a video showcasing the “Beat of Namibia” that creatively captured the heart and soul of Namibia and the inclusiveness of the country’s Independence Day.

Techsys MD Andrew Walmsley added, “Having a consumer campaign run on WhatsApp allows Tafel Lager to build relationships, provide valuable content, showcase specials and personalise messaging.”

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