

## Jacobs Coffee pop-up store warms Johannesburg

The [Jacobs Board Game Cafe](#) in Johannesburg, which launched on 24 May 2012, is a temporary [pop-up store](#) situated in Parkhurst off 4th Avenue. The objective is to provide a warm atmosphere and a trendy spot for people to connect with each other over a cup of coffee and board games.







Click on an image to enlarge. Photos: [Simone Puterman](#): editor-at-large.

With no wi-fi or iAnything, the cafe offers a different approach to entertainment through an array of board games for patrons to play. The comfy couches call for a nostalgic game and old-fashioned fun, and the chance to relax from the digital world with a cup of Jacobs Verwohnaroma.

This pop-up store is the brainchild of Thurlow Hanson-Moore, ECD of thewinwingroup, executed through its brand activation business, mbongiworks. Mbongi is an Nguni word for "storyteller" or "story" and mbongiworks focuses on ideas that become stories that an audience wants to share.

### Sampling campaign

Hanson-Moore told Bizcommunity: "As Jacob's below-the-line partner, we were tasked with developing a sampling campaign that would build the Jacobs brand. The Jacobs Board Game Cafe has generated the kind of in-store connection, excited word of mouth and animated viral chatter that translates into 'brand love'."

The cafe will be open till the end of August, with events scheduled throughout the winter months. Using the cafe as an event venue is free of charge and people are welcome to ensconce themselves there for meetings - it's all about connecting face-to-face, in the flesh.

Bizcommunity.com's editor-at-large, [Simone Puterman](#) ([@SimoneBiz](#)), was there for the media launch and took a few snaps.

The official hashtag is [#jacobscafe](#).

### For more:

- Bizcommunity: [Jacobs Coffee rolls back the years with Parkhurst pop-up store](#), issued by Kraft Foods South Africa
- Twitter Search: [#jacobscafe](#) OR ["jacobs board games cafe"](#)
- Google Search: [Jacobs Board Game Cafe](#)
- Facebook: [www.facebook.com/JacobsKronungSouthAfrica](http://www.facebook.com/JacobsKronungSouthAfrica)
- Email: [jacobspopup@gmail.com](mailto:jacobspopup@gmail.com)

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