

Search is on for SA's best shisanyama

Windhoek Beer has launched a search for the country's best shisanyama. From October 2017, the beer brand is challenging South Africans to nominate their favourite shisanyama in the Windhoek Shisanyama Search with South African chef and television personality Benny Masekwameng.



The campaign encourages locals to nominate and vote for their favourite shisanyama from around the country - via a simple USSD string - and stand the chance to win tickets to the final event and other prizes.

Once the nominations are in, 16 semi-finalists will be selected to take part in a national taste tour. Chef Benny and popular DJs from radio stations Metro FM, Umhlobo Wenene and Ukhozi FM will travel between the chosen shisanyamas and sample signature dishes from each menu, to select the top eight finalists. The phased campaign will culminate with the final event, taking place on 10 December in Soweto.

The winning shisanyama, voted for by consumers during the final event and moderated by judges will walk away with bragging rights and prizes worth half a million rand.

The integrated campaign is supported by extensive digital and social media elements. Key trade outlets and shisanyama establishments will be targeted with trade activities. Additionally, interactive activations will take place at each of the semi-finalist locations, during the Taste Tour phase, offering locals a literal 'taste of what's to come' at the final event, which has been designed to immerse consumers in a "true Windhoek Beer experience". Throughout the campaign, consumers will be incentivised to participate and win spot prizes as well as tickets to the final event.

For details visit [Windhoek Beer online](#).

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