

First Choice summer custard campaign launches

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As an extension of its winter Pour Your Heart Out campaign, First Choice custard is pouring its heart out this summer and giving its consumers the chance to win a number of cash prizes.

The second year in a row for this campaign, First Choice is running a cash-prize competition for shoppers who purchase any First Choice Custard product and promoting in-store, on-pack, print advertising and social media.

With the creative for the campaign created by Boomtown designed to catch the attention of all South Africans looking for a summer surprise, the campaign is running to the end of January 2017.

Creatively, Boomtown wanted the campaign to have a summer look and feel, which is why the use of bright yellow can be seen with the contrast of blue. “We also wanted to give the custard packs a quirky personality, which can be seen through the use of speech bubbles,” adds Jess Massyn who heads up the Woodlands/First Choice account at Boomtown.



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Pour Your Heart Out is an established campaign that Boomtown has worked on for many years. The 2015 campaign asked consumers to pour their hearts out to others to stand the chance to win a R20,000 prize, but this year First Choice wanted to reward consumers directly. “First Choice has a passion for doing good and giving back to communities, which is why they have also donated R50,000 to Friends of the Children’s Hospital in support of those helping sick children in need,” adds Massyn.

To date the campaign has had multiple R1,000 winners and one grand prize winner (R10,000). Two R10,000 prizes are still up for grabs and many instant R1,000 cash prizes are still to be won.

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