

# 'Don't be chicken, check 'em'

Issued by [Boomtown](#)

18 Oct 2018

In support of breast cancer awareness, Sovereign Foods has rolled out an in-store and on-pack awareness campaign on its Country Range to encourage people to not be chicken and check 'em.



A proactive concept created by Boomtown for Sovereign Foods, the campaign is a CSI drive where the popular food brand will donate R2 per pack sold to PinkDrive. “The first drive of its kind for Sovereign Foods, the connection with its product and the cause makes for talkability and positive engagement,” remarks the creative behind the campaign, Meagan Viljoen. “To be able to understand a client, its consumer and know we can have fun with a campaign that makes a difference to a special cause is incredibly satisfying.”

Running in-store with point of sale touch-points, customers who purchase Country Range fresh chicken breasts receive a pink ribbon and a thank you card at the till. Supported by a digital campaign and radio promotion “Don't be chicken, check them” will run throughout October in Eastern Cape Spars.

“There's value in goodness, and that's what Sovereign Foods is all about,” remarks Gerald Walter, Marketing Director at Sovereign Foods. “We aim to care, make a difference and make a real impact on people, lives and business; and this is one way for us to give back.”



countryrange



The Taste of Home.



DON'T  
BE  
CHICKEN  
CHECK  
THEM

BREAST CANCER IS MORE LIKELY TO BE SUCCESSFULLY  
TREATED IF IT'S DISCOVERED EARLY.

**FOR EVERY PACK SOLD, WE'LL DONATE R2.00**  
TO PINKDRIVE TO HELP EDUCATE AND RAISE AWARENESS  
ABOUT BREAST CANCER.



The Taste of Home.



THANK YOU!

# WE'VE DONATED R2.00 TO PINKDRIVE ON YOUR BEHALF.

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## Boomtown

The Boomtown logo consists of a red square with the words "BOOM" and "TOWN" stacked vertically in white, uppercase, sans-serif font.

We are an independent strategic brand agency that specialises in creative brand design, integrated communications, and digital marketing.

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