

# Savanna throws some #TwirraShade

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Savanna Premium Crisp and Dry Cider is at it again, 'tapping' into South African culture the latest campaign this time taps into Twitter Shade because, "Twitter shade is so abundant in our land, that Savanna has recycled it into something useful - real shade to provide relief from the hot African sun this summer. Which, coincidentally, also has zero chill bathong!" explains Eugene Lenford, marketing manager for Savanna.



Savanna's #TwirraShadeProject sees custom designed shaded 'tree benches' and wall murals around South Africa over the December period, providing 'shade' during some of the hottest months of the year when people are on holiday out and about living their best lives.



“Like all good ideas, the #TwirraShadeProject started as a joke. We figured that there’s so much shade being thrown around on Black Twitter every day, if we could harness it we could probably solve the global warming crisis – I mean there is shade for days, shade for millennia really. So that’s what we did. With our tongues firmly in our cheeks, we turned Twitter shade into real shade by building bespoke TwirraShade trees, alongside the very clever team over at Thinking. The result is a cut-through outdoor campaign, which is supported by a robust social and digital campaign designed to get people talking and engaging”, says Steph van Niekerk, creative director Grey / WPP Liquid.



Savanna’s known for its crisp witty take on the ironies of South African life under the banner of #SiyavannaSouthAfrica, and this campaign is an ode to South African Twitter with socially and culturally relevant content, and the campaign’s teaser went viral within hours after launch.

Enjoy the extra shade in Johannesburg, Melrose Arch and Newtown Junction and Cape Town at the V&A Waterfront.



Stay cool and enjoy Savanna responsible over the festive season.

Savanna promotes responsible drinking. Not for persons under 18.

For more information, follow Savanna's social media channels or go to [www.savannacider.com](http://www.savannacider.com).

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