

Offlimit and Ster-Kinekor “Extreme Summer”

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Get people to go to the movies during the December holiday period.

We created a strong viral campaign to get people into the movies, to stand the chance to experience the most extreme summer, on and around the world-breaking, 30 million rand boat, through a radio and sms mechanic which resulted in massive hype for Ster-Kinekor, which got 500 people going to the movies in the first three days of launch.

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