

Rainbow Chicken full of Shoppa Show flava

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With the launch of Rainbow Chicken's new Spice Flava range, a Shoppa Show took the products to retailers in Gauteng, Limpopo and Mpumalanga. The key messaging and benefits of the new range were amplified through entertainment, education and sampling.



The vibrant and energetic MC also rewarded consumers with instant prizes. As part of the spicy entertainment, members of the audience participated in the "Flava of Fortune" game. Two chefs were on site to cook Spice Flava Chicken Pieces to perfection providing consumers with the opportunity to experience the tasty new flavours.

"With the launch of a new product, intense planning and focus is required. The Spice Flava campaign was a challenge in the beginning, but the team have done a great job thus far and client is extremely happy," says Vaughan Berry of Provantage Out of Home Media.

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