

YogiSip Doing it for TV

On Thursday 11 June Yogi Sip announced the winner of R100 000 in the Doing it for TV campaign at a celebrity filled event at FTV Cedar Square.





Hosted by DJ Fresh, with red carpet arrivals by Jennifer Su, the top 3 finalists voted for by the public received their awards with the R100 000 cheque going to the makers of Blown Away.

The Do it for TV campaign started in January 2009 with all fun loving YogiSip consumers invited to create their own Yogi Sip inspired TV ad on www.yogisip.co.za and show how Yogi Sip is the sip snack that keeps you going.

There were over 1, 6 million hits on the website with 350 adverts being uploaded and voted for.

Other celebrity fans of Yogi Sip attended the event and included Ryk Neethling, Jannie du Plessis, Liezel van der Westerhuizen, Ryan Botha, Shaun Haschick, Stephen Friedman, Gareth's Girls and Idols winner Jason.

For more, visit: <https://www.bizcommunity.com>