

Coca-Cola Malawi uses music to launch campaign



By [Gregory Gondwe](#)

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Coca-Cola Malawi on Saturday, 9 April 2011, launched its 'Surprise your Senses' sampling campaign with music featuring some of Malawi's top modern music outfits. The launch took place in Blantyre at the Blantyre Sports Club.



L-R Theo Thomson, Brenda Chilima and Dan Lu

Speaking at a pre-show press conference in Blantyre last week, senior brands manager for Coca-Cola's local bottler Carlsberg Malawi, Brenda Chilima described the event as a mega music event that will bring together and surprise the senses of youthful consumers of Coca-Cola.

She said the target audience is mostly teenagers and young adults who are outgoing and fun-loving. During the show, consumers sampled Coca-Cola and a bevy of interactive games. Chilima said the campaign will target major cities of Blantyre, Lilongwe and Mzuzu and complement other activities that the brand has lined up for consumers in 2011.

On the choice of up-coming urban artists, Chilima said they were selected in line with Coca-Cola's global philosophy of promoting music talent to greater heights. "As these are the most popular musicians of the moment amongst the youth, their shortlisting for the show and subsequent events demonstrates Coca-Cola's commitment to promote blossoming music talent in Malawi," she said.

Local rapper Theo Thomson whose 'Kutentha' single is dominating airplay on Channel-O, Tigris and Young Kay, Dan Lu and Maskal were present at the launch with djs Lomwe and Drew as hosts.

ABOUT GREGORY GONDWE

Gregory Gondwe is a Malawian journalist who started writing in 1993. He is also a media consultant assisting several international journalists pursuing assignments in Malawi. He holds a Diploma and an Intermediate Certificate in Journalism among other media-related certificates. He can be contacted on gregorygondwe@gmail.com. Follow him on Twitter at [@Kalipochi](#).

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