

# Just like the Springboks, Klipdrift wraps its #GoForGold campaign as champions

Issued by [Heineken Beverages](#) 17 Nov 2023

Klipdrift Brandy, a proud Springbok sponsor and an iconic South African brand, recently wrapped its successful #GoForGold campaign that brought friends and fans together to support the Boks in their quest for glory on the world stage.



A fast-paced rugby-themed television commercial on DStv (with cameos by ex-Boks Jean de Villiers and Schalk Burger) added to the excitement of game days and reminded fans to be well stocked on game day essentials (including Klipdrift, of course) in time for kickoff.

When the Boks took to the field, fans could then #GoForGold themselves on a Klipdrift mobile game. If the Boks scored in France, so did our fans with around 10,000 gameplays recorded and hundreds of prizes dispensed across the tournament.

On game days, Klipdrift activated at over 200 outlets nationwide including game screenings and entertainment at the Old Biscuit Mill in Cape Town. This venue also boasted a vibrant Springbok-themed mural for the duration of the tournament, created by artist Richard Average.

Even those watching in France were not left behind. An intrepid and informal exchange programme saw the brand partner with South Africans heading to France to take along an extra bottle of Klipdrift to give to a fellow Bok supporter there. More than 100 bottles of Klipdrift were "Exported" in this fashion.



**#NO**  
WE ALCOHOL MAY BE SOLD TO  
PERSONS UNDER THE AGE OF 18.  
awarefor  
www.aware.org





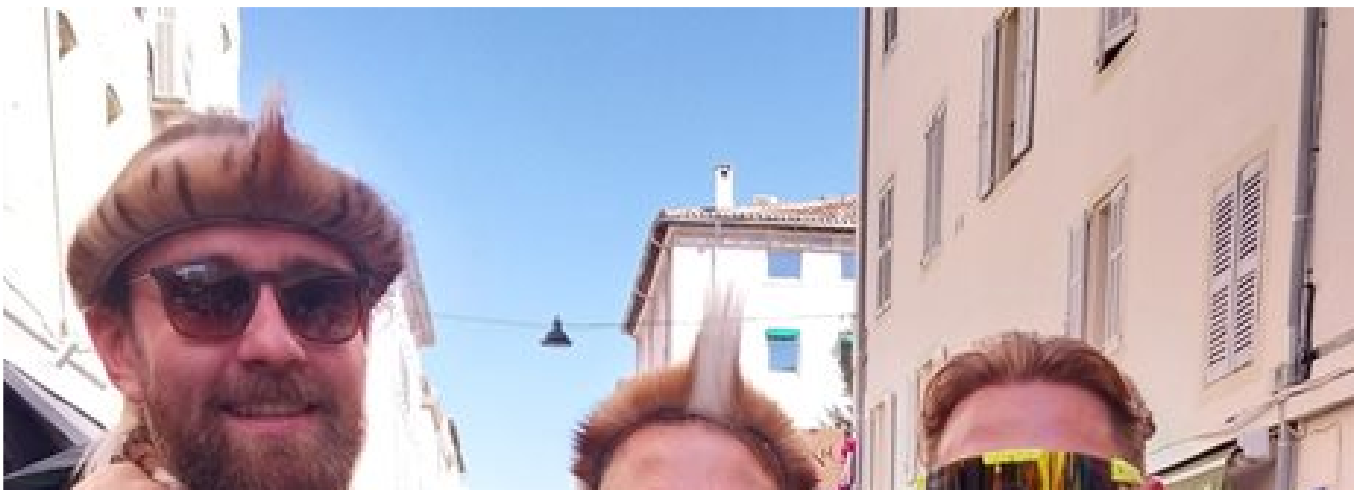
#NO18

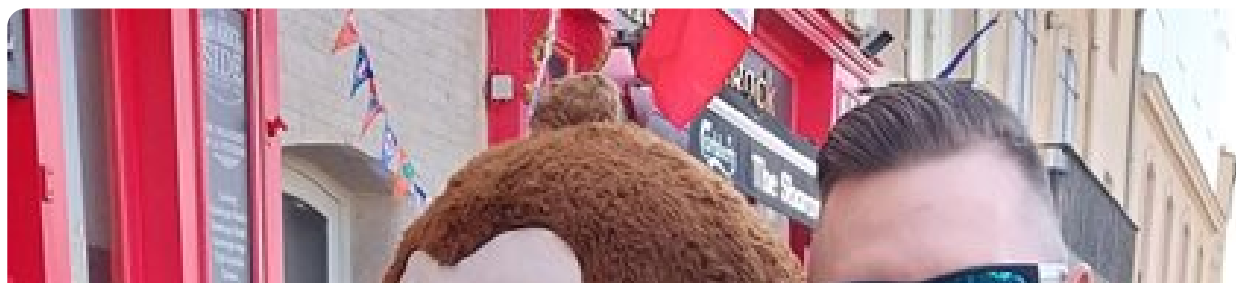
ALL TICKETS MAY BE SOLD TO  
PERSONS UNDER THE AGE OF 18

awaretor  
www.aware.org



Warrick Wyngaard, Klipdrift senior brand manager said: "We wanted to make sure that Klipdrift joined the party wherever friends got together to support the Boks. Whether they were watching at home, a friend's, their local tavern, a fan park or even at a stadium in France, Klipdrift was there in the big moments that matter. And the perfect way to toast those big wins









Of course, the Springboks bagged gold in France and so did Klipdrift right here at home. As the brand wraps this leg of its

#GoForGold campaign in support of the Boks, they're already planning their next move, with the #GoForGold mobile game set to return for the next Springbok tour. Details to follow closer to the time.

Let's go Bokke!

▪ **I say 'Klippies', you say...?** 20 Jun 2025

▪ **Heineken Beverages reiterates Tavern Transformation Programme** 9 May 2025

▪ **Local liquor traders recognised for responsible trading with Cape Town Experience** 20 Mar 2025

▪ **Soufflet Malt, Heineken Beverages announce partnership to supply malt for SA brewing operations** 12 Mar 2025

▪ **Heineken House: A fusion of culture like never before** 28 Jan 2025

#### [Heineken Beverages](#)



HEINEKEN Beverages was formed in 2023 following the merger of HEINEKEN South Africa, Distell and Namibia Breweries Limited.

[Profile](#) | [News](#) | [Contact](#) | [Twitter](#) | [RSS Feed](#)

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