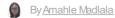


## Lipton launches world's first raining dancefloor



16 Nov 2016

Lipton's Refreshtival featured a tweet-activated raining dancefloor that kept festival-goers refreshed in the most unique way.



To introduce <u>Lipton</u>'s new mocktail range and bring the #HowRefreshing campaign to life, the Lipton Refreshtival was launched at the Superbalist In The City concert at Emmarentia Dam.

The Refreshtival introduced the world's first tweet-activated raining dancefloor! And on a scorching hot day in Johannesburg, this was the perfect way for festival-goers to stay cool. The concept was simple: Supply the crowd with Lipton ponchos and phone protectors. Get them to tweet with the hashtag #HowRefreshing to start the mist. Then keep on tweeting to make it rain!

<sup>&</sup>quot;Using sustainable water practices, we made it rain as South Africa's top house and EDM DJs spun tunes for hundreds of music fans," says <u>Stretch Marketing</u>'s creative strategist, Brett Allen-White.

The event was a huge success with more than 12,000 samples distributed and over 7,000 target market consumers reached. #HowRefreshing trended on Twitter, with over 1.1 million social media impressions. Driven by the power of social media, festival-goers got to experience something one of a kind while sampling the delicious Lipton Ice Tea mocktails, Virgin Daiquiri and Virgin Mojito.

## ABOUT AMAHLE MADLALA

- Social Media Manager at Elevator Agency

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  "Lipton launches world's first raining dancefloor 16 Nov 2016

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