

Retroviral spread the word for three new clients

Retroviral recently conceptualised and carried out successful digital media campaigns for three new clients.

Chicken Licken became the first South African fast food brand to offer a secret menu to its customers and Retroviral contacted secret menu specialists, #HackTheMenu, and asked them to list the local Chicken Licken menu. The team then 'leaked' the menu to popular blogger Dan Nash from Bangersandnash.com, who duly spread the word across his social media platforms using the #SecretMenu hashtag.

The agency worked with SuperSport to create an influencer and YouTube marketing campaign to help build excitement ahead of the 2014 FIFA World Cup tournament in Brazil.

Retroviral also worked with The Walt Disney Company Africa on a special project for its Disney Junior channel on DStv to spread the word that South African celebrity, Unathi Msengana, voiced the character of Rita the Cheetah in an episode of the popular children's programme, Doc McStuffins.

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