

Aquellé boosts its #SpreadTheJoySA summer campaign

As part of its #SpreadTheJoySA summer campaign, Aquellé has initiated a tour to Durban, Johannesburg, Port Elizabeth and Cape Town to promote its limited edition collection of flavoured drinks. The new flavours are granadilla, watermelon and apple. The tour has life-size characters named 'Granadilla', 'Watermelon' and 'Apple' for each new flavour. The characters visit each city and do various activities to bring awareness to the brand.



























The tour began in Durban in December 2017 where Granadilla took a leap with the Big Rush Big Swing from the roof of the Moses Mabhida Stadium. The watermelon flavoured character visited uShaka Marine World and Apple helped raised funds for the Childhood Cancer Foundation at La Lucia Mall.

The second stop of the tour was in Johannesburg where the characters visited the firefighters of Station 15, the Johannesburg Zoo and Rush Trampoline Park. The third stop was in Port Elizabeth where the characters visited the Eastern Province Child and Youth Care Centre and Baywest Mall.

The fourth and final stop of the tour is in Cape Town this weekend.

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