



# CASTLE LAGER “CASTLE LOUD” CAMPAIGN

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## EVENT:

In 2001, SA Breweries (SAB) were faced with a dilemma. South African society had gone through tumultuously positive changes and a new facet of the consumer spread had arrived: black Generation Xers. At the same time, the growth of one of the group’s flagship brands, Castle Lager had ground to a halt.

Perceived as an old school South African brand with its attachments to cricket and rugby, Castle Lager needed a shot in the arm to, as its motto claims, “stand the test of time”.

## TASK:

Recognizing that music spoke to this generation best - and aware of the arrival of a new popular culture and associated stars - CSA created a music show, “Castle Loud” on South African Broadcasting, running on SABC 1 from 2001-2004 (including a spin-off called “One”).

Unearthing two new presents, Unathi Nkayi and Stone Seate, the innovative show was broadcast live on Friday nights from Urban Brew Studios in Johannesburg, complete with in-studio performances and interviews, pre-packaged pop-culture features and a text-based Top 10.

## RESULTS:

The result was three years of Castle “Loud” – a weekly hour-long music show on SABC1 which was embraced by the new “black diamonds”, defined an era, created new stars, celebrated the growth of South African music culture and ... most importantly ... placed Castle Lager back in the mind’s eye as a crucial and evolutionary South African brand.

Along with the show, CSA created an annual Summer Splashdown which toured the major centers featuring top artists and the show’s presenters while also providing substantial, weekly PR & promotions for each episode.



**BEST WATCHED  
MUSIC VIDEO  
ON SABC**

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**R50M MEDIA  
VALUE IN 2001**

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**PERMANENT  
COLUMN  
IN JOHANNESBURG  
STAR’S TONIGHT**