



# CÎROC SA INFLUENCERS

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CSA built the CÎROC African Circle of Talent from scratch, securing A-list celebrities, not only in South Africa, but also in Nigeria, Ghana and Angola. In the process, the company took ownership of the idea of a pan-African community of influencers, executing the strategy from concept to negotiating rates and their roles and responsibilities to finalising contracts. Bonang Matheba, David Tlale, Da L.E.S., and DJ Dimplez were shortlisted and signed by CSA.



## TASK:

CSA has managed the South African Influencers across multiple campaigns, taking a hands-on approach from conception to building the strong association between CÎROC and Influencers.

**R38  
MILLION**

**MILLION** ACHIEVED IN  
**MEDIA COVERAGE** 2015

**42%**

**BRAND GROWTH UP**  
FROM 1%

**2**

**GLOBAL INFLUENCER ACTIVATION**  
EVENTS IN IBIZA AND MAURITIUS

**2**

**ALBUM TOURS** WITH CÎROC  
BEING THE HEADLINE  
SPONSOR

**4**

**MUSIC VIDEOS** WITH  
BRAND EXPOSURE

**16**

**LOCAL** WITH INFLUENCER  
ACTIVATION



**MTV BASE PARTNERSHIP** FOR  
MUSIC VIDEO DISTRIBUTION