



GLOBAL LAUNCH OF CÎROC PINEAPPLE IN MAURITIUS

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CSA oversaw the global launch of CÎROC Ultra-Premium Vodka's new pineapple flavour in Mauritius. Under the theme of "tropical luxury", some of Africa, Poland and Turkey's hottest talents were brought together for three days of adventure in paradise. Talent included as of Nigeria's music superstars, Banky W and D'Banj as well as South African music stars Da L.E.S and DJ Dimplez, acclaimed designer David Tlale, and TV host Bonang Matheba.

THE TASK:

CSA was integral in every facet of organising and executing the event, from gathering media coverage and inviting celebrities to arranging the main event and compiling a "show reel" of video footage for use across media.

THE RESULT:

Significant interest in the event was generated in the media, and several exclusives were secured in print and broadcast media across South Africa, Nigeria and the Indian Islands. The hashtag #TropicalLuxury gained phenomenal traction in the social media sphere through CSA's efforts, attaining tens of millions of impressions across Facebook, Twitter and Instagram.



9 GLOBAL
INFLUENCERS

6.3 MILLION
POTENTIAL
REACH

67.2 MILLION
IMPRESSIONS

3 DAY TRIP

\$672 000
POTENTIAL VALUE

BASED ON THE \$10CPM
OFF 67,2M POTENTIAL
IMPRESSIONS