



JOHNNIE WALKER BLUE LABEL ALL AFRICA BUSINESS LEADERS AWARD

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The All African Business Leaders Awards is one of the most prestigious and credible business awards and the first Pan-African activation of its kind for Johnnie Walker Blue Label.

Over the two years of working with CNBC on this sponsorship we created an event that was a highlight on the social calendar and an honour to be invited to.

OBJECTIVE:

Create a positive association between Johnnie Walker Blue Label and the awards confirming the brand's positioning as an iconic beverage, enjoyed by pioneering and visionary individuals.

TASK:

CSA was commissioned to managed the contract negotiations, PR and media accreditation as well as events management and guest list on behalf of Diageo.

We also had to educate Marketing teams around the understanding of luxury and how earned media can be achieved with the right brand narrative.



TOTAL INTEGRATION
OF JOHNNIE WALKER
BLUE LABEL BRAND
INTRINSIC INTO
EVERY ASPECT OF
THE EVENT.



4 EVENTS

EXECUTED ACROSS
AFRICA IN RSA

75 MEDIA

4 ATTENDING

EXCLUSIVE 4
JOHNNIE WALKER
LIMITED EDITION
TASTINGS PRIOR TO
EVENT.

**R31 874 563
MILLION**

TOTAL MEDIA
VALUE ACHIEVED

**700 HIGH
NET WORTH**

HIGH NET WORTH
INDIVIDUALS
ATTENDING THE
EVENT ACROSS
AFRICA.