

A group of seven men in formal attire (suits and bowties) are celebrating on a stage. They are surrounded by falling confetti and bright stage lights. One man in the center is holding a glass of champagne high in the air, and another man next to him has his mouth open in a shout. The atmosphere is festive and celebratory.

WORLD CLASS GLOBAL FINALS IN SOUTH AFRICA

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World Class is the annual competition hosted by Diageo Global Reserve to find the world's best bartender. Cape Town played host to the 2015 Grand Finale event.

CSA was for the third time appointed as the communications agency for the Diageo Reserve WORLD CLASS Bartender of the Year competition. Significant success was achieved in all areas of media engagement, concluding with the hosting of several local and international media representatives from renowned broadcast, print, news and lifestyle platforms during the Global Final.

OBJECTIVES:

Develop a strategy for the World Class 2015 global finals presenting a diverse messaging and multi-faceted communication platforms to sufficiently highlight the calibre of this unique campaign.

TASK:

CSA was responsible for developing the global strategy, toolkits for rollout, asset production and assisting the Global team to set KPI's across 54 countries.

257 CLIPPINGS

51 EDITORIAL,
167 ONLINE AND
47 BROADCAST

R42M VALUE MEDIA EXPOSURE

COMPARED TO PREVIOUS YEAR WHERE R15 002 693.67 WAS ACHIEVED

Cape Argus

DIE BURGER

The Citizen

The Herald People's Post

DAILY, COMMUNITY & WEEKEND PAPERS

PRINT EXPOSURE OBTAINED IN THE SUNDAY TIMES, WEEKEND ARGUS, SOWETAN, CITIZEN, THE TIMES, MERCURY, CAPE TIMES, DIE BURGER, THE HERALD, PEOPLE'S POST



NOTEWORTHY MAGAZINE EXPOSURE

INCLUDED SPECIALIST TRADE AND LIFESTYLE MEDIA NAMEDLY CHEF!, CHEERS, HOTEL AND RESTAURANT, BRITISH AIRWAYS HIGH LIFE AND GRAZIA.



TV EXPOSURE

INCLUDED AN INTERVIEW WITH DOMENICO DE LORENZO FEATURING IN FOUR ITV (A UK TELEVISION NETWORK) PROGRAMMES AT THE MILLIONAIRE MANSION IN CAMPS BAY. NETWORK ENCA MADE NATIONAL NEWS WHEN IT COVERED WORLD CLASS BARTENDER OF THE YEAR