



BUD X MIAMI
2019

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CSA Global developed a PR plan to grow Budweiser's presence in South African media landscape and increase opportunity's for the brand.

THE OBJECTIVE

With the mission to celebrate “Real Kings” whose stories of ambition energize others to. *step up and go for it*, CSA was tasked with landing the “Be A King” messaging within the culture, shaping the profile of the creatives in their home markets while in Miami, Florida during the Superbowl Weekend.

THE DELIVERABLES

Achieve R 4 million worth of earned media exposure
Syndicate pre, during (daily alerts) and post media alerts.
Secure photo opportunities with other Kings of Culture and artists
Capture the influencers' activations and performances: Sho Madjozi and Moonchild Sanelly performances; Karabo Poppy's sneaker customisation installation. Kings of Culture to post across various social media platforms

The BudxMiami campaign, created a stir in the South African entertainment and lifestyle media and drew in exposure from leading entertainment platforms such as Channel 24, MTV Base's Newsish, IOL, Hype Magazine. Following Sho Madjozi's performance alongside Diplo and Halsey, the Sowetan, blew up the news on their front page and generate more coverage from other platforms such leading current affairs platform, eNCA.



MOONCHILD SANELLY
PHOTO-OPPORTUNITY
WITH NIGERIAN HIT
MAKER, MAYORKUN
AND SHO MAD JOZI
WITH **JAZZ SENSATION
MASEGO**

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CLIPPINGS ACHIEVED
ACROSS PRINT,
ONLINE AND
BROADCAST

MEDIA HIGHLIGHTS
ALGOA FM
MTV BASE
OKAY AFRICA
THE STAR

POTENTIAL REACH
178 110 000

TOTAL MEDIA VALUE
R 6,336,750.87