

Y-Brand Activating the Captain Morgan Campaign

(Include the month and year)



Since 2018, Y-Brand has been responsible for making the Captain Morgan brand top of mind among targeted consumers.

Captain Morgan is the number one selling spiced rum brand in South Africa and our responsibility is to defend its brand market share of being the number one rum brand and establish it in the main market.

Captain Morgan has always been about bringing friends together to help create new memories, whatever the occasion.

Through this campaign, we activate at over 2000 outlets annually and engage with over a million consumers.

Visit our Captain Morgan experiential activations every Sunday at Rands in Cape Town's Khayelitsha township and Ekoneni Lounge in East London's Mdantsane township.

Y-Brand: Our strength is being African (Black) people content specialists.