

Y-Brand Launches Smirnoff Female DJ Search Campaign

April 2022



Y-Brand was briefed by Diageo to develop and execute a below-the-line campaign for the Smirnoff brand.

The campaign focused on a strong brand positioning as a competitive advantage to establish the brand market share in the main market.

The name of the campaign: The Smirnoff 1818 Shaya Ingoma Female DJ Search

A nationwide search campaign which involved activations with entertainment at over 50 Shisanyama outlets and at about 1000 taverns was rolled-out over a three-month period.

The Smirnoff 1818 Shaya Ingoma Female DJ Search platform was established to create an inclusive platform for female DJs, who are still disadvantaged in the music industry.

The campaign grand prize winner walked away with a R100 000.00 cash prize, a three-month residency with a national radio station, a curated Spotify playlist, PR management and profiling as well as being featured at Smirnoff music events.

The competition winner also received an opportunity to experience the global DJing industry landscape by going on a once-in-a-lifetime international DJing trip valued at R200 000.00.

Y-Brand: We are specialists in making brands connect with African (Black) people.