



## South African Tourism

South African Tourism provided cinemagoers a unique live in cinema experience when a South African “Sangoma” (traditional healer) accompanied by African Drummers made a surprise appearance at selected Sydney and Melbourne cinemas.

### Objective:

To bring the on screen ad to life by interacting with the cinema audience and reinforcing the “call to action” message”.



### Promotional Activity:

A break in the ad reel and the house lights being raised signalled the arrival of a Sangoma in the cinema accompanied by the beat of tribal drums and the chanting of a traditional African praise poem. In a short vigorous ritual dance followed by the throwing of the sacred bones on the ground, the Sangoma made a symbolic call to his ancestors asking them to give counsel to the audience and entice them to travel to South Africa.



On completion of the ritual, the Sangoma departed to the ceremonious sound of solemn drumbeats and subdued chanting. The pre-show reel then recommenced with the South African Tourism ad which showcased the vibrant elements and experiences South Africa has to offer its visitors.

On exit, the African Drummers distributed copies of The Lonely Planet Insiders Guide to South Africa to moviegoers to complete the experience.

### Results:

The Live stunt was performed 67 times and the audience response was overwhelmingly positive and enthusiastic with each performance culminating in applause and active participation.

“South Africa’s tradition, beauty and experiences it has to offer tourists are endless and this campaign really brings these elements to life for the cinema audience”, said Bangu Masisi, General Manager of South African Tourism.

The integrated promotion of the live activity and souvenir giveaway reinforced the cinema ad on screen creating a highly engaging and memorable South African experience.

For more information contact your Val Morgan Cinema Network representative