

# SAB Castle Milk Stout "Do something different" with TLC Marketing

Issued by [TLC Worldwide Africa](#)

15 Nov 2013

TLC Marketing is launching a national sales promotion campaign going into all SAB regions from 15 October until 15 December 2013.

People are inclined to stick with what they know. Ironically, their most memorable times are when they try something different. Likewise, the memorable people in life are the ones who are unafraid to be different. SAB and TLC Marketing have introduced the Do Something Different campaign to reward consumers with luxury lifestyle experiences.

"Our winners had nothing but good things to say about their experience. Not only was this experience a success but this particular competition had a great impact on our social media platforms with an increase in both Facebook Likes and followers on Twitter" - Mongezi Sokanyile (SAB)

The promotion will be on the 12 pack format as it has been performing extraordinarily over the past few months for the brand and they want to continue the sales momentum by incentivising the purchase.

This promotion will be going into 500 outlets, consumers have to look out for the specially marked packs in these stores and they could find a "Do Something Different" voucher inside to be redeemed for some amazing prizes, including a weekend getaway for four and cooking lessons for two.

TLC Marketing Worldwide is the leader in loyalty, incentive and reward campaigns, working across 13 markets with clients such as Coca Cola, Nestle, BMW and Citibank. [www.tlcmarketing.com](http://www.tlcmarketing.com)

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## [TLC Worldwide Africa](#)



TLC Worldwide Africa is a global MarTech solution that rewards consumer behaviour with experiences. For 30 years, we've been connecting people with experiences that match their passions. The uniqueness of our business model is doing this for a fraction of the cost, making it commercially viable for brands to offer free experiences to their consumers as a reward for sales, engagement, and retention.

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