

World War Z zombies invade Cape Town and Durban agencies all thanks to Algoa FM

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As part of Algoa FM's national marketing strategy, the regional radio station sent branded zombies into the offices of Cape Town and Durban advertising agencies.



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"Every year we think of different ways in which to engage our valued clients. This year we opted for zombies", says Marketing Co-ordinator of Algoa FM, Zaza Bronkhorst.

An electronic invitation to see World War Z was sent to different agencies in Cape Town and Durban before the zombie attack. "Agencies seized the opportunity, and as the RSVP's came in, we prepared our attack", says Bronkhorst.

Agencies knew they'd get their tickets, they just didn't expect a live zombie to drop off their ticket packages.

"Some screamed, others ran out the building, but in the end, no one will forget the day the AFM Zombies came to town", says Bronkhorst.

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Algoa FM



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