

## Windhoek Beer launches new 'Don't Compromise' campaign

Windhoek Beer has launched a new integrated campaign titled 'Don't Compromise', it's based on historical events. The integrated campaign extends to its digital platforms and includes trade activations that reinforce the message, through a BTL innovative activation called 'The Pure Beer Detector'.

The TVC was conceptualised and created by The Jupiter Drawing Room (CT), is currently live on the SABC channels, eTV, KykNET and Mzansi. The TVC is also available digitally on Windhoek's YouTube page as well as the official Windhoek website. To view the TVC, go to [www.youtube.com/watch?v=9d\\_hyvi1cys](https://www.youtube.com/watch?v=9d_hyvi1cys).

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