

Lipton launches world's first raining dancefloor

By [Amahle Madlala](#)

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Lipton's Refreshival featured a tweet-activated raining dancefloor that kept festival-goers refreshed in the most unique way.



To introduce [Lipton](#)'s new mocktail range and bring the #HowRefreshing campaign to life, the Lipton Refreshival was launched at the Superbalist In The City concert at Emmarentia Dam.

The Refreshival introduced the world's first tweet-activated raining dancefloor! And on a scorching hot day in Johannesburg, this was the perfect way for festival-goers to stay cool. The concept was simple: Supply the crowd with Lipton ponchos and phone protectors. Get them to tweet with the hashtag #HowRefreshing to start the mist. Then keep on tweeting to make it rain!

"Using sustainable water practices, we made it rain as South Africa's top house and EDM DJs spun tunes for hundreds of music fans," says [Stretch Marketing](#)'s creative strategist, Brett Allen-White.

The event was a huge success with more than 12,000 samples distributed and over 7,000 target market consumers reached. #HowRefreshing trended on Twitter, with over 1.1 million social media impressions. Driven by the power of social media, festival-goers got to experience something one of a kind while sampling the delicious Lipton Ice Tea mocktails, Virgin Daiquiri and Virgin Mojito.

ABOUT AMAHLE MADLALA

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