

A premium pillar of strength

There's no need for Durban's Absa Stadium to rest on its laurels now that it's being propped-up by pillars of 100% pure beer. 720 litres of paint later, the eight supporting concrete pillars that hold the bowl of the stadium in place have undergone a complete makeover to mimic giant cans of Windhoek Lager, the premium imported Namibian beer brand.



Devised by creative above-the-line agency King James Cape Town, the realistic artwork was painted on by Allan Bothma's team at Power Brand.

According to newly-appointed Windhoek brand manager Jody van der Heyde, the 'refreshing' outdoor concept forms part of a larger awareness strategy by one of South Africa's biggest selling imported beer brand to reach the throngs of attending fans to the stadium.

Says van der Heyde, "Windhoek is proud to be associated with Absa Stadium. The relationship provides the perfect fit between the brand and stadium's rugby fans.

"We first ensured that access to Windhoek was effortless for these fans in search of thirst quenchers during half-time. It's for this reason that we've converted the twelve wooden huts, which previously only supplied food, into Windhoek lager outlets. The creative, three-dimensional pillar branding ensures that Windhoek stays top-of-mind among our target audience. And, at a height of at least eight meters per pillar, how can it not?"

Several other firsts for the brand will be launched at Absa Stadium over the next six months.