

Tradeway scores with experiential Gold

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Canderel© acknowledged Tradeway Promotions' contribution to helping the brand win the Gold Award at the Cape Town Good Food & Wine Show 2008.



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The award recognised Canderel's stylish commitment to the ethos of the show for design, conceptual and interactive elements of the stand, enthusiasm of the staff, superlative services in addition to the finest attention to detail.



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Canderel activated a coffee lounge offering patrons free specialty and gourmet coffees including a chocolate fountain. The goal was to beat last year's record of 10,000 beverages by thirty percent and the team superseded the previous record by over fifty percent serving over 15,000 hot beverages. 150kg of Canderel chocolate was also used for the fountain.

Fore Good's Group Brand Strategist and Head of Marketing for Canderel, Jason Frichol says, "Tradeway has been servicing the group and its brands for nearly four years now and they have an acute understanding of the power of experiential in our mix. More importantly, they understand that promoters are an extension of the brand where perception is everything. Their recruitment and training of brand ambassadors are of the highest standards."



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Tradeway managed the 'front of house' with brand ambassadors engaging consumers and offering free specialty coffee vouchers in exchange for personal details. The team was also responsible for stand maintenance, cleaning and fielding questions that consumers had on Canderel.



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Tradeway's Managing Director, Michelle Francis concludes, "Experiential initiatives bring a new dimension into a marketer's integrated communication mix completing the brand experience. It offers face-to-face interaction between brand and consumer at the same time providing the platform for participation and advocacy. Canderel's execution was an excellent example of this."

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