

Castle Lite's 'Unlocks' concert brings the brand's purpose to life

By  Juanita Pienaar

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Castle Lite is known for bringing international hip-hop artists to South Africa to give its consumers a one of a kind experience through its 'Unlocks' concerts that happen once every year. In its seventh year, the Unlocks concert has brought to South Africa artists such as J Cole, Travis Scott, Bryson Tiller and others with Chance the Rapper headlining this year's concert.



One of the Castle Lite Unlocks concerts. Image supplied.

I asked Castle Lite director Becky Opdyke how music ties into the message the brand is trying to convey to its consumers and how it adds value...

■ Please tell us more about the Castle Lite Unlocks concerts.

Castle Lite Unlocks is known for bringing international artists onto African shores, giving consumers the most innovative music experiences with both local and international acts performing on one Extra Cold Stage. The Unlocks concert has over the years seen international artists such as Kanye West, Drake, J Cole and Travis Scott grace the South African stage.



Castle Lite Unlocks Music Experience DJ line-up announced

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Last year Castle Lite took Unlocks into Africa, with Future Unlocking Extra Cold in Mozambique and Tanzania. This year Castle Lite is going even bigger with Chance the Rapper, Nadia Nakai, Frank Casino and Shane Eagle in South Africa, while the concert in Nigeria will showcase Davido, Wizkid and J Cole. The brand aims to make the impossible possible by Unlocking progressive, never before seen, felt or heard, experiences to fans of Extra Cold.

■ How does music tie into the message the brand is trying to convey to its audience/consumers and why did you decide to focus on hip-hop specifically?

Music is the single biggest passion point for our consumers, and like Castle Lite, hip-hop as a genre is innovative,

progressive and extremely expressive. Castle Lite breaks boundaries and hip-hop is a natural fit with the brand's DNA. It is an unapologetic form of music – fluid and real and as a brand we aim to be at the forefront of hip-hop, partnering with artists, local and global, that like Castle Lite, push boundaries and do things differently.



DJ decks to be set ablaze at the Castle Lite Unlocks concert

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■ **How do the Unlock music experiences add value to your brand? Why do you think it has been so successful?**

Castle Lite's brand purpose is to Unlock 'extraordinary enjoyment' and the Unlocks concerts allow the brand to bring its purpose to life in an immersive experience for consumers.

Consumers know that this concert is about more than just the artist – the brand brings the experience to life through never before seen technology, the biggest screens ever on the African continent and music that can't be heard or experienced anywhere but, on this stage, every single touchpoint aims to make the experience extraordinary.

■ **Castle Lite is known for its innovative use of technology. How important is innovation to the brand, specifically from a marketing standpoint?**

Innovation is what drives Castle Lite – the brand is always at the forefront of technology, making drinking beer easier in some cases, but more fun in most. Our innovation aims to unlock new spaces for consumers to enjoy Castle Lite. And while we innovate in our packaging, we also take this philosophy into events, artist selection and merchandise. Everything the brand touches is pushed to be different and innovative.



Castle Lite director, Becky Opdyke. Image supplied.



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■ **Any other exciting projects in the pipeline that you can tell us about?**

The brand is always working on new and exciting experiences to unlock for our consumers and 2018 is no different. Keep an eye out, as Unlocks is just the start!

This year's Unlocks concert will take place on 30 April at the Ticketpro Dome.

ABOUT JUANITA PIENAAR

Juanita is the editor of the marketing & media portal on the Bizcommunity website. She is also a contributing writer.

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