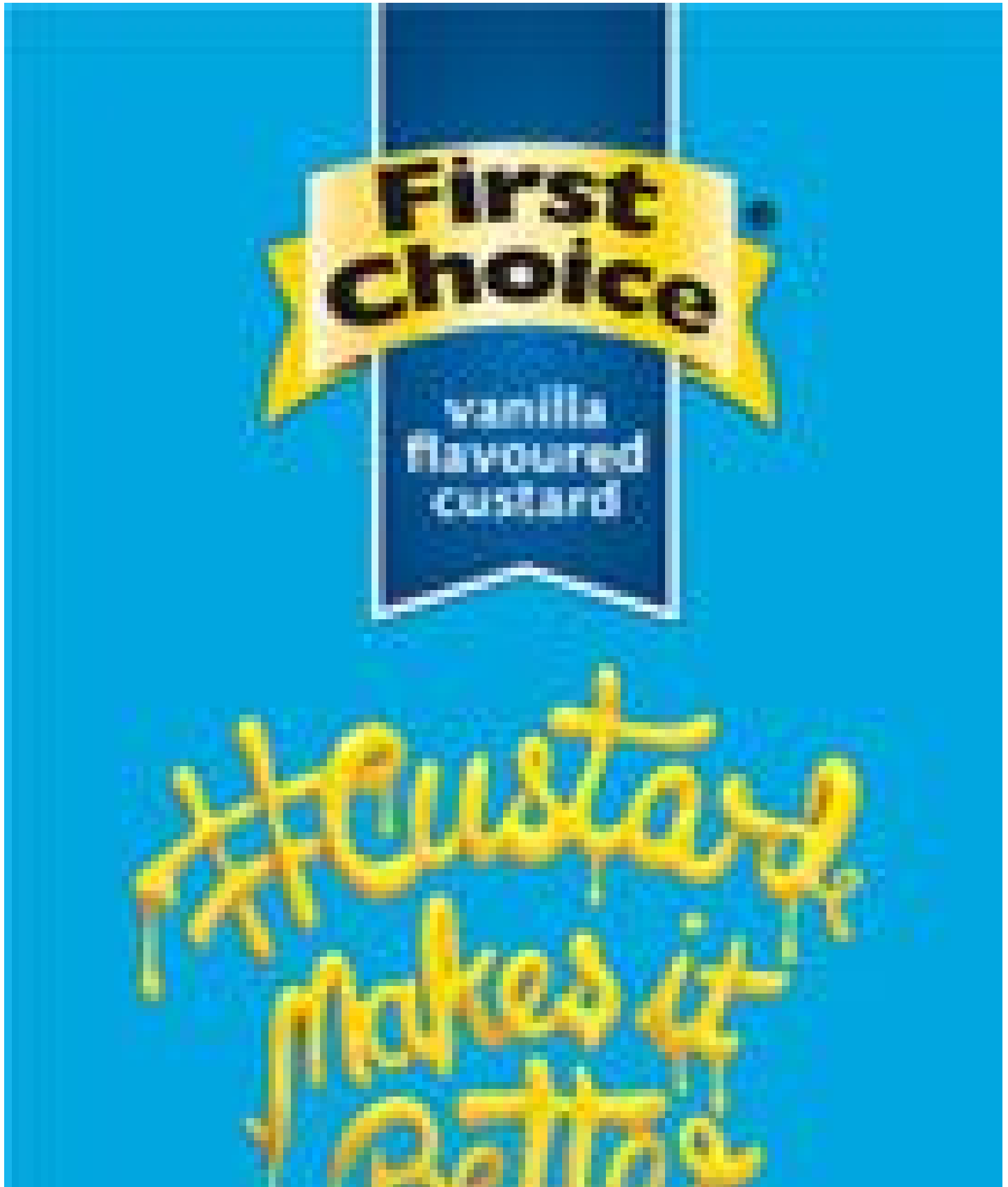


First Choice winter custard campaign launches

Issued by [Boomtown](#)

10 Jul 2018

Building on the corporate identity seen in the summer custard campaign, the First Choice custard winter campaign created by Boomtown sees the custard character ready for the colder temperatures.





BUY ANY
FIRST CHOICE
CUSTARD

AND STAND A CHANCE TO

WIN
£5000

R5000
CASH DAILY
— PLUS 1 OF 3 —
R10000
CHOOSE CASH PRIZES



The number 1000
is your cash prize
to win the grand prize
of R20000

Visit www.1000to20000.co.za Now! Try & Win
R20000

[click to enlarge](#)

First Choice
vanilla flavoured custard

#Custard makes it Better

BUY ANY FIRST CHOICE CUSTARD & STAND A CHANCE TO WIN

R500 CASH DAILY
— PLUS 1 OF 3 —
R10000
GRAND CASH PRIZES

1 Litre

FIND ME IN THE DRY DESSERTS AISLE

To enter dial *120*5354*8& follow the prompts
USSD COSTS 20C/20sec

Visit www.firstchoice.co.za for T's & C's - Competition period: 4 June to 26 August 2018.

[click to enlarge](#)

Building on previous campaign lines, and understanding that during good times or bad, comfort food makes anything better, #custardmakesitbetter will be used in all communication alongside iconic typography, striking colours and engaging visuals.

“First Choice custard is a well-loved product, and we want to create a community and following around the brand and its campaigns and create talkability,” remarks Lauren McNish, the Boomtown account director who oversees the First Choice/Woodlands Dairy account. “Our character will be placed in different scenarios consoling different winter desserts, playfully making them better.”

The campaign includes intrigue-creating point of sale as well as a competition to win cash prizes. “It is envisaged that the First Choice custard character will become a brand mascot,” adds McNish. “We will be giving him a real persona that has infinite longevity, placing him in different scenarios and developing his role within the brand.”

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