

# Boomtown gets Milki to #idairyu consumers

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"Live life to the full" is the message in the latest campaign for Milki, the First Choice full-cream flavoured milk. Created by Boomtown, the digital campaign brings to life what it means to 'live life to the full'.

Understanding the target consumer, and their upbringing dominated by social media, and how they consume social media for news, inspiration and in order to express themselves, #idairyu was borne. "We want to challenge consumers by prompting them to be spontaneous and take up Milki #idairyu challenges across South Africa," remarks Lauren McNish, the Boomtown Account Director for First Choice. "Hashtags have so much power today, they have the ability to cause a stir and create a movement."

The Boomtown-created campaign taps into this phenomenon and leverages FOMO by identifying influencers, engaging on-line and off-line and challenging them to participate in #idairyu and to live life to the full and document their experiences.

"Milki is a full-flavoured, full-cream dairy drink that's full of goodness," remarks First Choice GM: Sales and Marketing, Tinus Pretorius. "The campaign ties in perfectly with our brand voice and it's an incredibly exciting way to engage with our target market in a fun and meaningful way."



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