

Boomtown international award winner

Issued by [Boomtown](#)

21 Jun 2012

Boomtown Strategic Brand Agency together with their client the Nelson Mandela Metropolitan University (NMMU) have earned themselves an international award for the best use of social media thanks to the NMMU Flash Mob which became an overnight YouTube viral sensation.



The flash mob received a silver award in the Council for Advancement and Support of Education (CASE) Circle of Excellence Awards honouring work in communications and marketing, alumni relations, and advancement services. NMMU placed second behind American higher education institutes, John Hopkins University and Massachusetts Institute of Technology (MIT) displaying the immense standard at which Boomtown creates their campaigns.

"The results of the activation have been incredible, but it has been a culmination of a number of factors. What contributed to this working so well was the bravery of the client and the trust they put in Boomtown to make a success of this in a medium that NMMU hadn't delved into in past campaigns. The Flash Mob has proven to be a major brand building exercise, both within the institution, and worldwide," said Jared Louw, Business Unit Manager at Boomtown.

The Flash Mob was staged in Greenacres Shopping centre by NMMU's choir as part of a campaign which highlighted the closing date for applications to study at the institution. To date over a 133 000 people have watched it making it the most popular South African Video on social network sites after its release in July 2011.

This award is not the first award for the NMMU Flash Mob. In November last year it also walked away with a gold award in the media category for social media at the Assegai Integrated Marketing Awards proving that this national strategic brand agency is living up to its AdRiew 2012 recognition as one of SA's top agencies.

Click here to view the NMMU Flash Mob: <http://www.youtube.com/watch?v=5ilFqHMOE1g>

- **Firdous Osman joins Boomtown as MD** 9 Feb 2024
- **Boomtown graphic designer makes it a hat-trick for *Brands & Branding*** 31 Oct 2023
- **Boomtown Johannesburg wins first gold Loerie** 12 Oct 2023
- **Bokomo launches TVC amid evolved brand positioning** 18 Aug 2023
- **Out of the mouths of interns** 19 Jul 2023

Boomtown



We are an independent strategic brand agency that specialises in creative brand design, integrated communications, and digital marketing.

[Profile](#) | [News](#) | [Contact](#) | [Twitter](#) | [RSS Feed](#)

For more, visit: <https://www.bizcommunity.com>