

Tupperware supports local soccer in their latest campaign

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Tupperware is a brand that can be found in all South African homes. Their model and support has allowed thousands of South African women to earn an income at their convenience. Their latest campaign supports two South African soccer teams, Orlando Pirates and Kaizer Chiefs respectively.



Chantelle Webber, marketing manager at Tupperware commented, "Tupperware is all about people, changing lives and sharing opportunities. Partnering with TLC Marketing on this campaign spoke heavily to what we as brand stand for, which is recognition and rewards. We managed to give the consumer an experience outside of what one would expect from Tupperware. Tupperware is more than a household essential it allows people to come together and so is the case with soccer."

The first 200,000 customers who purchase the soccer branded Lunch Sets will receive a soccer ticket to watch any PSL soccer match of their choice. The campaign runs from 5 September to 2 October 2018.

Webber further commented, "TLC Marketing offered a reward suited to our new product launch and targeted audiences in a quick and easy manner that ensured the success of the campaign. The consumer has the opportunity to purchase our quality products adding value to their lives while at the same time being rewarded with an experience that South Africans love."

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