

# **Zomato names Reason Lebaka as first brand ambassador**

Global online restaurant discovery app, Zomato, has tapped local hip-hop artist, Reason Lebaka, as their first ever South African brand ambassador. Zomato is linking up with the "Bump the Cheese Up" hitmaker to develop innovative ways to engage with a broader audience and grow the foodie culture in South Africa.

This partnership is the first of Zomato's month-to-month brand ambassadorship campaign which began on 15 June. The hip hop artist will visit some of Johannesburg's best-rated restaurants with friends, children and will also give five of his fans the opportunity to dine out with him during the month of June/July.

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