

Kauai inspires island life for all South Africans

Dreaming of island living? Kauai makes it happen through its new brand campaign. (video)

"Who among us does not aspire to island life?" This is the basis of Kauai's new digital campaign that introduces us to Burt Waikiki - whom the public loves and hates equally. They love Burt for all the right reasons: he is described as witty, fit and healthy. They hate Burt for all the right reasons: he is said to be totally stress-free, has a solid body and seems to get all the ladies. Anyone want to [meet Burt](#)?



Kauai has turned to the latest form of cutting-edge marketing to communicate with its followers - branded entertainment.



The company will roll out a campaign to introduce Burt, a true-to-life island character who truly lives the Kauai philosophy of 'eat better, live better'. He is also a natural at living a life of 'good vibes', and brings the pure and fresh flavours of the Hawaiian Islands to the public. Burt will be spreading the Kauai message of how to live the island life.

Digital agency McCann says it will allow the public to live vicariously through Burt. He is set to be a real-life 'Guru of Goodness' who gives advice on the healthy balance between mind, body and soul. The campaign aims to bring Burt into the everyday lives of the public, reminding us to meditate, slow down and breathe this summer, additionally eating healthy and being physically active. He also brings the elusive life of 'finding oneself on an island' to life.



The campaign will be rolled out online through a series of fun informative video clips released monthly via YouTube, Facebook and Twitter. "We feel Burt will be someone everyone will be able to relate to and aspire to be friends with; all the while encouraging the public to be healthier and live the Kauai life," says Kauai marketing manager, Leanne Jefferies.

Look out for Burt's online self-help videos that will inspire the island life. For more info visit www.kauai.co.za, view on [YouTube](#), on Twitter [@KauaiSA](#) and on <http://blog.kauai.co.za>.

[Beach Bats with Burt Waikiki](#) by [Inc. Creative](#) on [YouTube](#)

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