

New Fanta campaign

Fanta has launched a campaign on its social media pages inviting fans to let everyone know what their favourite #FantaTastesLike. The brand will then select its favourite post and put out a challenge to selected bloggers and vloggers who will interpret the post and turn it into a video.

The bloggers and vloggers have been divided into three groups based on the characteristics of the flavours. The Grape group is all about entertainment and includes The Fuss and Nerd Squared, supported by content curators Nickelodeon Africa and Yo Mzansi. Theodora Lee and PXY, supported by Tech Girl and Miz _Tebo, make up the super social Pineapple posse, while the always active Orange crew - Calvyn Justus and Livity Africa, are supported by the likes of Book of Swag and Rob Forbes.

By voting for the favourite video, fans' names will go into a draw for a chance to win the grand prize - a 'Fanta day of fun'.

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