

# Pringles has a jingle

 By [ActivRetail](#)

8 Jul 2010

David Garrioch from Durban won the R20 000 prize for the most innovative Pringles Jingle, a competition launched by the distributors Fore Good Group, in May 2010 to mark the re-launch of the '90 Perfect Pringles' tube. Five other talented individuals were given a year's supply of Pringles.



The competition enabled consumers to interact with the brand by creating their own Pringles Jingles and uploading them onto [www.newtube.co.za](http://www.newtube.co.za). The site hosted numerous videos, which were uploaded by consumers, as well as videos recorded at three live events hosted by 5fm DJ's Grant and Anele and special guest Tamara Dey in shopping centres nationally.

"The new tube campaign saw the successful fusion of emerging media and experiential execution which served to recruit more passionate loyalists to the brand. We've gained some insights as a result and plan to leverage these mechanisms further," concludes Fore Good Group's head of marketing, Jason Frichol.

## ABOUT ACTIVRETAIL

The strategic partnership between ActivRetail and BizCommunity offers the best news of its kind to the retail industry. In a strategic positioning agreement, ActivRetail and Retail.Bizcommunity have created an association by bringing a joint offering to this sector in terms of news, information, research, services and product news. This creates the best mix of media, business and trade services to stakeholders within this vibrant industry. Please continue to submit news and updates to [editor@mcg.co.za](mailto:editor@mcg.co.za). Or visit: [ActivRetail](#)

- Pringles has a jingle - 8 Jul 2010
- Nampak scoops international packaging prize - 7 May 2010
- Corner Bakeries for Engen Quick Shops - 5 May 2010
- New Food Lover's Market for Table View - 5 May 2010
- Marula, Rooibos welcome visitors - 30 Apr 2010

[View my profile and articles...](#)

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