

Digital Fire World Cup prize-giving



Digital Fire, the Cape Town-based full service digital marketing agency and division of Spencer Boyd Associates International Media Consultancy (SBA Media) ran a series of opt in email marketing campaigns with Corné Krige, ex-Springbok rugby captain, over the Rugby World Cup to permission-based SA email data lists.

The campaigns, planned in conjunction with SBA Media's London office, included viral marketing elements and were based on the UK opt in email model and generated record response rates, between 12% and 30%.

The prize-giving was held at Caveau next to Newlands on 22 November, and all the winners had a chance to meet, chat and have their photo taken with Captain Courageous!

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