

# FusionDesign lights up RSA Market Agents

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Ready, steady, tomaGO! Little bright red tomatoes were the centre of the interactive marketing campaign FusionDesign recently developed for RSA Market Agents, a fresh produce marketer based at Cape Town Market in Epping.

RSA Market Agents can be found on the market floor, which opens for sales at 4am in the morning. Here, no amount of caffeine can convince buyers that they are entirely awake at that hour. "Creating a buzz in a market where people are buying was easy. FusionDesign is all about vibrancy, high energy, drive and vigour, and we enjoyed radiating this energy through a campaign that required engagement and fun," says Nadia Lerm, Creative Director at FusionDesign.



**RSA Market Agents**  
invite you to attend  
the **ZZ2 Speciality**  
**Tomatoes week**

**rsa**  
GROUP

*The Profreshionals*

**RSA SALES FLOOR**  
22 - 26 September

**Lots of Prizes to be won!\***

*Little Rascals*

\*PURCHASE a box of ZZ2 ROMANITA • RIGOLETTO • BACIO  
and stand a chance to spin the wheel to win a prize!

**Saucy!**

**Tasty!**

**Juicy!**

They may be small, but ZZ2's Speciality Tomatoes add a little something out of the ordinary, whether you're cooking, roasting or enjoying them fresh.

**ZZ2**  
Speciality Tomatoes

**ROMANITA • RIGOLETTO • BACIO**

The brief entailed promotion of the ZZ2 speciality tomatoes like Romanitas, Rigolettos and Bacios. RSA Market Agents' aim was to promote the uses and characteristics of these small tomatoes, increase sales and attract new buyers.

Submit your **Selfie** photo  
with the ZZZ little rascals



**WIN 1 of 3 Prizes!**

**23, 25, 26 September**  
\* Closed on 24 September



## Rules

Only photos taken on RSA's floor at Epping on 23rd, 25th and 26th September will be eligible for the prizes. All photos must be posted by 5pm on 26 September. You have until 5pm on Saturday 27 September to VOTE.

## Win

- 1st prize: 4 x City Sightseeing Red Bus Tickets (2 Adults, 2 Kids)
- 2nd prize: A RSA Agents & ZZZ Hamper worth R600
- 3rd prize: R250 Canal Walk Voucher



**LIKE US AND ENTER COMPETITION**

**Winners will be announced on Monday 29 September  
on RSA Agent's Facebook page.**

[click to enlarge](#)



RSA Market Agents

## RSA Agents Cape Town - Z22 Little Rascals Photo Competition

RSA Agents Cape Town and Z22 Little Rascals "Selfie" Competition is teaming up to give away 3 PRIZES! SUBMIT a PHOTO of you dressed in one of the accessories at the RSA Agents Cape Town - Sales Floor - with the Little Rascals Toppers: Z22 MCANITA + RICQUETTO + BACIO. And INSTANTLY BE ENTERED TO WIN! Remember: Get your friends to VOTE for you, to stand more chances to WIN!

Only photos taken at the RSA Agents Cape Town, Sales Floor will be a valid entry.

RSA Agents Cape Town - Z22 *Little Rascals* Photo Competition



Share your crazy photo  
with the Z22 little rascals

WIN one of 3 Prizes!

23, 25, 26 September at RSA Agents  
Sales Floor, Cape Town



LIKE US AND ENTER COMPETITION

Enter this contest

Upload a Photo

Browse...

No file selected.

Your Email Address

Email Address

Name

First Name

Last Name

Enter

This promotion is in no way endorsed, authorized or administered by, or associated with Facebook. You are providing your information to RSA Market Agents and not to Facebook. By participating in this promotion you agree to a complete release of Agents from any claims. Permission of this promotion is subject to the above rules.

Powered by **Woodoo**

[click to enlarge](#)

FusionDesign conceptualised and implemented a "selfie" photo competition on Facebook, supported by a photo booth on the market floor with all sorts of props and posters so that customers could take a selfie, upload it and get friends to vote online for their photo. The prizes included family tickets for a Cape Town City Sightseeing bus tour, a RSA Market Agents' hamper and a Canal Walk voucher.





As a result, buyers at the market were made aware of the different ZZZ speciality tomatoes, their uses and characteristics. The campaign attracted engagement from new and potential buyers and RSA Market Agents enjoyed increased Facebook engagement and, an increase in sales of the ZZZ speciality tomatoes.

- **Eco-spa at Cape Town's greenest hotel meets multiple top trends** 1 Mar 2024
- **2024 Wine Harvest Commemorative Event honours a prestigious line-up of industry greats** 12 Feb 2024
- **Buccaneer School Shoes celebrate Mandela Day at Eastville Primary School** 20 Jul 2023
- **For your next vacation: Work, stay, play and explore Cape Town's top attractions** 17 Jul 2023
- **#Since1685: Celebrating 338 years of South Africa's oldest wine producing farm** 10 Jul 2023

#### FusionDesign



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