

An Absolut Trip to South Africa

A group of four Nigerians who won VIP tickets to experience the recently concluded MTV Africa Music Awards (MAMA) in Durban, South Africa would not forget the event made possible by Absolut Vodka in a hurry. Absolut partnered the organisers to support the pan-African reward and appreciation platform for musicians.

The occasion left a lifetime impression on Feyikemi Afolabi and Simeon Ejeh. Both had gone shopping for Absolut for their different leisure and hospitality establishments when they were engaged by an Absolut promo team that gave them a scratch ticket which transformed their lives, in line with the product's message, 'Transform Today'.

Although Oluwatobi Ayeni and Esther Nwogu purchased their bottles of Absolut for personal consumption, they were no less lucky. For the fortunate four, it was their first travel out of Nigeria. They

did not only enjoy an all expense paid four-day trip to South Africa, they were housed at the five-star Southern Sun Elangeni Hotel in Durban and got VIP tickets to party with the stars and celebrities at the Durban International Conference Centre venue of the thrilling music awards ceremony.

Besides seeing the award show, the Absolut Vodka promo winners from Nigeria had the time of their lives shopping and interacting with the Pernod Ricard team in South Africa and winners of a similar promo activity from Kenya.

Leading the Absolut group from Nigeria was Akintayo Akinseloyin, the brand manager. Also in the delegation were Absolut Vodka's valued marketer, Celestine Ibeazor who plies his trade out of Port Harcourt. Messrs Oluwadamilare Job of I-Concoct, Deola Ogunowo of Curve Communications and Damola Adelabu of CFAO.

-Nseobong Okon-Ekong



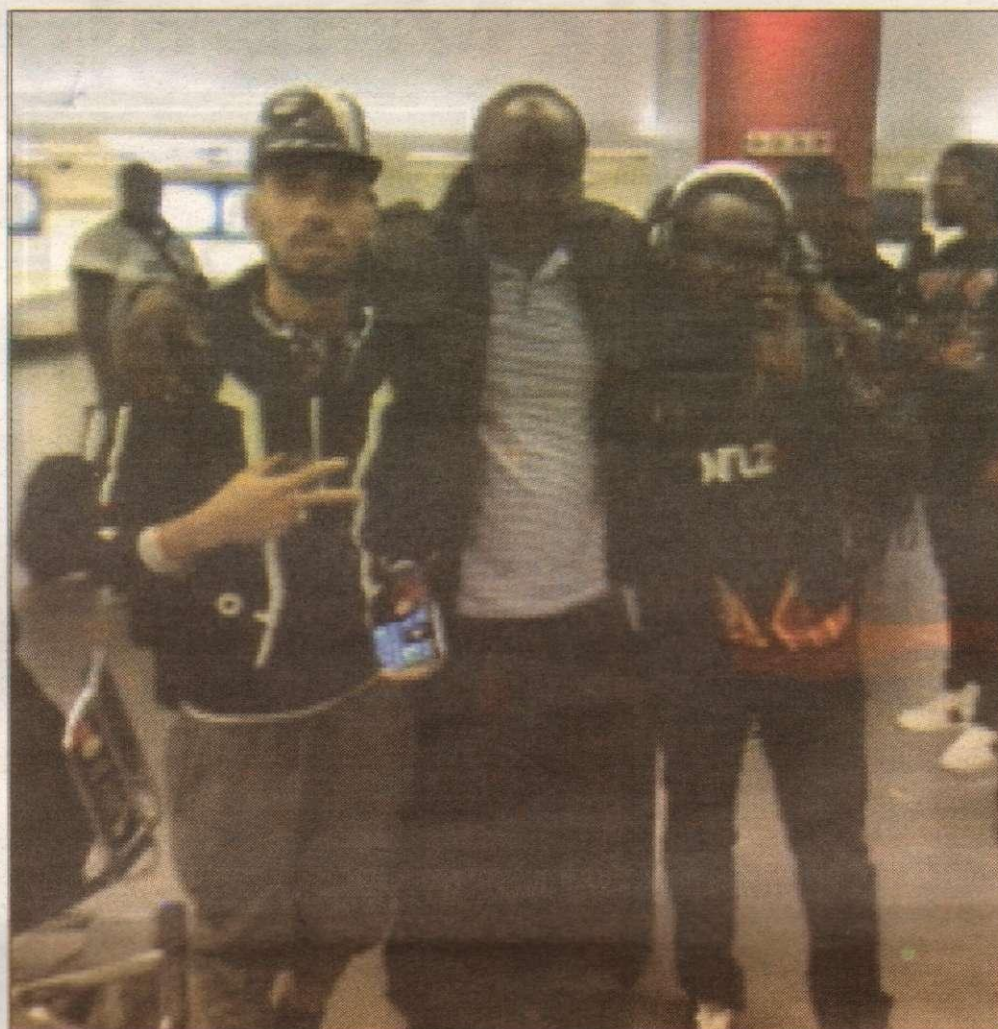
L-R: Absolut Vodka promo winners Oluwatobi Ayeni, Esther Nwogu **with brand manager,** Akintayo Akinseloyin, Simeon Ejeh and Feyikemi Afolabi



The Absolut team from Nigeria at a shopping mall



Meal time at the Southern Sun Elangeni Hotel



Absolut Manager with Phyno and Clarence Peters



The Absolut team at the Ocean Front



Absolut bar service team