

# Taking an *Absolut* Trip to MAMAs

In line with its support for creativity and transformation, *Absolut* has unveiled its first of scheduled five winners in the on-going *Absolut* Road to MAMAs giveaways. The winner – Feyikemi Afolabi won a VIP ticket to the MAMAs through a lucky dip at the third cocktail party which took place recently at the popular Elegushi Private Beach. The ticket provides a paid trip to South Africa with a special

experience at the MTV Africa Music Awards scheduled to hold in Durban, South Africa. Twenty-five year-old Feyikemi, a native of Oyo State and sales representative of the 100% Bar & Restaurant in Lagos did not believe her eyes when the hype man “N6” announced her name for the prestigious prize. Indeed, the joy and excitement coursing through Feyikemi at that point was beyond description. She is the very first winner of a VIP

ticket to watch the MAMAs live in South Africa courtesy of the premium Vodka, *Absolut*.

“I am so happy about this; I have never travelled out of Nigeria. Now I am not just travelling to South Africa, I would be present at the 2014 MAMAs and look forward to the meeting of top African stars. Life does not get any better than this,” Feyikemi gushed excitedly. In the words of Sola Oke, Marketing Director of Pernod Ricard Nigeria,

“*Absolut* Vodka is about creativity and transformation, we are glad to be an enabler for Feyikemi to transform her today with an opportunity to be at the MAMAs. Other lucky individuals still stand a chance to win four more VIP tickets for the ultimate experience.” The promotion forms a part of *Absolut*’s ‘Transform Today’ campaign aimed at celebrating the power of young individuals who transform the image of Africa through their creativity and vision.



Marketing Director, Sola Oke (right); Maria Martinez; Steven Onachwu; Brand Manager, Absolut Vodka, Akintayo Akinseloyin, all of Pernod Ricard Nigeria and the first winner of MAMAs VIP ticket, Feyikemi Afolabi, during the Absolut Cocktail Party at Elegushi Beach in Lagos



Feyikemi Afolabi celebrating her VIP ticket to the MAMAs



L-R: Marketing Director, Sola Oke; Olivier Fages, Managing Director and Brand Manager, Absolut Vodka, Akintayo Akinseloyin of Pernod Ricard Nigeria



Female artist, Yemi Alade 'looking for her Johnny' to the delight of the crowd



A cross-section of consumers having fun



Event hype man - N6 and DJ Lambogini having a nice timeout