



Press Release – Tsogo Sun – 06/07/2017

Tsogo Sun wins African Excellence Award

Tsogo Sun has won its second African Excellence Award – this time for the group’s warm and uplifting #CelebrateWonderful video (<https://www.tsogosun.com/image-gallery/video#tabs-celebratewonderful>) that was released on social media over the festive season, and highlighted a spirit of reaching out and touching people’s lives, especially those who were working over the holidays, or missing their families and friends. The message was clear – with Tsogo Sun you’re never alone.

The prestigious African Excellence Awards honour the outstanding achievements of communications and HR professionals in their fields, and also take a comprehensive look at communications achievements across Africa. The Awards are part of the worldwide implementation of the Excellence Awards in Africa, Asia-Pacific, Europe, Latin America, and North America. Tsogo Sun’s 2017 award was presented in the Film & Video category.

“This video was designed to reflect our vision to create great experiences for our guests, whether they are travelling for leisure or business, whether it’s a regular working day or a special holiday,” explains Priya Naidoo, General Manager Communications, Group for Tsogo Sun. “We wanted to reflect empathy with the fact that many people have to work through the festive season, and our creative teams came up with a heart-warming narrative that everyone could relate to. It was an opportunity to positively impact the morale and mood of staff and guests at the hotels.”

Social media and greeting cards were the main driver to gain traction for the campaign and YouTube, Facebook, Twitter, cards, and internal communications and in-room entertainment were used to communicate the video. The overall response was overwhelming. The goal was to achieve 500 000 video views and in total, the campaign generated 1 995 446 ad impressions and 505 048 video views.

tsogosun.com

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Tsogo Sun has a portfolio of over 100 hotels and 14 casino and entertainment destinations throughout South Africa, Africa and the Seychelles. For more details, visit [tsogosun.com](https://www.tsogosun.com) (<https://www.tsogosun.com/>), follow on Twitter @TsogoSun or like on Facebook /TsogoSun.



Yana Valtchanova (Y&V Agency) and Priya Naidoo (Tsogo Sun) accepting the African Excellence Award