

# Aquafresh celebrates South African mums with 'Power to You, Mum'

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Leading dental care brand, Aquafresh, recently launched '**Power to You, Mum**', a campaign that recognises and celebrates the South African mother, and all the ways in which she does-it-all. The campaign will see Aquafresh facilitate conversations on what it means to be a mother through various activities, and mums all over South Africa will stand a chance to win one of three prizes worth R100,000 towards education, home improvement or groceries.



“‘Power to You, Mum’ is more than just a campaign, it’s a movement we are leading, celebrating the many ways in which the South African mum does-it-all. Very often, they carry homes; from day-to-day household activities to the strategic, long-term planning that keeps things afloat. We often take this for granted and we don’t do enough to recognise and thank her for her incredible contribution. And that is the heart of this campaign,” said Refilwe Ralefeta, Marketing Campaign Manager on Aquafresh.

Ralefeta continued, “Secondly, with ‘Power to You, Mum’, Aquafresh continues to elevate the way the dental care category engages consumers in South Africa. We kicked this off with our #KeepItFresh campaign in 2017 where we partnered with South African music mainstays, Mafikizolo. This campaign follows in that same trajectory - we are asserting the brand in the lifestyle space, meeting and engaging people in a more exciting and meaningful way.”

‘Power to You, Mum’ will facilitate and drive conversations amongst South Africa’s does-it-all mums on a variety of topics under three banners: healthy living, strong families and relationships, and fresh and relevant lifestyles. Partnering with Aquafresh on leading these conversations will be radio personality and South African radio’s agony aunt on family matters, Mapaseka Mokwele; self-taught chef and television personality, Siphokazi Mdlankomo; award-winning gospel group Soweto Gospel Choir and legendary musician and fashion designer, Nhlanhla Nciza.

The campaign has a number of touchpoints that will recognise, acknowledge, reflect and celebrate mothers, and these include:

- A competition running over the next three months will see three lucky mums countrywide vying for one of three prizes worth R100,000 each towards groceries, education or home improvements

- A festival aimed at facilitating engagement and celebrating the ways in which the South African mum does-it-all, will be held in Johannesburg later in July 2018
- A trio of mums called The Power Squad, along with other team members, will reach into communities countrywide to engage and share dental health insights, rewarding mums with fantastic daily prizes.

'Power to You, Mum' will run countrywide until the end of August 2018.

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