

Flying Fish taps into ASMR with Rowlene Bossman

Flying Fish recently hosted a live ASMR (autonomous sensory meridian response) event - featuring an ASMR performance by singing and songwriting sensation Rowlene Bossman.



Rowlene Bossman during her ASMR performance. Image supplied.

Bossman's ASMR performance was amplified with the use of headphones – which were handed to all 130 exclusive guests including Spaga, Tino Chinyani, MoonChild, Michelle Mosalakae and the MTV Base presenters.

“ Shout out to our fam for pulling up and looking ever so FRESH 💎💎 What's a FLAVOURFULL get together without a crisp Flying Fish and some good food? [#AddSomeFlavour pic.twitter.com/eCUQ7AHwo8](https://twitter.com/eCUQ7AHwo8)— FlyingFish (@FlyingFishSA) [September 17, 2019](#) ”

Bossman managed to evoke tones of laughter, excitement and “satisfying” comments. The evening also included musical performances by Bossman, Una Rams and Manu Worldstar.

Flying Fish has also entered into a partnership with Rowlene Bosman to demonstrate what Flying Fish sounds like in the brand's latest advertising campaign.

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