

Smarties launches Smonster Box-a-thon campaign

Nestlé Smarties challenges South African children to think outside the box with its launch of the Smonster Box-a-thon campaign to create their own unique Smonster using Smarties boxes and upload photographs of their entries to the mobisite. The youngsters with the best designs will win prizes.



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Launched yesterday, 15 April 2013, the campaign was created to inspire creativity and encourage learning while playing amongst pre-teens, their parents and teachers. The competition is open to all pre and primary school children looking to showcase their creative imaginative talents.

"The product is all about stimulating creative imagination. We are preparing our children for a future that we haven't seen yet - so we want to support Moms, teachers, caregivers and kids by encouraging them to use their imagination and be creative," said Kevin Corlett, business executive Nestlé Chocolate.

Details of the competition are available in-store and 1900 schools will receive the information. "This is part of the company's commitment of supporting creative education. We hope to be able to encourage teachers to help children build confidence in their imagination and to showcase their creative talent by participating in the competition.

"We want this competition to encourage participation to drive children's to think outside the box when building their Smonsters. We are excited about the untapped potential that children have and have no doubt that South Africa's creative talents are really going to shine through in this competition," concludes Corlett.

For more, go to www.smarties.mobi.

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