

# Lucky Ackermans customer wins a brand new car in honour of Batman's 80th birthday

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Batman - one of the most beloved and celebrated comic book superheroes - celebrated his 80th birthday this year. As the one-stop 'Character' shopping destination, Ackermans paid tribute to this momentous occasion by running a competition in honour of Batman's birthday.

The competition called on customers who purchased any Batman product from the Character range during the promotional period to retain their till slip. To enter, customers dialled in via a free service from their cell phone and followed the prompts to answer the simple question, 'How old is Batman this year?' The winner was selected via a random draw in September 2019 and will be driving home in a stylish new Suzuki Ertiga 2019 model valued at R239,000.

John Kenneth Taylor from Munster, Port Edward in KwaZulu-Natal was announced as the lucky winner. "I would like to say thank you to all involved in contacting me in regards to being the extremely lucky winner of the Ackermans - Batman Car Giveaway. I will certainly appreciate this magnificent prize for many years to come," adds.

Through the Batman birthday competition, Ackermans aimed to excite and reward its adult customers, many of whom have children in their lives and who selflessly prioritise their children's needs; often at the expense of their own.

"Batman's popularity has not diminished with time. We wanted to create another layer of excitement for our adult customers, who very likely looked up to the Caped Crusader as children, and who now want to share their favourite superhero with the kids in their lives.

"The bond created with our favourite superheroes extends beyond the comic books and movie screens, and so it's heartwarming to be able to celebrate Batman's 80th anniversary with our customer, who are at the heart of everything we do," says Lane Mong, Marketing Manager.

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Ackermans' success story began in 1916 when Gus Ackerman opened the very first store in Wynberg, Cape Town, setting a benchmark for competitive prices that few could match. Today, with more than 380 outlets in Southern Africa, including Namibia, Lesotho, Swaziland and Botswana, the business continues to go from strength to strength. Ackermans' proud heritage was built by focusing on the things that matter most to our customers; namely affordability, fashion and durability.

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