

## **This isn't just any fuel. This is Glug-Glug®**

***Johannesburg, South Africa, 9 April 2019*** – Through a brand new campaign, Sasol has brought Glug-Glug back to life through a new campaign to celebrate the South African heritage of one of the country's most iconic brands.

Although the Sasol brand enjoys a near seven decade history, the company entered the retail fuel market just over 15 years ago through its retail network, which serves as the frontline for Sasol's retail customers.

The South African retail fuel trading environment has evolved significantly over the last 10 years. Consumers have more power than ever before with increased digitalisation, urbanisation, and globalisation, and heightened industry competition.

"Our objective is to provide our customers with high quality, high performing and environmentally friendly fuel and oil products into the South African fuels market," said Mohamed Carrim, Head of Retail at Sasol Energy. "Our new campaign introduces our iconic Glug-Glug® to a whole new generation, creating, brand awareness and a great sense of pride in our strong South African heritage. Firmly embedded in the communities in which we operate, our customers are woven into our Sasol family of retail sites, added Carrim.

In collaboration with FCB, the new campaign celebrates all that makes Sasol unique, including the superior quality of its fuel and its contribution to women's soccer.

"Sasol fuel has so many technical attributes that makes it a superior fuel. Today we remind people about the magic of Glug-Glug, while introducing Glug-Glug to a whole new generation of South Africans. It is hugely exciting and a massive privilege to be part of this story," said Ahmed Tilly, FCB Chief Creative Officer.

The campaign is strongly supported by online digital media platforms, as well as traditional media, such as TV, billboards on major routes, highways and airports (ORTIA, Lanseria, Cape Town, King Shaka) across South Africa. Street poles signage will also be more prevalent in and around the retail network.

The new Sasol campaign commenced 3 April 2019 across all TV media channels, alongside the company's ongoing and exciting consumer focused "Fill-up & Fly to France" competition, currently being promoted throughout the Sasol retail network.

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