

SweepSouth gives back Friday

 By Jessica Tennant

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Inspired by the global trend towards giving back instead of getting on Black Friday, local home cleaning company SweepSouth is transferring the savings it would usually give to its customers on a day like this and handing them back to its 'SweepStars'.

For every hour of home cleaning booked this Friday, 24 November, using promo code *GIVEBACKFRIDAY*, its SweepStars will earn 50% more per hour of work, at no additional cost to the customer.



I asked marketing manager Anna Bowzyk why SweepSouth chose 'Give Back Friday' over Black Friday...

“ The inspiration came from overseas... Last year we saw a few campaigns in the US which took a very different approach to Black Friday. In particular the idea of Give Back Friday instead of Black Friday really resonated with us as it is the kind of initiative that is aligned with our brand values. It is very important for us to give back and this was the perfect way for us to do that. ”

■ **What is your opinion of Black Friday, particularly in the South African context?**
It's a huge commercial event. I think every year we see a lot more businesses fighting to get the attention of customers. It marks the unofficial beginning of the Christmas shopping season and it's an amazing opportunity to do pre-festive shopping. It is still relatively new to the South African market and I think it has given local business and startups, like ourselves, a wonderful platform to be creative in their approach.



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■ **What's the objective of the campaign?**

It's a small gesture that SweepSouth hopes will reinforce the need for lasting, positive change and is also a way of

saying thank you to our SweepStars for all of their hard work and dedication each and every day.

■ What's next?

We are also planning a really big promotion on Cyber Monday, so stay tuned.



Aisha Pandor *sweeps* up two titles at the PriceCheck Tech & E-Commerce Awards

Jessica Tennant 5 Oct 2016



Spread the word using [#GiveBackFriday](#) and book your clean on [SweepSouth.com](#) or using the app. Follow SweepSouth on [Facebook](#) and [Twitter](#) for updates and other promotions.

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