

# Mobile phone up for grabs

## Contest to promote a range of air-tight containers

**T**UPPERWARE Brands Malaysia launched its latest consumer campaign for the Tupperware One-Touch canister by inviting the public to participate in the 'Air Tight Challenge'.

Launched by marketing director Christine Wong, the campaign aims to further promote the One-Touch range of products.

During the event held in Aquaria KLCC, the brands and category manager swam out to the viewing gallery of the aquarium with mobile phone in a One-Touch canister.

The canister was placed on the floor before Wong was invited to make a call to the cellphone.

"The challenge aims to showcase Tupperware's One-Touch range as air tight.

"Our worldwide brand appeal and our legacy of quality, trust and innovation puts us

in the driver's seat as we strive to have Tupperware Brands in every home in Malaysia.

"We will continue to seek creative ways to communicate our messages to our consumers," said Wong.

The contest starts now and ends May 31.

To participate, send a text message with 'Tupperware Airtight' followed by your name to 012-783 0790 and answer some questions.

Every 100th, 208th and 300 text message with the correct answers will receive a Tupperware hamper worth RM50 and be in the running to win a Samsung Galaxy mobile phone.

Visitors to Aquaria can view the Tupperware One-Touch until June 30.

For details, visit [www.tupperwarebrands.com.my](http://www.tupperwarebrands.com.my) or [www.facebook.com/tupperwarebrandsmalaysia](http://www.facebook.com/tupperwarebrandsmalaysia)



**Interesting contest:** A diver checking out the Tupperware Air Tight Challenge at Aquaria KLCC