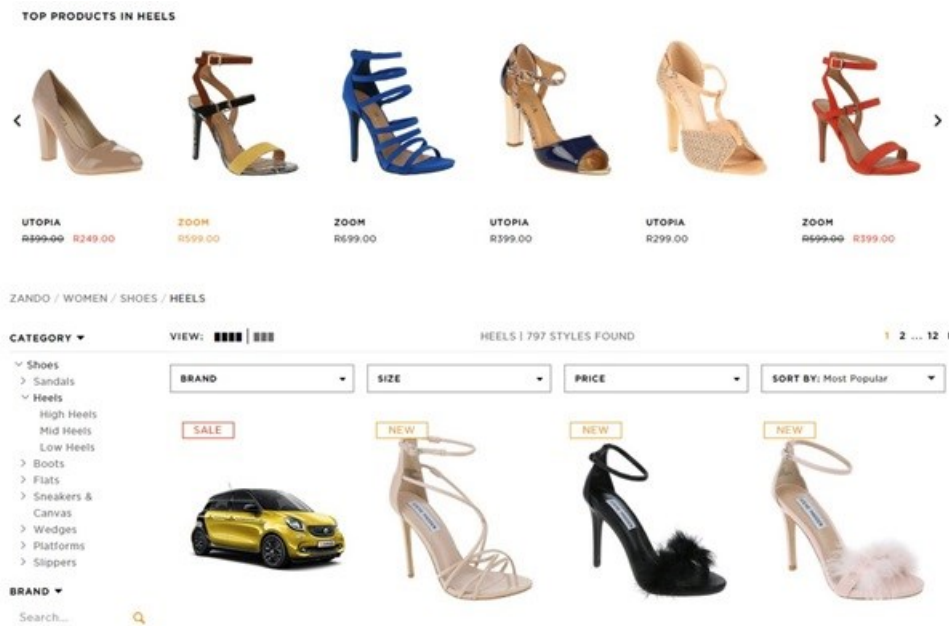


The new smart car and Zando #UnfollowTheNorm campaign creates intrigue

By [Angie White](#)

12 Dec 2016

It's a normal day, and you decide to log on to [Zando](#) and browse their latest deals and new arrivals to see what catches your eye, but instead of a to-die-for pair of heels, you find that there's a car selling for just R1,999! You do a double-take - is this for real? Plus, it's not just any car; it's the new smart car, engineered by none other than Mercedes-Benz. Your heart skips a beat.



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In a first for South Africa, the new [smart forfour](#) is being introduced directly onto the pages of Africa's largest online retailer, Zando. This authentic campaign is certainly different and unexpected – having never been done before, it's right on trend in the digital age; if you can buy almost anything on the internet these days, why not a car?

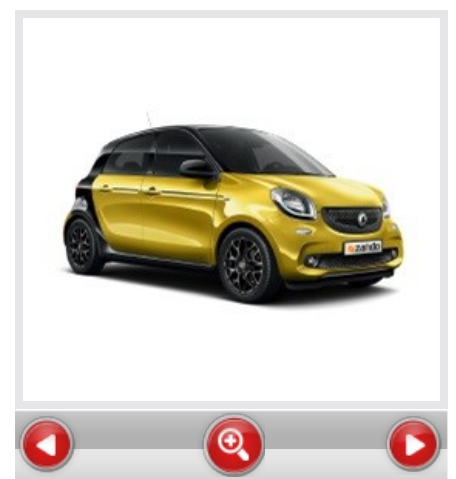
Selvin Govender, Marketing Director of Mercedes-Benz cars, says, "Our smart range of vehicles appeals to a younger, connected, online audience and our research shows that this audience sees their vehicle as a major part of their lifestyle, so we thought it would be fun to introduce the new smart to them in a place they least expect - in a place where they are comfortable."

"More importantly we wanted to convey to our audience that owning and driving the new smart is within reach, in fact the monthly payments are comparable to purchasing a high-end pair of new shoes or a coat."

Of course it was a no-brainer when it came to choosing the best platform for this campaign. Govender comments, "The team at Zando embraced the idea, they are innovative and inventive like our smart brand."

For more information on smart you can also visit the smart virtual showroom on www.smartforyou.co.za

To follow the conversation online, tune into #unfollowthenorm and



#styleunrestricted.

**Information provided by ByDesign Communications*

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