

# Campaigning in support of the community

By [Tshepiso Seopa](#)

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Recently marketers and advertisers have been using the advertising medium for not only sending out campaigns to the desired target market but also to support the community. Most brands came in strongly in support of the Springboks during the recent Rugby World Cup; the Salvation Army has continued to fight against the abuse of mankind and exploitation; and the Gauteng provincial government is helping people to gain access to government information and services.



Savannah went lemon in support of the Amabokoboko and joined in on the celebrations after South Africa beat England in the World Cup finals. FCB Cape Town's creative team produced banners reading 'Savanna loves Habana', 'Jake you take the cake', 'It goes down well with our Burger' and 'John we're smitten'.

The lemons were cheering the team on in Main Road, Rondebosch, Cape Town with their banners and pom-poms and followed the bus to the Newlands stadium, where they joined the 40 000 supporters in saluting the South African heroes bringing the World Cup home.

The Salvation Army teamed up with Leo Burnett in supporting the fight against human trafficking. Children between the ages of four and 13 across the colour spectrum were put on sale in premier boutiques, behind them draped a big for-sale sign, and slotted the children into age categories. Alongside The Salvation Army logo was the message "Human Trafficking is a serious crime. Help us stop the exploitation. Call 011 718 6746."

## Access to information



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Primedia Unlimited subsidiary Wideopen Platform, on behalf of the Gauteng provincial government, launched a highly visible campaign aimed at helping people gain access to government information. The number appears in the format of a 142m<sup>2</sup> front-illuminated mega sign on Ilpa House in the heart of Johannesburg.

"Commuters spend a great deal of time stuck in traffic or waiting for transport. Government's message will hit home as citizens will see it numerous times every day for six months," said Caryn Cohen, Wipeopen Platform's CEO.

Cohen explained that the campaign encourages citizens to dial 0860 Gauteng (0860 4288 364) to gain easy access to government information including social services, Batho Pele, public transport, jobs and economic opportunities or to lodge medical and police complaints or even make license bookings.

## Maintaining branding



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MTN has recently renewed its contract with Comutanet to maintain its branding on airport buses carrying passengers at airports around SA. The contract will see MTN owning the exclusive rights throughout the 2010 FIFA World Cup.

"With exposure time of up to 15 minutes per trip and a high percentage of business people, airports are ideal locations for MTN to reach business travellers," says Gavin Ritchie, sales and marketing director, ComutaNet. "Our buses at international airports ensure added value as these travel hubs are first point of contact for all international visitors, many of whom acquire cellphones and/or local sim cards for their stay."

## Award-winning

CADAC was recently awarded the Out of Home Media South Africa (OHMSA) award for Retail/Street Furniture in the inaugural OHMSA Awards for its winter 2007 "Never Feel Powerless" street pole ad campaign (see [Surviving darkest Africa](#)).



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Justine Lawson, marketing manager of CADAC, says, "The campaign enjoyed positive feedback from both retailers and consumers of CADAC products, and there was a definite increase in awareness of our extensive adventure and patio range. So this award is the cherry on top of a very successful campaign!"

## Anti-aging



Olay recently launched Olay's Definity campaign and approached Primall Media to give the campaign maximum exposure through its exclusive mall advertising rights in upmarket centres across SA.

Strategic placement, courtesy of media agencies Starcom and MediaCompete and graphics from Saatchi & Saatchi, ensured that Olay Definity was positioned to grab the attention of the beauty-conscious consumer in an environment where shopping is top of mind.

## ABOUT TSHEPISO SEOPA

Tshepiso Seopa was a junior journalist at Bizcommunity.com

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