

Cartrack TVC focuses on fleet

Last year saw Cartrack introduce Luthuli Dlamini as the lead actor in its television commercial (TVC) which emphasised its unique selling point in the vehicle tracking industry as the only vehicle tracking company that will pay out up to R150,000 if they do not recover your vehicle (subject to terms and conditions).



Jacqui Marsh

This year Grey Africa was once again tasked with finding a strong message that remains realistic to the brand's fundamentals while also ensuring a retail push for Cartrack's Fleet products.

"Our smart Fleet solutions provides business owners with valuable data regarding driver behaviour and trip information to name a few features that will assist with optimising business owners' fleets - regardless of the size or industry that they operate in," says Cartrack Marketing and Communications Manager Jacqui Marsh.

The TVC had to illustrate the value propositions that Cartrack makes to fleet owners and entice them to try out the free 30 day trial that Cartrack is offering to fleet owners. To achieve this, Grey Africa enlisted the services of the same director that was used to capture the essence of Cartrack last year - Sam Coleman.

"Sam not only understands what we as a team were trying to portray, he is also able to translate this message effectively without taking away from Cartrack's value proposition. Our challenge was to introduce the Cartrack Fleet offering into the hearts and homes of fleet owners. In this TVC Luthuli is seen seamlessly transitioning to various vehicles ranging from a scooter to a flower delivery van and an 18 wheel truck, which illustrates that Cartrack's Fleet Management services are able to cater for fleets of any size and that Cartrack's eyes are always on your business," says Grey Africa's Creative Director, Charlene Olivier.

"We are delighted with the outcome of this ad as it brings the same idiosyncratic flair to our previous ad where the vehicle that the lead actor was driving disappeared 'right in front of your eyes.' The ad communicates that regardless of the size of your fleet, Cartrack's Fleet Management services are able to cater for your needs - we are your business partner that

wants to see your business achieve optimal results, performance and efficiency, and not merely a service provider," concludes Marsh.

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