

What makes Joburg great?

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In August 2009 PenQuin International advertising agency began searching for exactly why Joburg is such a great place to stay. It didn't take long to discover that the answer was incredibly powerful: The people.

You.

The “You make Joburg Great” campaign aimed to identify and raise awareness of an asset that Joburg's residents could be proud of: The people.

The campaign's message was simple - Joburg has the best people in the world - they're vibrant, cool, open, trendy, beautiful, brilliant, creative, cosmopolitan and friendly. Just like you. All that was left to do was tell everyone that.

So, PenQuin designed a logo, stencilled it onto a few hundred pieces of cardboard and t-shirts, and went to work by telling people that they make Joburg Great. The message made its way to Joburg street corners, concerts, sports events, bridges and Joburg landmarks, all the while being captured on social media as the residents became intensely engaged and actively involved in spreading the word.

Why though, did PenQuin do all of this?

PenQuin International is a newly appointed advertising agency for the City of Joburg. Their first brief was to develop a campaign that evoked pride within the residents of this 2010 FIFA World Cup host city, and contribute to the brand perceptions of Joburg locally, nationally and internationally.

The innovation displayed by the City of Joburg and PenQuin, while developing and executing the campaign, has developed positive results and a message that has long-term goals and potential, much like New York's “I love NY”.

This campaign has already spread as far as England, USA and Canada, and has even been a powerful catalyst for bringing some of the city's people back home.

“You make Joburg Great” is a message for everyone working, living and visiting, that they make Joburg such a great place. It is a message for the police, the municipal workers, teachers, doctors, lawyers, bankers and sportsmen.

Joburg has the greatest people in the world. PenQuin, the residents and the City of Joburg will prove it to the world.

Visit www.youmakejoburggreat.co.za to watch the campaign video.

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