

Pudo delivers comedic relief and convenience to Mzansi

Issued by [Playmakers](#)

22 Oct 2020

Bringing communities a safe and reliable delivery service nationwide

As everyone gears up for the festive period, The Courier Guy is ready to make gifting loved ones even easier with the pudo smart locker terminals.

The pudo brand has once again partnered with local favourite comedian, Schalk Bezuidenhout, who brings to life their festive TVC titled 'Schalky Clause'. The festive campaign focuses on comedian Bezuidenhout playing the character of 'Schalky Clause' as he goes through his festive gift list and uses pudo to deliver all his gifts – big and small.

The quirky [TVC](#) (as part of a larger campaign) aims to showcase the ability for pudo to connect friends and family across the country no matter the occasion. The advanced pudo (Pick Up, Drop Off) terminal system is a solution created by The Courier Guy to allow customers to send parcels at their own convenience through a centrally located locker area where parcels can be collected from, reducing the chances of human contact.



Schalk Bezuidenhout on the set of the festive TVC titled 'Schalky Clause'.

JAW Design worked on the brand from inception; strategising and localising its marketing and branding through a 360° integrated approach on a variety of channels such as the television, app, social media and digital.

“The festive campaign closes a series of commercials that caused quite a stir over the last few months,” says Monique De Ascensao, [JAW Design](#) Client Service Director.

“We pushed the boundaries to create a series that brought humour to the consumer in a time when we all needed to smile,” she adds.

Through the series of TVC executions, Pudo partnered with Bezuidenhout to not only educate South Africans on the smart technology but also to bring comic relief through the campaign elements that reminded us to remain positive during these extraordinary times.

With consumers increasingly using digital technology for more than just shopping, The Courier Guy believes it's crucial to find products that fit perfectly into the lives of its loyal customers.

The campaign kicked off with the flagship 'piesang' ad.

After going viral within a few days, The Courier Guy quickly constructed their witty response.

According to The Courier Guy Managing Director, Stephen Gleisner, there are currently over 300 lockers installed nationally - with new installations taking place daily; with the aim of installing 1,000 lockers by mid-2021.

"We are increasing our contactless Pudo locker system network to have lockers across the country so that even if you are in Mthatha, Morningside or Thohoyandou, you will be able to send your parcels to your friends and family at any given moment."

"We believe that our Pudo lockers have ensured that innovation and product agility remain at the heart of what we do as a

brand. We want our customers to know that even if they cannot get to their loved ones during this festive season, we are able to help them connect using the pudo delivery system,” he adds.

Watch all the television ads here:

[Watch the advert that stirred some fun](#)

[Watch the comeback response ad](#)

[Here’s Schalkie sending a gift to his cousin](#)

[Schalk explain how to use pudo](#)

[Schalkie Clause Festive ad](#)

How does it work you ask?

- It is an easy and quick delivery system. With pudo smart lockers you can send most items, in select locations around the country. Simply pop your package into a pudo locker at a shopping centre or location near you, and pick your process: there’s locker to door, door to locker and locker to locker.
- The courier picks up your package and drops it off at the pudo locker or address of your choice where the recipient has 36 hours to collect at their convenience.
- The system allows for the delivery of items that weigh up to 20 kilogrammes and caters for small and bigger items.

For more info on pudo go to www.Pudo-sa.co.za or download the app available on android and Apple.

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About The Courier Guy

The Courier Guy South Africa was founded in 2000. The Courier Guy has built a strong reputation through strong customer relations and effective personal service. Today The Courier Guy is trusted, recognised and the fastest-growing courier company in South Africa.

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