

Havas Worldwide Johannesburg reignites pride for SAA in the hearts of the people

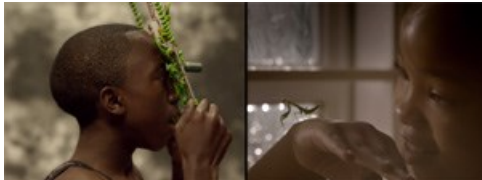
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Havas Worldwide Johannesburg has launched a new television commercial (TVC) for South African Airways, South Africa's national flag carrier and also the country's largest airline. The airline has not engaged in an advertising campaign in several years and commissioned a project aimed at recapturing the hearts and minds of its market and positioning it as a world-class airline.



Havas Worldwide Johannesburg was chosen to execute the new marketing campaign, aimed at underpinning the new position of the airline across television, radio, print and digital platforms. The agency fulfilled SAA's objectives through the use of several images, videos and situations that perfectly showcase Africa, and the rest of the world, at its finest.



"The campaign speaks to the hearts of all Africans, South Africans and those abroad, to create emotional connections between the world, Africa and the airline," explains Eoin Welsh, Havas Worldwide Johannesburg chief creative officer.

"We were aware that SAA had not run a TVC in many years, and understood that this campaign had to emotionally connect with the audience and develop a sense of pride in the national carrier. We based the creative execution on the concept of 'connections' showing how travellers on SAA connected with each other through their love of Africa and South Africa," adds Kerryon Clayton, Havas Worldwide Johannesburg business unit director.

"We achieved this through the use of emotional dialogue, beautiful scenery and imagery that we knew would resonate with target audiences. The outcome was a TVC that tugs at the heartstrings of the audience and highlights the achievements of the national carrier, providing a perspective of an airline that South Africans and Africans can be proud of," she says.

"The campaign is aimed at encouraging the world to explore Africa in all her glory, and Africans to explore the world and all it has to offer. It instills a sense of not only African, but also continental pride, and encourages the world to come explore and invest in our continent," notes Welsh.

The full team that worked on the campaign is:

Eoin Welsh : Chief Creative Officer
Laura May Vale: Creative Director
Lisa Bayliss: Art Director
Brad Stapleton: Copywriter
Kerryon Clayton: Business Unit Director
Lyn Wilson: Chief Strategy Officer
Claudia Raff: Account Manager
Michelle Kemp: TV Producer

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