

New integrated campaign 'Don't Worry. Be Hollard'

Ogilvy & Mather Johannesburg recently launched the 'Don't Worry. Be Hollard' campaign.



Using radio, OOH, print and digital, the campaign highlights the client's wide range of products, encouraging people to adopt the cheeky 'Be Hollard' attitude that essentially gives unnecessary fretting the proverbial finger.

Chief marketing officer for Hollard, Heidi Brauer, says the campaign uses a quirky, tongue-in-cheek approach to what has always been considered a low-interest insurance category. "Together with our partners, we are able to offer an array of solutions that address many of the financial worries experienced by South Africans and give them the opportunity to go out and live with purpose."

Commenting on the new campaign, Mariana O' Kelly, co-executive creative director at O&M JHB says, "In a conservative category, it's been a great pleasure working with a team of clients who not only understand the benefit of humour and story-telling, but who demand it at every turn. It wasn't difficult for us to come up with the offbeat writing style and tone. All we did was take the internal culture and display it in the ad campaign."

O&M Johannesburg creative team

- Candice Shortt
- Catherine Conradie
- Dan Parmenter
- Este Du Plessis
- Irene Styger
- Jordon Tyron
- Kamohelo Sessing
- Mariana O' Kelly
- Marion Bryan
- Natalie Le Roux
- Neil White
- Nozi Sishuba
- Ruby Fourie

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