

Joe Public and Dial Direct release their alter egos

A year after 'less yada yada, more ching ching' was introduced to the South African market for insurance client Dial Direct, Joe Public has created a series of new commercials which explores the 'Inner Yada' with a little help from world famous ventriloquist, Paul Zerdin.

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"The insurance industry is synonymous with complexity and red tape," says Joe Public's Account Manager, Tiaan van Jaarsveldt. "In an era of instant gratification, Dial Direct and Joe Public are cutting out the complexity through simple small insurance and communication. The creative device we launched last year was in the form of yapping hands in the place of a human head, a concept we've extended with this latest campaign."

Six new 30" Dial Direct TVCs launched on the airwaves across TV channels on the 11th March, complimented by outdoor and print.

"Our collective aim is to position Dial Direct as the insurance provider of choice for consumers looking for simple, smart insurance while at the same time, extending the social currency of 'less yada yada, more ching ching'," says Executive Creative Director Pepe Marais. "The previous ads received a lot of commentary, mostly favourable, and we are confident that the new executions, which feature a ventriloquist and his 'alter ego', will continue to increase the client's customer base."

The world famous Paul Zerdin, who features in the commercials was approached to represent the simple and smart ethos of Dial Direct. The ads show how his alter ego, 'Yada', goes to ridiculous extremes to deal with his insurance woes. The solutions to his problems are always answered by Dial Direct's product and service offerings - making Yada the clown and Paul's character the hero.

"Watch this space for developments on Yada's character hitting the online space soon," says Pepe.

According to Bradley Du Chenne, Senior Executive of Dial Direct Insurance: "We are thrilled with this new creative execution which confirms that our insurance claims can be quickly and effortlessly submitted online."

The team working on this campaign are: (from Dial Direct) Bradley Du Chenne (Senior Executive); Liesl Viljoen (GM, Head of Brands); Lynn Miller (Brand Leader) and Alex Taljaard (Brand Manager). From Joe Public: Pepe Marias (ECD); Bronw James (Production Director); Ananda Swanepoel (Production Manager); Simon Keeling (Art Director) and Tiaan van Jaarsveldt (Account Manager). The production house is Bouffant with Director Dean Blumberg and Producer Borris Vosgatter at the helm.

[Click here to view the commercial \[4.96MB\]](#)

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