

Karl Ahari gets a date with Dot

Celebrating the merger of Takealot.com and Kalahari, a new TVC features popular Kalahari.com character Karl Ahari in a lonely state, searching for love on a dating app. A blue light emanates from his mobile phone capturing his attention. A very dapper Karl sits in a restaurant, anxiously awaiting the arrival of his date, Dot, the character representing takealot.com and its synonymous blue dot. The two characters then lovingly walk towards each other and embrace, signifying 'takealot.com and Kalahari have become one'.

Commenting on the creative approach, takealot.com's CMO, Declan Hollywood, said, "Mergers are typically no more than 'boardroom talk' but we wanted to take a fresh creative approach and bring South Africans along on the journey with us. Our aim is always to leave our customers with a smile, and that's exactly what the ad sets out to do."

To view the commercial, go to www.youtube.com/watch?v=Qyq29EaJD0M.

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