

Died and gone to heaven? Not quite

Commissioned to launch Virgin Mobile in South Africa, morrisjones&co started off by asking, "What's the absolute worst thing that can happen when you sign a cellphone contract?" The answer? You're so locked in, you have to live out your contract, even if that means you've died and gone to heaven.



The key was to look at positioning the brand with a very strong attitude component, while telling people the rational benefits what Virgin Mobile is all about.

The plot

After reading yet another unbelievably expensive cellphone bill, Jack (actor Jack Wheeler) gets a heart attack and dies. But it looks like there is a light at the end of the tunnel (or elevator, in this case) as Jack is zoomed up to heaven and greeted by paradise.

Far away from his problems on earth, heaven is everything Jack has dreamed of: girls, girls, girls. But before Jack can join the angels in his new and exciting afterlife, he is stopped by St Peter, played by well-known British comedian Lenny Henry.

At first, St Peter welcomes Jack and goes through some of the details of Jack's life. Yet, just as Jack is about to be allowed into heaven, St Peter finds a very important document and says, "I'm sorry. Looks like you're still tied into your cellphone contract. Sorry but you're going to have to go back."

Jack is forced to go back to earth and live out the duration of his contract, and in the midst of swirling clouds, an end title appears and voice over asks, "Had enough? Get Virgin Mobile?"

The team

Creative director: Angel Jones

Client: Tristao Abro

Copywriter: Peet Engelbreght

Art director: Joanne van der Linde

Director: Brett Wilde

Producers: Maja Macintosh and Sherry Bush

Editor: Sabrina O'Sullivan

Music: Rob Schroder

Scene artist: Christian van der Walt