

It's OK to worry about a printer, really!

If you read the sports section in *Business Day* on Monday this week, you probably enjoyed a quiet giggle over the topical tactical spot from OKI Printing Solutions that gave rugby fans a reason to smile after our disastrous effort on the field over the weekend.

Reading simply: "Because you're too busy thinking World Champions sounds better than Tri-Nations Champions anyway, to worry about a printer", this is the latest in a series of similar advertisements from OKI that make use of current events to draw reader attention.

During the Tour de France, the line read: "Because you're too busy thinking you would look good in the yellow jersey, to worry about a printer".

While the Olympics coverage was interrupted by this one: "Because you're too busy thinking how these guys work their entire lives to shave 0.002 seconds off a world record to worry about a printer".

The campaign is the brainchild of DDB SA, and ties into the human truth that no one has the time or energy to worry about a printer - we all have better things to do with our time, whether that's focusing on the next big deal, or sitting on the couch enjoying some timeout in front of the box.

DDB's Kerry Buckley explains: "OKI is a top global printing brand that offers low operating costs, accurate colour, a full range of models and on-site service and support. But it is still a challenger brand with a modest budget compared to our competitors, so it's important for us to ensure not only that each of our communication pieces speaks loudly enough to be heard above the clutter, but also that they say something that really resonates with consumers."

This is the beauty of tactical advertising. If both client and agency are committed to a quick-thinking, quick turn-around process, it pays dividends when it comes to share of voice.

The success of this campaign thus far has prompted the agency to extend it into the outdoor arena, with similarly chuckle-inducing lines, all perfectly in-tune with the areas in which the advertising is placed. For example, at Cape Town International Airport, the line reads: "Because you're too busy trying to remember if you parked in 3F, 3G, 3H... or was it 7H, to worry about a printer", while the board on the intersection of William Nicol and Grosvenor roads in Johannesburg reads: "Because you're too busy saying 'No, I don't want another world map' to worry about a printer."

The campaign is also supported by a series of radio commercials, all highlighting the very real worries that business owners face on a daily basis - and all ending with the now familiar line: "Because you're too busy to worry about a printer."

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