

Metro blackout for viewers

AZIWE!

The recent electricity downtime in Johannesburg has been capitalised on by Network BBDO for its client Metro FM by producing a television ad that gives viewers the impression that they are having yet another blackout.

A fuzzy screen, followed by blank screen and then AZIWE pops up - which literally means let the good times continue.

Executive Creative Director Julian Watt says: "Even if the electricity stops, Metro FM never does."

"This ad also shows what can be done on a small budget - it's possible to draw the attention of viewers in a different and entertaining way."

ANOTHER BLACKOUT?

AZIWE!

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