

PPC Cement brands tankers in 3D

PPC Cement recently brought its well-known elephant to life in a fresh new way on a different medium - on its first 3D branded cement tankers - in what it claims is a first for South Africa.



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“PPC’s elephant icon is the core of our logo, symbolising PPC Cement’s strength, great stature and dependability, with its powerful associations of wisdom, maturity, family orientation, caring and loyalty,” said Sibongile Mooko, PPC’s marketing services manager.

Jonathan Stacey of Hirt & Carter, a creative agency and production house that worked on the concept, said the objective was to make use of the enormous fleet of tankers to communicate the brand in a creative way whilst still reflecting the core values of strength and reliability.

Tenacity and loyalty

PPC’s new 3D branded tankers tie in with the “Kambuku”, value-based management philosophy the company adopted in 1998, which emphasises its people as integral to the success of everything it does, and through PPC’s ongoing commitment to uplifting the communities in which it operates. “Kambuku” is derived from a Tsonga word meaning “great tusker” - referring to an elephant bull, whose characteristics of tenacity and loyalty encapsulate PPC’s value-based management philosophy, added Mooko.

The new 3D tanker have been seen on Gauteng’s roads as of 20 July 2009, and will be seen on the roads in the rest of South Africa in the next couple of weeks.