

Interactive brandspotting

Spot the Canon, Canon SA's recently unveiled advertising campaign, encourages South Africans to MMS or email photos taken of any Canon logo they encounter, thus urging them to keep an eye out for any Canon branding in their proximity and then photograph it.



A further incentive is the more than R250 000 worth of prizes up for grabs throughout the campaign period.

"Even though the campaign is focused at the general up-and-coming South African consumer, we are also placing a strong focus on the younger generation - which is a first for Canon locally," says Nigel Taylor, general manager: marketing at Canon Consumer Imaging SA.

Andrew Copeland, of Adnet, Canon SA's advertising agency, further adds that although people are expected to take photos it's not a strictly photographic competition. "There is no cost involved; people can simply mms or e-mail their photos. The more creative, the better. We have already had a fantastic response, the photos are truly remarkable and the participation incredible."

Subsequently - keeping the Gen-Y-ers in mind - the television, radio, print and street pole advertisements all have a young fresh and funky feel.

"Canon is a well-known established brand; however, the digital era is still in its infancy. With Spot the Canon, we've taken a hip approach that aligns itself with what Canon is doing locally as well as internationally," explains Copeland.

In addition to the TV, radio and print advertising, Canon has also partnered with a media newspaper group to further drive the advertising campaign's reach. After all, it is estimated that up to 63% of teens read the newspaper daily.* TV ads are currently running on e.tv and DSTV, including Fashion TV, M-Net and the Movie Magic channels.

"Canon has given us a lot of creative freedom with the campaign and we're confident that it will provide a fresh and energetic complement to an already established brand," says Copeland.

*1. Teenage Research Unlimited, Inc. October 2005