

## Checkers' new 'Inflation' ad proving popular

To create an ad showing how Checkers had kept its food inflation rates below those of South Africa's official food inflation rate, its advertising agency, Ninety9Cents, came up with the idea of a stubborn bulldog to represent the idea. (video)

The TVC is reportedly proving popular, with 24,000 hits on YouTube within three days.

Neil Schreuder, Marketing Director, commented, "As a brand we always try and take relatively serious information and communicate it in a cheeky and fresh way. A bulldog chewing up your valuables was a great analogy for inflation eating into consumers' income. Trying to find a bulldog to perform was as difficult as trying to control inflation. Fortunately, Checkers managed to do both!"

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