

Daantjie is dynamite in an Aveo



Chevrolet puts its new Aveo to the test in its latest ad featuring Daantjie Badenhorst, winner of popular Afrikaans programme Noot vir Noot and Flinkdink as the 'test dummy'.



Conceptualised by Pieter Verwey of Admakers International and directed by Etienne De Villiers, the commercial is shot to look like a Top Gun movie, with very serious-looking shots used to comic effect.

Verwey says: "Although Daantjie is a character widely known in the Afrikaans community, we feel that the overall humour and message of the ad will be well understood and appreciated by the English community as well."

In the commercial, Daantjie appears to risk his life testing the Aveo by stopping mere centimeters from a brick wall while his family watches.

As the dust settles all around him, he looks again straight into the camera, cool as always and says: "Do you think I'm stupid - the Aveo also comes standard with ABS brakes. Like I said: great and safe."

The commercial flighted for the first time on 10 February on SABC 2 and will also be flighted on M-Net from 13 February.

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