

New brand campaign for DStv

DStv has a new tagline, 'Feel every Moment' launched as TVCs on 13 July 2014.

The TVCs feature two brothers, husband and wife, and mother and son and highlight the moments at which one of them notices the other experiencing a distinctive emotion, while watching the television, and subsequently realises how much they value their relationship. Content becomes the trigger for the moment they feel together.



"The new brand position is grounded with the knowledge that time is our customers' most precious asset and we understand that when they can grab a free half an hour here or there, they want to make every moment of it count. We can't give them more time, but we can make sure that the time they spend with us is quality time," says Simon Camerer, chief marketing & sales officer for MultiChoice.

The campaign is further supported by a series of integrated marketing activities that include radio, print, digital, social and direct channel over the coming months.

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