

Driving branded entertainment

Platypus Productions recently produced the first of a series of *Car* Special Reports for publishers Ramsay, Son & Parker. The three two-minute inserts, featuring the Lexus GS300, will feature on multiple TV channels, as well as on web and mobile, and reflects the growing trend towards marketing that blends branding with entertainment.

Vehicle marketing has traditionally been dominated by the 30-second spot, with advertisers creating ads with very high production values and extensive television coverage. But as consumers' viewing patterns change and as they migrate to other media platforms, marketers need to embrace these new media options.

“Our approach was two-fold,” says Stanley Edwards, director at Platypus Productions. “Firstly we wanted to create an entertaining piece of content with high production values which is still informative. Let’s face it: if you want to buy a vehicle, a 30-second ad is just not enough information. Secondly, we wanted to create content that could be used on multiple platforms, offering a full cross platform marketing approach. We also created an interactive DVD with both English and Afrikaans versions which can be used as a sales tool at the dealerships.”

Cross platform

Car magazine is one of South Africa's most trusted and respected motoring publications and its move into cross platform content has been a natural one. Motoring content is one of the most searched for content on the web and Ramsay, Son & Parker are committed to developing a strong online offering, as well as creating content for television and mobile in partnership with Platypus Productions.

Stuart Lowe, publisher of *Car*, says, “Digital Special Reports from *Car* align perfectly with so many of our strategies – our business is about creating quality content for consumers and delivering quality audiences for our advertising clients. Now we are able to take ideas, like our special reports, and deliver them across a range of media platforms – print, television, online, mobile, promotional and point of sale.”

Future *Car* Special Reports will also feature developments in fuel and tyre technology, GPS navigation and even child safety. Look out for them on TV and go to www.cartoday.com to view the clips.