

## Santam launches its one-of-a-kind SA campaign

Celebrating South Africa's unique qualities that are simply part of everyday life here, but which foreigners find quirky and unusual, Santam has launched a new TVC campaign, One-of-a-kind...

The new ad takes a fly-on-the-wall look at foreigners from India to the UK, from the Netherlands to Japan, as they share anecdotes about South Africa with their friends.

"There are things that happen in South Africa, that are part of our lives; some weird, some wonderful, and some more serious. They're one-of-a-kind things that you need one-of-a-kind insurance for," explains Devin Kennedy, ECD at King James. "As South Africans, we've become so used to them, that we don't even give it a second thought, but to foreigners, they're often bizarre."



### Bakkuzis, braaivleis and baboon visits

Bakkuzis, braaivleis, load shedding, baboon visits, car guards and traffic signs of hippos crossing are some of the quirky South Africanisms that are featured in the ad. The commercial is filmed through the eyes of foreigners and gives an outsider's perspective on the uniqueness of some of the things we encounter in everyday life.

The advert is a celebration of this rich, amazing place we live in, while at the same time shining a light on some real and often serious issues.

The new campaign sets out to reinforce Santam's message of insurance. "As one of South Africa's original insurance companies, we have always upheld a philosophy that there is a right way to do insurance. Insurance good and proper is about treating your valued assets as seriously as you do to ensure that you have reliable cover should you ever need to claim," says Yegs Ramiah, Executive Head of Brand at Santam.

"An incredible amount of care goes into providing solid and reliable cover that's there for you when you need it, particularly in South Africa where we have a unique set of risks that aren't always typical. With our new ad campaign we want people to spend more time celebrating the many upsides and wonderful aspects to living in this one-of-a-kind country - and less time feeling uncertain about whether they're properly covered," concludes Ramiah.

## Credits

Agency: King James Group  
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Producer: Tess Tambourlas  
Editor: Ricky Boyd (Deliverance)  
Post: Black Ginger

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