

This time shouldn't be the last

 By [Simone Puterman](#) 30 Nov 2006

Recent campaign launches include a window campaign by YDE in support of World AIDS Day, branded trucks that make our mouths water for Moir's, billboards that to make us want to drive Toyota, a "rustafied" SABC campaign for media planners, Cadbury's gives us a hefty glucose boost, and reality TV hits the washrooms for DStv.

This time shouldn't be the last time



[click to enlarge](#)

For World Aids Day on 1 December 2006, Cape Town-based advertising agency, singh&sons has create a hard-hitting window campaign for YDE, the shop within a shop for young South African designers.

Explains PJ Kensley, creative director at singh&sons, "Usually YDE windows are trying to convince people to make fashion decisions, but the AIDS window was about a life or death decision people make every time they have sex. It's a sobering thought."

"By using shock tactics in the campaign, we will create awareness of the dangers of unprotected sex," concludes Tony Miek of YDE. www.yde.co.za is also promoting the campaign.

Moving billboards



[click to enlarge](#)

Moir's Industrial Baking Systems has embarked on a 'moving billboard' campaign by branding 10 trucks in Gauteng with the new simple yet "decadent" Moir's design, intended to leave onlookers craving Moir's products.

"We wanted to carry through the soon to be familiar new look of the Moir's packaging, which was recently launched," says Pam Ross, creative director for Creative Performance, a Cape-based below-the-line design agency.

Billboard to move vehicles



[click to enlarge](#)



[click to enlarge](#)

Toyota SA has been highlighting its range of new vehicles, including the Yaris (for younger generation), the Avensis, (the more affluent driver) and the Rav 4 (the more adventurous), through billboard advertising using Primedia Outdoor.

Says Dashni Naidu, Primedia Outdoor marketing manager, "We are pleased to have offered Toyota a format that displays its models similar to the actual size of the cars. These billboards show the vehicles' style and beauty in such a realistic manner that consumers are enticed into showrooms."

Batting for media players



[click to enlarge](#)



[click to enlarge](#)

Inspired by an infamous laid-back approach to life, Tequila's tongue-in-cheek SABC Group Sales campaign aimed at media planners, centers around a Caribbean media company called Rusta Media www.rustamedia.com, which has decided to take advantage of the huge attention the upcoming ICC Cricket World Cup in the West Indies will bring to the islands by offering some "media" opportunities of their own: from "Branded Coconuts" to "Ho'dings" - a local version of outdoor advertising that allows you to have your product displayed on the swimsuit of the rather generously proportioned Lady of the Night.

Supporting media include a brochure, viral emails and a national roadshow that featured a live-branded go:

"We wanted to highlight the idea that although the West Indies can provide cricket action, nobody can provide the kind of coverage and audience that SABC Television and Radio can," says the Tequila creative team of Bridgette Scheelke and Justin Wright.

Getting a hefty glucose boost



[Click here to view the ad \(1MB\)](#)

Accompanying the launch of Cadbury's new chocolate bar Boost, advertising agency Publicis has created two 15-second television commercials to communicate the fun and energised personality of the brand. Icons Glucose and Hefty will also make their print debut in a Cadbury Boost advertorial in the January 2007 issue of *FHM* magazine.

"We wanted to bring humour into the product by creating two animated characters that would become recognizable icons and be associated with the brand in the long term," says Publicis creative director, Kamlesh Jogee.

Loo'king at reality TV



[click to enlarge](#)

The Letter Corporation has installed lifelike mirror decals for emulating plasma screens in select cinema washrooms to replicate DStv's reality television programme, inviting 'viewers' to place themselves in front of the decal which reads: "No actors, no scripts, just the best reality TV".

"The campaign entices consumers to think about themselves in a real life situation, as if they were being filmed right there and then," says TLC MD Andrew Kramer. "The tactic also reminds consumers of the varied programming content on DSTV's Reality channel which finds people of all walks of life in sometimes very precarious positions."

ABOUT SIMONE PUTERMAN

Simone Puterman (@SimoneAtLarge) is currently editor-at-large at Marklives.com and deputy chair of the Saneef online editors subcommittee. After majoring in psychology and linguistic at Rhodes University, and then completing her honours in psychology, she has been in the world of B2B publishing since 1997, with 7.5 year stints at both WriteStuff Publishing and Bizcommunity.com (March 2006-August 2013). Email her at simone@marklives.com.
[View my profile and articles...](#)

For more, visit: <https://www.bizcommunity.com>