

# Brand awareness that catches the target market unawares

In the last week in between cricket and rugby I have noticed some thought-provoking and some other very well-timed ads.

 By [Richard Clarke](#) 25 Feb 2003

Adverts tend to be like books or movies and quite often one has to be ready to receive that particular ad at that exact moment or else its impact is largely dissipated. If that sounds a bit esoteric then why are certain ads run at certain times on TV or targeted at certain publications and readership.

Timing is a variable and is not always subject to advertising formulas so a fair bit of luck enters into the equation. But enough of the analysis let's get to the simple ideas behind the ads that caught my eye.

Child Accident Prevention Foundation of Southern Africa got a run in the latest Y mag. The picture reads PAUL 6 in the top corner and it's obviously one of those paintings done at nursery school.

Only this one is different. The hand prints are in blue paint and the left hand is missing the pinky and ring fingers. 'Accidents ruin lives' is the punch line and it really hits home like a fist in the solar plexus.

The other ad that struck me was the latest in the 'Axe' deodorant series. This one was in Mail and Guardian features two attractive girls in mini skirts digging at a grave site. 'The long lasting Axe effect' sums up the attraction that the man buried there holds for these two members of the fairer sex.

They are portrayed like rabbits in the headlights and that is exactly the hypnotic effect that 'Axe' is supposed to achieve. Almost as a side issue the spray it seems also keeps sweaty odours at bay for more than a lifetime.

The last set of ads that grabbed my attention were the series targeting the cricket world cup by South Africa Airways. After the Windies beat South Africa their team was shown getting the run around by the announcement at Joburg airport to exact some sort of revenge.

Another one shows an Aussie kit bag ending up at an airport somewhere in the old Soviet Union. One of the funniest is the English Barmy Army supporters being hypnotised into cheering for South Africa.

This series shows a great sense of humour and also being alert to opportunities that will stick in the mind of this cricket specific target market. Brand awareness that is created through lighthearted joking around can work wonders.

It gets people talking about the brand without realising they're doing it. Exactly what any brand manager dreams about.

## ABOUT RICHARD CLARKE

Richard Clarke founded Just Ideas, an ideas factory and implementation unit. He specialises in spotting opportunities, building ideas and watching them fly. Richard is also a freelance writer.

[View my profile and articles...](#)

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