

New character in DStv ad goes across multiple platforms

The new DStv brand advert, created by Ogilvy & Mather Johannesburg, features a character, Javas Njongo, who will entertain audiences in a new TVC.



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Speaking via satellite phone, Javas tells the story of the advert, "Many years ago, I was shipwrecked on a remote island. At first I was afraid, I was petrified. But over time I found my calling. The people on the island felt lost. They needed someone to take their hand and show them the way. They needed a wise man. They needed me."

Hailed as a wise man who has the answer to every possible everyday problem - from unrequited love to neighbour woes - Javas graciously invites these troubled souls to sip from the fountain of his wisdom. When it comes to giving good advice, they rate Javas simply the best, better than all the rest.

"A lovesick young man confessed to me: 'I think she's just out of my league,'" Javas said over satellite phone. "I considered the question and replied: 'My son. There's more to life than being really, really ridiculously good-looking.'"



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"Heard it through the grapevine"

Nobody knows where this wisdom is from. "It comes to me in the dreams, in the wind and once, I even heard it through the grapevine," Javas says.

However, Javas has a secret: He has learned all these lines and insights from the movies, songs and documentaries he watches on his secret television, hidden in his home.

The campaign ties in with DStv's exciting rebranding launch. "We believe our innovative new branding system will genuinely move the brand forward, resonate with viewers and encompass more brand elements to sell the story of DStv at every opportunity," says Simon Camerer, DStv group marketing & sales director.

Integrated campaign across multiple platforms

Ogilvy & Mather executive creative director Fran Luckin explains the objective with the fully integrated DSTv Javas campaign is to show that watching its TV shows can open up your world and expand and enrich your knowledge base through access to common wisdom found in popular culture.

In addition to the 60-second commercial, the integrated campaign will roll out on multiple platforms, including social media and digital.

Campaign credits

- Caree Ferrari - managing partner
- Fran Luckin - executive creative director
- Carl Willoughby - creative director
- Carey Dowse - art director
- Ruby Fourie - copywriter
- Nimay Parekh - group account director (Digital)
- Georgia Matthews - account director (Digital)
- Phindile Ndizekeli - account director

For more, go to the [Facebook page](#) or follow [@jivasnjongo](#) on Twitter.

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