

New Caltex campaign emphasises local commitment

For the first time in eight years, Caltex South Africa has shot and produced commercials locally to tell its South African story. Chevron South Africa, refiner and marketer of Caltex fuel and lubricants products, launched a brand campaign yesterday, Monday 22 October 2012.

The company is currently modernising its forecourts and facilities and opening brand new Freshstop convenience stores countrywide.

The TVC was filmed at the Caltex Service station on Gie Road in Parklands, Cape Town. The commercial is supported by radio commercial as well as billboard, digital, cinema and point of purchase advertising.

Graham Lang, chief creative officer from Y&R says, "The 'Going' commercial aims to find a way to present the unique setting of a service station, how it brings people from all walks of life together to one place and can meet all their different needs in one location. The vision we had was to capture the life of a petrol station over a period to create the feeling that you are observing how consumer's lives intersect at the petrol station. This commercial should be different for SA television, especially for petrol stations.

"More than just a fuel and convenience store story"

"There is always something amazing that happens at a service station, depending on what time of the day you are there. It occurred to us that the brand is more than just a fuel and convenience store story, it's an incredible crossroad and serves an important role in any community."

Jill Koopman, brand manager for Caltex South Africa says, "The local production and implementation of this integrated brand campaign was yet another way that the company is able to support the local community in which we operate. The company has come a long way in 75 years and we are now on a new journey to ensure that our offering continues to improve and remains relevant to our South African customers."

The radio ad plays until 29 October at any time of the day on East Coast, Jacaranda, Heart, KAYA FM, Highveld Stereo, KFM Stereo and Metro FM; the TVC is on until 31 October across all the SABC channels, ETV and M-Net.

Creative team

- Chief creative officer: Graham Lang, group creative head from Y&R
- Commercial director: Anton Visser, director from Velocity films
- Copywriter for commercial: Graham Krige and Werner Marais from Y&R
- Art director: Deanne Longmore and Rowan Foxcroft

The next new television and radio commercial, the 'Lecture', will air on 12 November 2012.

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