

Gear up for summer with Ogilvy Team Red and the Vodacom summer campaign

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No one can deny the power of integration to successfully reach consumers in more ways than ever. Ogilvy & Mather Johannesburg played a major role in the launch of the new and exciting Vodacom "Play Every Day" summer campaign, where integration played a major role. The campaign sees Ogilvy & Mather Johannesburg continuing to provide innovative content that is synonymous with the brand.

There is no better way to grab viewers' attention than telling a great story with a catchy narrative that will leave your audience feeling connected to your message and ultimately your brand. Ogilvy Team Red and South Africa's Best 4G Network, Vodacom, unveiled its 2016 summer campaign under the theme 'Play Every Day' in October 2016.

Continuing with the tradition of personable, playful and proudly South African campaigns, the TV advert tells a charming story, using relatable South African characters like Abigail Kubeka, a singer, songwriter, musical arranger and actress who is known primarily for her musical performances, especially in cabaret, and the well-known Ian Gabriel from Giant Films.

The TV advert centres around three tech-savvy grannies who take a road trip in a remote part of South Africa to surprise a friend for her 70th birthday. One of the grannies is a loveable, but forgetful character who in her rush to leave home leaves the birthday gift behind. This is only discovered when they are halfway to the birthday party.

The campaign encourages customers to use the play and win game downloadable on the My Vodacom App. As part of its summer promotion, Vodacom will be giving away free holidays, electronic and digital prizes, airtime, data and voice minutes as well as loads of mystery prizes. Not stopping there, Vodacom will also create three instant millionaires – guaranteed.

"Within a week, the Play Every Day app had more than 1.7 million hits (USSD) and this is something to we are truly proud of," said Nadia Mohamed, Executive Head of Brand & Communications at Vodacom South Africa.

The success of the campaign is as a result of the collaboration of some of the industry's finest creative and production teams and Ogilvy & Mather Johannesburg would like to thank the great minds that came together to make the Vodacom Play Every Day campaign come to life, namely:

- Candice Hellens – Creative Director
- Haydn Corke – Copywriter
- Errol Lepono – Art Director
- Kim Kullmann – Senior Group Account Director
- Helen d'Hotman – TV Producer

"At Ogilvy & Mather Johannesburg, igniting brands is our business. This Vodacom campaign is more than a 60" TVC. We always aim to bring to life work that is both impactful and incomparable. The 'Play Every Day' campaign is testament to our creative approach allowing us to think outside conventional borders," said Matt Barnes, Executive Creative Director at Ogilvy & Mather Johannesburg.

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