

Joe Public and Tracker tell true stories

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The truest form of communication comes from real insights told by everyday people. As part of its landmark new campaign for Tracker, Joe Public has created an emotive showcase to reaffirm that Tracker is about much more than just recovering cars.

Executive Creative Director at Joe Public, Pepe Marais, says, "In fact, it's not just an insight, it's a Super Insight. Every now and then, we stumble upon a simple, almost conventional insight, but one that comes to elucidate all that is at stake for a brand."

He defines a Super Insight as follows:

- it captures the meaning of what a company does
- it induces a consumer re-evaluation of what a product actually does
- it is the driving force behind new growth in the category
- it is the insight that, if properly and consistently harnessed, can claim a high ground for the brand.

To really understand Tracker's market our strategic department pro-actively conducted a series of in-depth interviews with non-tracked drivers. The most fascinating part of these interviews was our ability to induce a 100% change of heart through one question: What if your child was in the backseat of your hijacked vehicle?"

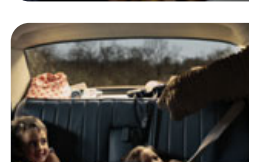
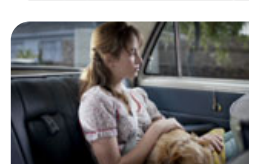
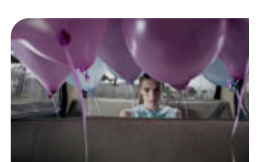
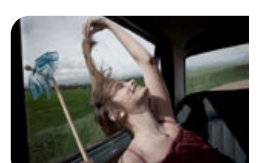
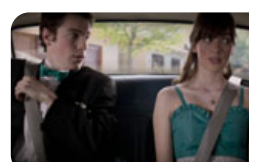
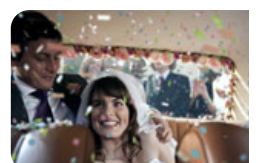
Through that one question, Joe Public was able to establish a reassessment of what Tracker actually does. "Our client has a wealth of true stories to tell, many of which have been shared through our 'Tim from Tracker' series over the past five years," says Pepe.

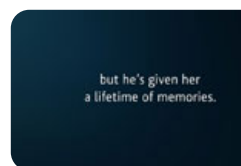
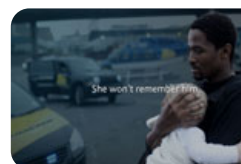
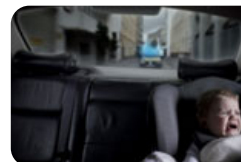
Using this strategy, Joe Public created a campaign based on true stories that aim to endear consumers to Tracker's greater purpose. The driving force behind the campaign is a television commercial, which depicts an elderly woman sitting in the back seat of a car. Through a series of artfully crafted moving pictorials, viewers are given a bird's eye view of her life. The ad culminates at the point where she is shown as a baby being rescued by a Tracker employee from a hijacked car, effectively giving her a life she may not have had. The title reads: She won't remember him, but he's given her a lifetime of memories.

To add further authenticity to the television ad, three of the actresses, which depicted the aging woman, were related (a mother and her two daughters). The soundtrack, a song called The Story, by folk rock singer Brandi Carlile, was specifically selected for its emotional appeal and relevant lyrics.

The television ad is supported by Tim from Tracker on radio, an outdoor and street pole campaign, a targeted airline campaign and a trade print campaign. In the online space, digital agency Trigger created a microsite, named www.truestories.co.za, a Twitter stream and a Facebook page to ensure a 360° integrated campaign.

The three versions of the television advert (75, 60 and 30 seconds) were produced by Egg Films Cape Town and directed by Kevin Fitzgerald. A specialised director of photography was also flown in from Prague for the six-day shoot.





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