

Campaign to break on, off screen via soapie

Becoming part of a fictional ad agency's campaign is allowing Capitec Bank to blur the line between reality TV and actuality. Tonight, Wednesday, 9 September 2009, its real-life advertising campaign will be revealed on soapie *Generations* to seven million viewers. [video]

Launching in reality while the *Generations*' show is live on air, the same ad campaign will be revealed to cast members and Capitec exco and staff at a special event before being released on SABC1 and in print.

The campaign is the brainchild of Sbusiso Kumalo, head: marketing and channel development at Capitec Bank, and account director Johan de Wet of Net#work BBDO.

"As the plot thickened on the set of *Generations* between 17 August and 9 September, creating huge awareness of Capitec Bank among our core target market, the public was called to action by a national competition," explains Kumalo.



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It offered consumers a chance to be a celebrity for a weekend by winning a trip to the *Generations*' set, launched in conjunction with media partners *Drum* and Metro FM, and supported by in-branch branding.

"Aspirational look and feel"

"With its aspirational look and feel, featuring members of the *Generations*' cast, the competition's television, radio, print and in-branch promotional material appeals to the TV show's extensive fan base and encourages them to open a Capitec Bank account, thereby automatically entering them into the draw.

"The campaign is punchy, challenging and takes to task common gripes people have with their bank. Using the *Generations* plot as a channel to launch the concept, we're able to communicate our unique benefits and positioning to an audience of millions while in the comfort of their own home," explains Khumalo.

Similar to the TV show's plot, the campaign's messages are intended to be bold and make a statement about other bank's i
tape, pricey banking fees, inconvenient opening hours and lengthy credit application processes.

"Our positioning in the market is unique. Given that we are based on a model of innovation and technology, meaning our
processes are automated, paperless and happen in real-time, we can afford to offer the lowest fees on the market and sta
open until after 5pm - something unheard of in other banks," concludes Kumalo.

Capitec Bank will have a prominent starring role in Generations until 31 October; the competition campaign closes on 30
September.

This is [not the first time](#) that Generations has been used as part of an advertising campaign for a major brand.

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