

Gautrain TV, radio ads launched

JWT Johannesburg, in collaboration with the Bombela Concession Company and the Gautrain project team, has been introducing South African citizens to the Gautrain, which launched officially today, Tuesday, 8 June 2010. The radio communication has launched along with a 10" television teaser. The main ad, a 40" TVC, began airing on 5 June.



"The aim of the communication is to firstly announce that the Gautrain is open, but also to educate and inform commuters about the available routes, the informative and easy to navigate website and smartcard system," says JWT Johannesburg's executive creative director Ben du Plessis. The campaign brand positioning is that train is for people on the move. "Another huge positioning statement is the use of the word 'Join'," says du Plessis.

"Join us on this journey, join the movement, be proud of the Gautrain, the peoples' train, it is your train."

Ad uses winds of change

The TVC plays on the apt metaphor 'the winds of change', artfully showing winds stirring and building in the clothing and hair of ordinary South Africans standing on a platform as the backtrack, a classical piece of music adapted and vocalised by South Africans, builds to a crescendo. The ad closes by panning through the awaiting passengers showing a look of triumph as the wind dies down and the Gautrain arrives to take them to their destination.

"The ad was beautifully directed by Velocity, and with the agency's expertise tying all elements together, the finished piece of work is one that instils great pride in those who have viewed it," he adds.





TV, radio, outdoor and print executions will run between June and November this year with social media aspects of the campaign on the cards as well.

Errol Braithwaite, marketing executive of Bombela adds, "The campaign is primarily targeted at motorists; we're not competing with the current public transport systems available, we're complementing them."

The TVC team is director, Keith Rose of Velocity Films; Julia Rutherford, copywriter JWT Johannesburg; Sasha Whyte, art director; Ben du Plessis, executive creative director and Davina Wertheimer, business unit director.

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