

New TV commercial repositions Engen

A new TV commercial, produced by Drafftcb Cape Town, repositions Engen more than just a petrol station but also a retail destination, across a variety of channels in South Africa.



"The objective of the commercial is to build an emotional connection with Engen's customers," says Nadja Srdic, managing partner at Drafftcb Cape Town. Aaron Harris, creative director adds, "The diversity of its retail offering makes life more convenient. Therefore, we created a world that brings driving and shopping together. In this imaginary world, cars have been completely replaced by oversized shopping trolleys. We see people going about their daily lives in much the same way as before, but this change in transport provides a lot of great moments."

Pierr Roodt, Engen Retail marketing manager, says, "The commercial was guided by the group's retail strategy of 'every experience matters' consisting of a wide range of different retail experiences that are available to our customers."

Premium partner brands

"These retail experiences consist of premium partner brands, such as Woolworths, Corner Bakery, Equatorial Coffee and Steers, which transform service stations into shopping destinations where motorists can get almost everything they need en-route."

"The commercial is an expression of joy. Various executional elements - from the bright colours, amusing scenarios and upbeat music - were carefully considered intended to evoke the same kind of happiness that people experience when they shop at the service station," concludes Ian Metcalfe, copywriter at Drafftcb Cape Town.

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