

# Driving a vintage launch for Topshop

Unlimited subsidiary Brandyourcar.com recently utilised its driver database to assist UK fashion brand Topshop to launch its new Gateway Theatre of Shopping store during the festive season.



The database had to source a vintage kombi, produced between 1965 and 1972 that was still in a working condition, for the launch.

The client required this specific model as it had used a similar one in the launch of its Johannesburg store and needed the same look and feel at the launch of the Gateway outlet.

Brandyourcar.com MD Pieter Groenewald says, "We've built up a database of more than 22 000 drivers across the country for mobile promotions over the past two years. This allowed us to meet this particular client's brief on short notice by tracking down three of these very rare kombi models - one in Cape Town and two in Johannesburg.

"We've also developed excellent relationships with the drivers on our database, which meant that the kombi's owner was willing to travel to Durban and drive his own car, adding authenticity to the activation."

As the promotion was in Durban, it was imperative that the car could get there in one piece. This required a physical inspection and convincing the owner to convert his 'classic' for purposes of the campaign by re-branding it.

Besides this, there was the added pressure that the vehicle had to be branded in Johannesburg and then driven to Durban in time for the store opening.

Given the kombi's age, it could only travel between 60 - 80km an hour and the driver had to call in hourly through the night to report on progress. Tow trucks were also on standby in Harrismith and Pietermaritzburg, in case their services were required. It eventually arrived in Durban at 2.30am and the activation started at 8am as planned.

"The kombi was the linchpin of the activation, as it served as a base for promoters and transported them to various venues to promote the Topshop opening. It also created excellent hype and 'announced' the arrival of the promoters at these

different hot spots.

"Overall the use of the kombi was a success and it continues to draw attention wherever it goes. This campaign tested us beyond the norm, but in the end we pulled it off, which confirms that the company is more than just car branding. This is especially relevant when brands utilise the 'multiplier effect' of our drivers and their social networks."

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