

MEDIA RELEASE  
DRAFTFCB SOUTH AFRICA



## Big Brands Give 'Keep Flying' Campaign The Nod

Just 10 days after its launch, the *Keep Flying* campaign has been given the nod by over 70 big and small brand names in South Africa.

The campaign, kick started not yet two weeks ago (Friday July 9), aims to encourage South Africans to unite behind the country's flag after the final whistle blows at the 2010 World Cup.

To date Drafftcb South Africa, the advertising agency which created the concept in a bid to ensure the country doesn't suffer from post-World Cup depression – as all other host nations have done, has responded to over 200 emails from companies wanting to embrace the campaign while the [www.keepflying.co.za](http://www.keepflying.co.za) website has received over 8 000 hits.

In addition, more than 70 big and small brands have also indicated that they'll be joining the campaign, either by incorporating the device developed by the agency into its marketing communication or by developing an initiative that introduces their own audiences in their own way.

The list of big name supporters includes Lexus, Vodacom, Toyota, Old Mutual, Checker, Cinemark, Sasol, ABSA, Nedbank, Gidani, Santam, Spur, Nando's, Mini, Clicks, Net Florist, Radmark, MacDonald's, Litho Communications, Media 24, Teljoy, Ipsos Markinor, Spur, Media 24, etv, Internet Solutions, Dial a Nerd, Distell, SSI, Jacaranda 94.2FM and Robroy Music.

Members of the South African communications community have also signed up, such as The Loerie Awards, Louw Bull Cape Town, Britehouse, Picture Tree, Design TM, Wag the Dog Publishing, Ideology Advertising & Design, Bioscope Films, Studio Sixteen Design Thought Leadership and ninety9cents.

Encapsulating their sentiment, Andrew Brand, managing director of advertising agency ninety9cents, said: "ninety9cents are proud to be a part of the Keep Flying campaign and have received support for the initiative from several clients, most notably Checkers, who will actively endorse the campaign in their advertising during the period."

There's also a myriad smaller companies: Cooking Bear, Amazon Paints, Geppetto's World, Black River, Eblockwatch, Sam & Seb Sandpit Courture, Pragma Holdings, Fine Line Agencies Group, Hot shots, , Copy Shop, Samba Tours, Stone Soup PR, Indiba – Africa Group, Vineyard Swimming Club, Champion Tours, Life Coaching Retreats, Trainiac, Student Village, Sunspray Food Ingredients, Runway Asset Management, The Travel Company, Bowford Publications, Jacaranda RMFM, Green Rhino, Vea Risk Consultants, Travel Swift, , Scan Display, SA-Venues, Pie City, and The Daily Maverick. Possibly the smallest of these is Rhys IT, started by a 13-year-old schoolboy from Somerset West who offers IT support to family and friends.

Launching the campaign Drafftcb's Group CEO, John Dixon, said the agency didn't want to retain ownership of the concept, it wanted any company, any brand, any media owner who believes that the end of the World Cup is South Africa's beginning, to 'take the idea and run with it'.

"I am amazed and delighted by the response our call to action has prompted," he said. "And can only encourage more and more companies and fellow South Africans to embrace the flag in this manner. The FIFA World Cup was our chance to show the world Africa's potential; now is the time to maintain that momentum, to show them that we can achieve, and will. Let the end of the World Cup be our beginning."

In addition to incorporating the *Keep Flying* logo into their advertising (available as a download from [www.keepflying.co.za](http://www.keepflying.co.za)), another way companies can join in the campaign is by purchasing *Keep Flying* buttons and distributing these to their staff and customers. These buttons are available for immediate purchase by emailing [keepflying@draftfc.co.za](mailto:keepflying@draftfc.co.za).

There is also a manual available on [www.keepflying.co.za](http://www.keepflying.co.za) detailing how companies and brands can join in the campaign, and an email signature for everyone to include in their correspondence.

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