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23 September 2010 01:58:02 PM

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K9 tune-up for Cash Crusaders

Dogs put the beat in Crusaders campaign

The country's leading second-hand retailer, Cash Crusaders, recently launched their new ad campaign on national television. Cash Crusaders CEO Sean Stegmann said that the more corporate ads that they used in the past had served its time and that it was time for a brand new, more humorous approach. "The catalyst for our change in creative direction was humour," says Stegmann.



The leading actors – two professionally trained dogs Shanti (Big spotted dog) and Zippo (Small white dog), acting as stray dogs - engage in light-hearted, comical dialogue. Adding to the humour of the ad are well-known local comedians, Travers Solomon (Tyren from the Fresh Drive on 5fm) and Jody Abrahams. Travers lends his voice to the large spotted dog, Shanti, while Abrahams is the voice behind the smaller dog. The new 'in situation' ad campaign needed the right kind of animal for the model. "We considered goats, sheep, owls, eagles and squirrels, but decided those animals would not realistically be found in or near a home," said Stegmann. "Our creative collaborator and production house, Platypus Productions, presented us with various international ads using dogs and we decided that dogs it would be."

The campaign was created around Cash Crusaders' new range of musical instruments, emphasising the group's dominant position as the biggest outlet of new musical instruments in the country. MNet's popular Idols time-slot seemed the perfect fit for the ad.

Target audiences are adults with school going children who'd like to start or are already playing a musical instrument, as well as teens who'd like to start their own band.

"We're hoping that viewers will realise what a large selection of new musical instruments we're selling," says Stegmann.

Shanti and Zippo will return on screen from time to time to showcase more musical instrumental deals from Cash Crusaders and will soon show their faces in other media too.

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