

eBucks brings power to the people

Drawing inspiration from Eskom's recent spate of load shedding, Joe Public Advertising created a billboard campaign to highlight just how versatile eBucks are. Now South Africa's leading rewards programme offers customers the choice of using points for 2008's most essential household purchase: a generator.

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The campaign hinges around roving billboards that are brightly illuminated by generators fitted at the base of the billboards. The payoff reads "Power to our members. Generators and more from www.eBucks.com."

"This unique approach is sure to draw great attention to the brand," says Gareth Leck, Group MD, Joe Public Advertising. "The tongue-in-cheek approach typifies the eBucks brand while also demonstrating the wide choices this leading rewards programme offers," he says.

Buying a generator is a grudge purchase – what could be more rewarding than learning that you have already earned one through the eBucks rewards programme?

The tactical campaign can be seen at various high traffic spots around Gauteng for two weeks running from Monday the 1 of February. The creative team behind the campaign was Xolisa Dyeshana as creative director, Ben Smiles as copywriter and Otto Knut as the art director.

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