

Musicians' tribute becomes FNB's new campaign, humour sells property

Gentle humour is always welcome in ads and FNB's new 'Singing Steve' and Property24.com's 'Find your perfect home' ads fall into this category. [multimedia]



The extension to the FNB high impact campaign 'Steve from bleep bank', 'Singing Steve', arose from two musicians who switched their personal accounts to FNB during the initial campaign, then wrote and performed their song to the bank's agency DDB.

The new spot, which launched on 25 October 2011, will have some scarcity value, as opposed to the bank's earlier intensive airing and will run on radio and social media platforms. It launches a new era of 'Steve' adverts that promise to entertain and inform audiences about the bank's innovative products and services.

Singing Steve

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Part one follow-on of the FNB Steve radio adverts, where Steve from Beep Bank contact Mr McDonald, who with his band sings the Bye Bye Beep Beep song to Steve over the phone.

Part two follow, where Mr McDonald and his band call Steve at Beep Bank to finish singing the Bye Bye Beep Beep Bank Bye Bye song to Steve.

Wishing well adds laughter to property buying

Property24.com has moved into TV advertising with a campaign, entitled 'Find Your Perfect Home', a series of three adverts, which feature light-hearted and quirky interactions between potential buyers and estate agents and clearly demonstrate how easy it is for homebuyers to find their perfect home on the website.

The adverts, which began airing across a variety of DStv channels from 21 October 2011, also highlight the pivotal role played by estate agents in facilitating property sales, something that was of extreme importance to Property24.com's GM, JP Farinha.

The move to above-the-line advertising marks a step forward for the company, which has previously limited its marketing efforts to the online environment.

"Placing brand trust above all other factors"

"This development in our brand strategy came about as a result of extensive research, which indicated that when it comes to high-investment purchases such as property, consumers place brand trust above all other factors," explains Farinha. "The online space has limitations in terms of brand building and trust is more easily established through above-the-line channels, as they lend credibility and authenticity to the proposition."

Whilst the adverts are likely to extend the brand's reach to a wider audience, the primary objective of the campaign is to drive awareness and understanding of the brand.

"With over 517 000 unique users each month, this campaign is less about increasing numbers than it is about boosting overall understanding and trust in our brand and our product. Our goal is to convey how easy it is to find your perfect home

using the portal and explain who we are to consumers in a bigger, broader fashion," concludes Farinha.

The TV adverts will be supported by simultaneous online and social media campaigns.

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YouTube versions added at 1.35pm on 31 October 2011.

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