

MEDIA RELEASE  
DRAFTFCB SOUTH AFRICA

## Draffcb Calls On Nation To Unite Behind Flag Post World Cup

Draffcb South Africa, has responded positively to the nation's post World Cup fears and launched a national campaign to retain the energy and passion unleashed by the 2010 spectacular.

Speaking in Johannesburg today (Friday July 2), Draffcb South Africa Group CEO, John Dixon, said the agency will actively enlist the support of the country's most loved brands to extend the sense of achievement and self-belief we've achieved as a nation over the past few weeks.

Dixon explained: "As South Africans, we have experienced an unprecedented high during the World Cup month. Which means, given the proven fact that all host nations have suffered from post-event depression, we're due for an even lower low when the final teams and soccer tourists return home.

"Well, at Draffcb, we happen to believe that South Africans can pass on the 'deppie' because we feel in our gut that we haven't just been celebrating soccer these past few weeks, we've been celebrating us – our passion, our drive, our spunk, our 'gees'. That's several damn good reasons to go on celebrating. And the best way to do this is with our awesome flag. Cos, the flag hasn't actually been a symbol of our soccer enthusiasm. It's been a symbol of our enthusiasm for ourselves. Of what we can accomplish.

"We showed the world our true colours. And we showed our guests true African hospitality. But most importantly, we showed ourselves. We showed ourselves that with one spirit, we can do anything.

"The agency and all its staff in our three biggest cities have therefore committed to wave our flags for 30 days after the final World Cup whistle has blown, and we're challenging our clients, our suppliers and our countrymen to do likewise until we all – at the same time – stop, pause and create a *Minute of Noise for South Africa* by trumpeting with our famous vuvuzelas, hooting the horns on our 'chorries', whistling, yelling, shouting. This will send a clear and loud message to the rest of the world: Africa's time has come, South Africa's time has come."

To kick off the campaign, Draffcb has spoken to its clients to initiate massive internal staff drives celebrating South Africa and reinforce a sense of pride in its World Cup achievement.

It has also shown clients how the concept can translate into their existing advertising and marketing campaign, and is currently compiling a manual detailing how other companies and brands can similarly join in. Lexus became the first brand to join the agency in its bid to fly the flag by agreeing to include the device in all three of its television commercials it will be running during the period.

In addition, the agency is recording a song it will distribute to the country's radio stations, and investigating ways to get the flag flown high over South Africa's cities in the month ahead.

Said Dixon: "You know, Draffcb believes passionately in South Africa and its people, and we'll be putting our heart and soul behind the flag for months and years to come. But we don't want to retain ownership of this concept we've developed, we want any company, any brand, any media owner who identifies with our passion and shares our commitment to our country, to join us and introduce the initiative to their own audiences in their own way.

"Come on corporate South Africa; let's show the country and the world that the end of the World Cup, is our beginning," he said.

Any company wanting to join the Fly the Flag initiative can obtain the necessary artwork and accompanying details from Draffcb Johannesburg using the following telephone number and asking for Heidi Nelson +27 11 566-6000 or by emailing [heidi.nelson@draffcb.co.za](mailto:heidi.nelson@draffcb.co.za).

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