

MEDIA RELEASE
DRAFTFCB SOUTH AFRICA

Lexus Heeds the Call To Nation To “Keep Flying” Post World Cup

Lexus has heard Drafftcb South Africa’s call to the nation to unite behind the country’s flag after the final whistle blows at the 2010 World Cup. It will feature the device developed by Drafftcb in all three of its television commercials it will be running during the period.

Proudly South Africa will be coordinating its new campaign to take advantage of the “Keep Flying” hype, but will be using the positive sentiment to elicit a meaningful response from consumers when they urge South Africans to buy local products and services. Other brands, such as Toyota, ABSA and Nedbank have already pledged their commitment to joining the campaign.

Interviewed on Cape Talk by John Maytham on Sunday morning, Dixon said research has highlighted that all host nations have suffered from post-event depression. Not only are individuals affected, business confidence slumps. The *Keep Flying* initiative was created by the agency with a view to proving the research wrong, and demonstrating that South Africa can, with one spirit, do anything going forward.

To kick off the campaign, Drafftcb has spoken to its clients and non-clients alike to initiate massive internal staff drives celebrating South Africa and reinforce a sense of pride in its World Cup achievement. It has also shown these brands how the concept can translate into their existing advertising and marketing campaign using a flag-inspired device, and is currently compiling a manual detailing how other companies and brands can similarly join in. 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: “Drafftcb doesn’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 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 *Keep Flying* initiative can obtain the necessary artwork and accompanying details from Drafftcb Johannesburg in three ways:

- using the following telephone number and asking for Heidi Nelson +27 11 566-6000
- by emailing flyingtheflag@draftfcb.co.za
- by visiting www.keepflyingtheflag.co.za

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