

# SAATCHI & SAATCHI

THE FOUNDRY, EBENEZER ROAD, GREENPOINT, CAPE TOWN, 8001. PO BOX 694 CAPE TOWN 8000.

TEL: +27 21 413 7500 FAX: +27 21 425 7550

## PRESS RELEASE

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### **Saatchi & Saatchi Cape Town Uses 'Super Heroes' for Latest Saldanha Pilchards Campaign**

**Cape Town, 23<sup>rd</sup> July, 2010** – Saatchi & Saatchi Cape Town recently created a campaign for canned Saldanha Pilchards which dramatised the health benefits of eating the product by enhancing the characters of Cape fishermen with super hero status.

Saldanha Pilchards are full of iron, vitamins and omega 3, all the good stuff that makes you strong, fast and smart. The campaign forms part of an educational process in which the advertising agency chose to speak to the target market (LSM 5-7) in a visual language they could understand, appreciate and engage with.

The adverts formed part of a newspaper print campaign which used ordinary Cape fishermen to portray icons that exemplified the benefits of pilchards, namely; Popeye for strength, Superman for energy and Einstein for brain power.

The photography was shot on location in Kalk Bay using real fishermen in the campaign.

Saatchi & Saatchi Cape Town's Executive Creative Director, Anton Crone, says that the brief was to come up with a campaign that would make people feel that if they chose to eat Saldanha Pilchards, they would benefit from all the goodness that Saldanha pilchards offer.

"We took a tongue-in-cheek approach to illustrate the extraordinary effect of all the 'good-stuff' in the product." says Crone. "Newsprint was the perfect medium for the campaign to reach our target market."

Saldanha Group is a Cape-based family owned company and has been around for over 100 years, distributing canned pilchard products to the South African market. According to the IDC, The South African market demand for pilchards remains the highest in the world, consuming around 6-million cartons annually. This demand is expected to show moderate growth, driven by an increasing population and the relatively high price of red meat and chicken as alternative protein sources. An estimated 89% of the South African population consumes pilchards with the product outselling tuna – often a substitute fish source in line with increasing disposable incomes – by a factor of 9:1.

SAATCHI & SAATCHI (PTY) LTD REG NO. 1967/012558/07

DIRECTORS: G.E. CURTIS (CEO), A. MBANGA, G.D. MELDRUM, G. C. REYNOLDS, I.B. YOUNG

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**-Ends-**

**Credits:**

Advertising Agency: Saatchi & Saatchi, Cape Town, South Africa

Advertised Brand: Saldanha Pilchards

Creative Director: Anton Crone

Art Director: Jenna Barbe

Copywriter: Sammy-Jane Thom

Digital Artist: Paul Hudson

Photographer: David Prior

**About Saatchi & Saatchi**

*Is owned by French company Publicis Groupe, the fourth largest communications group in the world, ranked no1 in Europe and No 3 in the USA. Saatchi & Saatchi is a leading global ideas centred ad agency with 150 offices in 86 countries employing 7,000 people.*

*It works with 60 of the top 100 worldwide advertisers and over half of the top 50 most valuable global brands. The firm developed Lovemarks aimed at creating emotional connections with consumers which advocates that Lovemarks i.e. products and services that connect with consumers in an emotionally positive way deliver substantially higher commercial returns.*

*In the last five years Saatchi & Saatchi has won over 4,000 awards. In South Africa, Saatchi & Saatchi has offices in Cape Town and Johannesburg and boasts one of the largest African networks with 16 associate offices. Business units include the African network (Saatchi Africa), the digital operation (Saatchi & Saatchi AtPlay) the retail offering (Saatchi & Saatchi X) and PR offering (Tin Can)*