

Crime-Fighting Lighting



Challenge:

South Africa's poorest citizens can't afford even the most basic security systems. This makes their homes vulnerable to opportunistic criminals, especially at night. These burglaries often go wrong, and when they do, they quickly turn violent.

Insight:

Criminals are less likely to break into a home if they think there's someone inside it. South Africans try to simulate this by leaving their lights on when going away for extended periods of time.

Idea:

Portable lights with a device that allows them to get switched via USSD or a phone call from anywhere in South Africa. Once on, they stay on for up to 5 hours.

Rewarding Consumers For Being Plastic-Conscious



Background:

The Pick n Pay Smart Shopper programme rewards customers for shopping at their stores.

Currently, 1 Smart Shopper point = 1 cent.

Idea:

Using the Smart Shopper programme to reward eco-friendly behaviour. Specifically, awarding Smart Shopper points to customers who return their used plastic bags to stores so they can get recycled. These plastic shopping bags could come from anywhere - even PnP's competitors.

The Ritual

The act of pouring liquid on the ground as a sign of reverence for friends or relatives that have passed away, is one that has been practiced by different cultures over centuries.

Idea

A special batch of Carling Black Label - one with the first sip poured out of each bottle - in memory of victims of gender-based violence.

Brand Role

Carling Black Label is a brand that strives to turn ordinary men into Champion Men, who set an example for their respective communities.

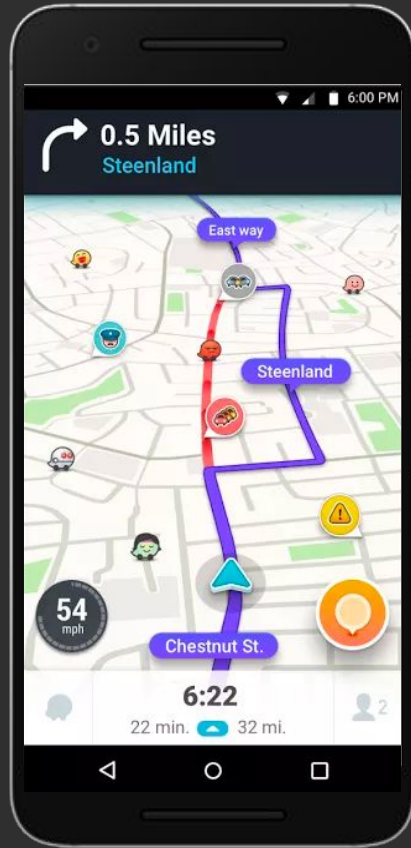
This should start by acknowledging the ongoing violence that happens in those communities. Gender-based violence should always leave a bitter taste in the mouth.

POURING ONE OUT

In memory of South African women who died at the hands of domestic violence



Putting District 6 Back The Map



Background

Over 60,000 of its inhabitants were forcibly removed during the 1970s by the apartheid regime. As a result, entire neighbourhoods were destroyed, and have never been rebuilt despite several promises made by SA's democratic government.

Idea/Opportunity

While we don't have the resources to rebuild these lost neighbourhoods, we can partner with Waze to ensure they are never forgotten.

Details

We'll partner with Cape Town's District 6 Museum, and former residents, to rebuild the township in Waze, a navigation app with multimedia capabilities. We'll create content out of interviews with people who used to own shops, attended school, church, etc. These will get placed in Waze to match key landmarks in District 6, ensuring the township's legacy remains alive, long after its former residents are gone.

Bringing The Dealership To Your Doorstep

Background

A car should make you feel like you're in control. Like you can go anywhere you want, whenever you want.

But the process of getting a car doesn't give you this kind of flexibility.

This is a chance to truly put prospective car buyers in the driver's seat, and conduct the buying process on their own terms.

Opportunity

This means going to a dealership in order to test drive their favourite car should be optional.

There's an app to order food, another to order clothes, books, beds, etc.

Why isn't there an app to order a test drive?



Find your favourite Hyundai



Enter your location



Order your test drive



GUG'OTHANDAYO

LONG LIVE THE ENGINE



PREMIUM
LUBRICANTS





durex @DurexSA · 🕒

Well... it's not chocolate, but someone udlike 😬



N ☀️ ma. Not Normal! @Noma_Sapio · 16h

Guys, which chocolate brand is this?



🗨 408

↻ 204

❤ 815



↻ 416

❤ 647





A bank card that reflects your ambitions, not your earnings.

Background:

Big banks use cards to divide customers into different categories, based on how much they earn.

Idea:

A bank card that reflects one's ambitions, rather than one's bank balance.

Execution:

Everyone's voice is unique, and so are their ambitions.

We'll ask TymeBank customers to send voice clips of themselves speaking their destinies into existence.

The unique signature of their voice will inspire an AI-powered one-of-a-kind design for their card. That clip of themselves speaking their destiny into existence will be converted into text that'll go on the back of their card.





Context:

The 21-day lockdown that has been ordered by the South African President Cyril Ramaphosa is proving effective at curbing the spread of COVID-19.

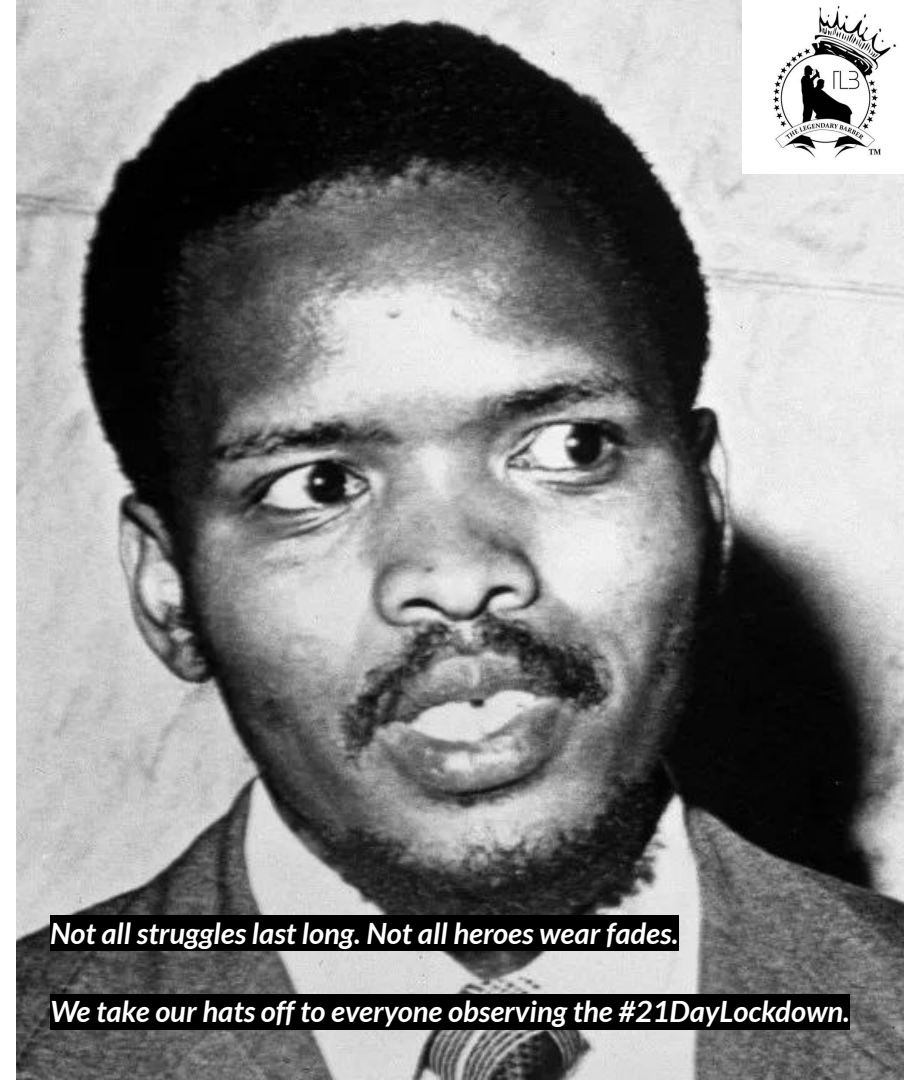
An unfortunate side-effect of the lockdown, however, has been that everyone's hairstyles have started looking a little less styling since barbershops and salons around the country closed down.

Insight:

These 'lockdown hairstyles' that have started to pop up in homes and timelines on social media, bear resemblance to those of a several of South Africa's struggle heroes from the 60s - 90s.

Opportunity:

While The Legendary Barbershop can't open its doors until the end of the lockdown, it can comfort its customers, reminding them that sacrificing their fades for a few short weeks will help them go down in history as heroes in their own right.



Not all struggles last long. Not all heroes wear fades.

We take our hats off to everyone observing the #21DayLockdown.

Our Husbands, who art in Shebeens,

Hallowed be thy Bottle Openers.

Thy tantrums come.

Thy will be done,

In our kitchens as it is in our bedrooms.

Give us this day our daily beatings.

And forgive us our trespasses,

For we understand, it's our fault that you turn violent.

Lead us not into backchat, but deliver us from black eyes.

For home is thy Kingdom.

Thy power and thy anger.

Forever and ever.

Amen.

Abuse Victims' Prayer

For release ahead of Easter Holidays





Umsindisi Wristband

Measuring taxi driver stress
levels to reduce road
accidents



Insight

The wearing of a goatskin wristband called 'isiphandla' is a commonly observed tradition in Zulu culture. The widely-held belief is that isiphandla creates a sacred connection between the person wearing it and their ancestors.

Idea

Creating a new and simplified type of wristband for taxi drivers. One that's specifically designed to save lives by measuring one of the biggest predictors of car accidents - a driver's stress levels.

Brand Role

As a gateway financier specifically focused on servicing the South African minibus taxi industry, SA Taxi already gives a number of taxi owners peace of mind. Umsindisi is a way for the brand to give taxi commuters the same kind of peace of mind.