

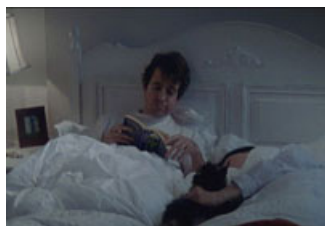
Promise produces

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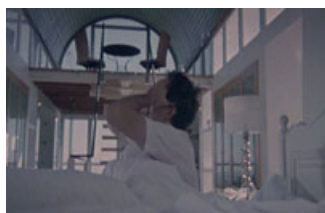
25 Oct 2006

Promise Brand Specialists has seen a very busy October, with five successful television commercials produced in between several through-the-line campaigns for various clients.

Elliott International



Promise created a fresh positioning for client Elliott International, and part of the campaign included three TVC's that are currently flying on various DSTV channels. Elliott International's offering is so complete, they will even send your change of postal or physical address, free of charge, to any company of your choice. They also take care of the relocation needs of pets, fine art, wine collections and any special requirements with professional care.



"The creative rationale behind the campaign is therefore simply 'The Easy Way to Move', translated in the above the line campaign to 'We'll make moving so easy, you'll forget you did.' The concept communicates this rationale in a human, affable and engaging way with the intention to place the Elliott International brand top-of-mind." says Managing Director of Promise, James Moffatt.

"Our customers choose Elliott International because they can rest assured that their lives will have little disruption, and they will be able to get on with things whilst Elliott's takes care of the rest. In the last few years Elliott had really taken a back seat in terms of advertising. When we appointed Promise we decided to revitalise our approach and thoughts towards our brand," comments Charles Luyckx, CEO of Elliott.

Unwired Digital Lifestyle Magazine



Promise was appointed by IT Web to handle the launch of Unwired magazine.

Unwired breaks through all tech-nonsense and opens the digital door to ordinary people. The agency created a through-the-line campaign that included highly effective marketing concepts, two TV commercials, BTL activities and a launch event to the trade, which was held at The Cradle of Humankind.



The event was a resounding success and effectively delivered on all the agency's objectives with regards the launch to trade. The television commercials are currently flying on various DSTV channels.

Promise selected Terraplane to produce the commercials with director Benjamin Magowan. "We believe the commercials convey the promise of the product in a way that stands out from other messages. Which is why we are happy." says Ben du Plessis, Creative Director

at Promise.

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