

# Assupol reinvests in its SA brand heritage

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*Assupol has relaunched its brand presence using a multi faceted advertising campaign to promote a new image and positioning that embraces the rich history of South Africa in the 1950s and the colourful heart and soul of Sophiatown...*



Assupol Life CEO **Bridget Mokwena** explains that the brand has a huge heritage in South Africa having been in existence since 1913 and as a result, is still referred to as "our Assupol" by many of its clients. "Against this backdrop, the aim was to move the brand from its current positioning to that of 'the insurer of the people', using an authentic, distinctive and relevant positioning and in that way grow its share among our LSM 3-7 target market.

"Given that Assupol's heartland has always been the police force with our history; the challenge was to remain meaningful to them and strengthen our relationship. The new positioning is therefore the insurer of the people."



The solution was to develop a 'system of meaning' that works predominantly for the 'new core', but can still be relevant to the 'people'. Based on that we came up with the payoff line 'serving those who serve'. To achieve this Assupol connected with the exact mindset of its target market using desktop and dipstick research prior to undertaking the campaign. This revealed that the target market currently felt under-valued, overlooked, misunderstood and unappreciated.

"Our insight was that in most cases they are actually people of goodwill who have a calling to do what they do selflessly, honestly and generously. They work hard and deserve to have that respect back. They would also like to be championed and appreciated for the challenges they face and the determination they show," reveals Mokwena.



Joe Public creative director, **Xolisa Dyeshana**, says the creative rationale behind the campaign fed off that need. "We focused on the fact that back in the day, when our parents were still young, the civil service was held in the highest esteem. To communicate this positioning, a flagship 45-second television ad was set in 1950's Sophiatown - a powerful reflection on South African culture and history.

"It pays homage to everyday heroes with scenes of nurses, policeman and even garbage collectors being respected by the community in which they live and work."



Further depth was given to the campaign through the use of South African music icon Hugh Masekela who narrated the ad "He was always our first choice as he represents the spirit of Ubuntu and the rich heritage of South African music," says Dyeshana, who worked on the campaign with Strategist: Laurent Marty, art director: Sibusiso Sitole, copy writer: Terry McKenna, account director: Samantha Samuels and account manager: Samantha Tame.

Assupol's relaunch campaign is set to run for at least the next year with the TV brand ad lighting on SABC 1, 2, e.tv and Soweto TV (DStv bouquet) followed by infomercial inserts. These will be supported by 30-second radio ads on commercial station MetroFM and as well as trade and newspaper print ads.

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