

Ungrudging the 'grudge purchases' with nice humour

 By Leigh Andrews

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Insurance is one of the [biggest grudge purchases](#) out there. So how do marketers communicate that their brand actually lets you feel 'ungrudged'? By adding some out-of-the-box feel-good humour, says Dean Oelschig, Director of Halo...

If you were watching *Carte Blanche* last night, you may have noticed - and giggled at - an ad that aired for the first time in the country. It's embedded below, if you missed it:

A real-life giraffe that bends its neck to pop its head in the window and help you clean the dishes by hand? Excellent way to link a grudge chore (I've yet to meet anyone who enjoys washing the dishes) to a grudge purchase, highlighting the fact that King Price gives you a bonus too, by offering premiums that decrease each month.

We chatted exclusively to Oelschig about this 'nice' concept.

He says it took about a month to train the giraffe to lick a plate, and then a full-day shoot using a set built in the veld where the giraffe lives, in the Lion Park near Lanseria.

The inspiration behind the ad idea overall was definitely that insurance is a grudge purchase, yet King Price's decreasing

monthly premiums count as an un-grudge. "Like when you don't have to pay for parking... It's a small saving every month that feels nice. We tried to capture the feeling of nice in an interesting way, like with a giraffe lick." The ad is all about the character though, and how he responds to and enjoys the experience.

At the end of the day, they didn't want to use CGI or animatronics and wanted an animal they could train. "A giraffe is good," explains Oelschig.

[Click here](#) for more on King Price's quirky ads, [here](#) for more on Halo, and here to follow [Oelschig's Twitter updates](#).

ABOUT LEIGH ANDREWS

Leigh Andrews AKA the #MilkshakeQueen, is former Editor-in-Chief: Marketing & Media at Bizcommunity.com, with a passion for issues of diversity, inclusion and equality, and of course, gourmet food and drinks! She can be reached on Twitter at @Leigh_Andrews.

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