

Havas Worldwide Johannesburg Strepsils campaign wins at the New York Festivals

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Following the noteworthy success of the Strepsils Intensive proactive radio campaign last year, which won at both Cannes and the Loeries, Havas Worldwide Johannesburg continued its success with the campaign, as it picked up two finalist awards at the recent New York Festivals International Advertising Awards.

"We needed to clearly showcase the difference between Strepsils and Strepsils Intensive to bring this campaign to life. We met the challenge through a simple yet effective campaign, looking at real-life situations which could make one scream and whether that situation warrants a Strepsil or a Strepsil Intensive," explains Eoin Welsh, ECD at Havas Worldwide Johannesburg.

The two 30-second radio spots each contained 10 product mentions.

"Our aim was to breath life into these products and establish their personality as one that you resonate with," says Welsh. "The campaign is therefore very much based on real human behavioural insights, dramatising the benefits of two of the Stepsils variants. We are very excited by the responses to our radio campaign. Not only does it help profile our client and their product; it has set the stage for more great work to come - so watch this space."

The full team who worked on this project comprises:

Jonathan Deeb - ECD

Fiona O'Connor - Creative Director

Willie Struwig - Copywriter

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