

# Euro RSCG commercial helps save lives with PinkDrive

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This year, the must-wear colour at the Comrades Marathon was pink, thanks to a memorable pro bono commercial, "Race", created by Euro RSCG South Africa for PinkDrive.



The

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agency produced both a 40" TV commercial and a supporting radio commercial for PinkDrive, an initiative which raises funds to keep two mobile breast screening units on the road. These pink trucks, equipped with mammogram units, travel around the country offering free breast cancer testing and education to some 1.6-million women.

One of the primary beneficiaries of the 2010 Comrades Marathon, PinkDrive approached Euro RSCG to create a call-to-action to encourage 2,010 registered Comrades runners to run in PinkDrive gear to raise funds for the campaign's early detection initiatives. The agency had to convey the central message that early detection saves lives, while linking the idea to the Comrades. "We decided to focus on the idea of staying out of hospital by picking up potential breast cancer early," says James Daniels, executive creative director of Euro RSCG SA.

Dramatising this idea, the commercial shows a woman approaching the entrance of a hospital. While she climbs the steps, a large group of runners charges down the corridors towards the foyer, their pink shoelaces and T-shirts bright against the white of the hospital walls. As the woman reaches the landing, the runners come to a halt behind the glass doors, linking hands and blocking the entrance. "The message is clear that thanks to the money they will raise by running in pink at the Comrades, these runners are doing their bit to help keep women out of hospital, and possibly save a life," says Daniels.

Joining Euro RSCG in producing the commercial was Frieze Films, with director Ian Mason and producer Liz Dahl contributing their expertise. Post production was conducted at The House in Bryanston by Andrew Traill, with music by Rob Schroeder of Rob Roy Music. "The entire production was made possible by a group of selfless individuals - from producers, directors, crew and runners - who took the opportunity to make a difference and give back," says Daniels.

PinkDrive CEO, Noelene Kotschan, says the campaign was overwhelmed by the support received from the public. "Not only did we meet our target of having 2,010 runners race in official PinkDrive gear, but many more crossed the finish line wearing their own pink kit in support of the initiative," she says. "Much of this support was due to the fantastic ad created for us by Euro RSCG. Many people who registered with us said it was the ad that inspired them to join the PinkDrive in the first place."

The initiative has been asked to participate in the Comrades Marathon 2011, and expects an even bigger uptake following the exposure it received this year.

## The team behind the commercial:

- Unit head: Kate Lambon
- Executive creative director: James Daniels
- Art director: Romy Lunz
- Copywriter: Balekane Mokodotoa

- TV production: Michelle Kemp
- Production company: Frieze Films
- Director: Ian Mason
- Producer: Liz Dahl
- Post production: Andrew Traill, The House
- Music: Rob Schroeder, Rob Roy Music

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