

New ad campaign highlights cellphone costs

A new advertising campaign from [Cell C](#) includes a challenge that forms the basis of its advertising and marketing campaign for the first quarter of 2013. (video)

"Our strategy for advertising and marketing is to build on the 99c challenge, by creating material that speaks to the customer's pocket," says Cell C chief commercial officer, Jose Dos Santos.

The advert challenges South Africans to check how much they are paying for their mobile calls, as it believes that if South Africans are not paying 99c per minute, on pure per second billing to any network at any time, they are paying too much.

Later in the month, it will add to the 99c challenge, a newsroom style campaign, which asks hard-hitting questions about how much South Africans are paying for their calls.

"Compelling value proposition"

"We believe that the company has a compelling value proposition for South African mobile users, with low call rates and excellent data rates, not to mention simple and transparent offerings. With this campaign, we want South Africans not already on our network to question why they continue to pay exorbitant rates."

It started the year with its Manifesto brand advert, which shows that it is a brand for everyone. The new slogan "The power is in your hands, now use it" affirms the brand commitment to all South Africans. The follow up to that is the Hands advert, a light hearted brand campaign, which again delivers the brand promise of putting the power in customers' hands.

"We know that this new campaign will help build understanding in the market that 99c is the best value guaranteed flat rate available in South Africa. We know that South Africans will rise to the challenge," concludes Dos Santos.

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