

Advertising without the product

How do you advertise a product when the product is not yet available in the country? This was the brief posed to Johannesburg digital communications and content marketing agency, Retroviral.

For the first time in South Africa, the coveted Ford Mustang will be available for purchase at the start of 2016. However, the model was not yet available on the African continent when the locally relevant promotion was conceptualised.

Ford South Africa unveiled the commercial at its Go Further Africa event at the Sandton Convention Centre a few days ago, to an audience of dealers and pan African partners. For more information, [click here](#).

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