

PPC Cement ad has what it takes

 By [Bonnie Ramaila](#)

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It's not very often that I become impressed with TV adverts because I am too critical. Being in the advertising/media, marketing and communications field, it's natural for me to look beyond the ad's appeal and feel-good to its objectives (the takeout) and how these are communicated - which in my view should be obvious in the first few seconds of the ad and not long-winded. [video]

But, I must say, I'm quite impressed, for the first time in a very long time, that there is an advert that communicates the multiple intricacies of a brand and its products, its blueprint, objectives, uses, benefits, single-minded proposition, the mission and vision of the company and its product.

That's' what I call brand-building and creating awareness of a brand and its product with its benefit.

Has really got it

The latest PPC Cement ad has really got it. It did not take me 3-4 adverts to be played to get the message. The second time was enough and the objective was reached (the first time I was distracted and not paying attention).

For the first time, in a long time, my heart warmed immediately towards an advert. I sat thinking: "What's wrong with other agencies calling themselves brand-building agencies, brand communication, brand innovation and brand-what-have-yous [sic] in achieving the same?"

For me, the PPC ad should be used as a yardstick of how to execute an ad that's supposed to build a brand, communicate its product benefits or uses, and create awareness of both. To top it all, it did not even look outside for inspiration; it was found in the company's logo. Now, that's what I call creativity at its best and simplest form.

In partnership

You can tell that the agency and the company are in partnership and that there is a clear and in-depth understanding of what the brand stands for from the agency's side. I'm not too sure whether the brief was clear from client to the agency, or the agency has what it takes or both but, whatever it is, they have a good thing going.

Maybe there's a part that's a bit of an exaggeration, where it shows the entire City of Joburg landscape, suggesting that it's the product (PPC Cement) that was used for all the buildings in the city. Maybe it isn't entirely true, but it drives the point home and that's the idea. I can't wrong PPC for wanting to claim it because no one else is. Use the opportunity while the competition sleeps.

I wish all brand-building agencies could do the same. In case you are an agency and still groping in the dark, trying hard to find solutions to a client's problem: keep it straight and simple, look within the mission, the vision and the logo of your clients for inspiration and answers. It shouldn't be that difficult.

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- Bizcommunity: [Wicked Pixels breaths life into an old favourite - PPC Cement](#) [press office]
- Twitter Search: ["PPC Cement" ad](#) OR ["PPC Cement" advert](#)

ABOUT BONNIE RAMAILA

Bonnie Ramaila is an international communication consultant. She previously worked in the private and public sector as a communication expert. She runs a consultancy that specialises in bespoke communication for niche clients and individuals. Services include communication and media advice, facilitation, publicity and strategy development. She writes in her personal capacity.

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