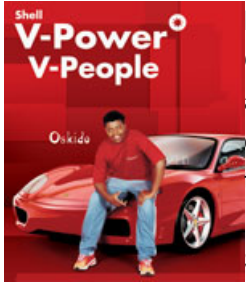


Shell V-Power teams up with kwaito star to reach key audiences

In a marketing first for South Africa, Shell V-Power has teamed up with legendary Kwaito performer, Oskido (nee Oscar Mdlongwa), to write and produce a Kwaito single entitled, V-Power, aimed at educating South Africans about the benefits of using unleaded fuel. It's not a jingle, it's not a commercial, but a chart topper. The concept has the full support of YFM Radio, who will be giving it substantial airplay.



Knowing that cars are the biggest asset to a large number of his fans, celebrity DJ and performer, Oskido, feels strongly about educating his fans about the benefits of using Shell V-Power unleaded. To achieve this, he has written and produced a CD single that not only contains the Shell V-Power educational messages of increased performance and power, but also a foot stomping infectious beat that is synonymous with the sound that has come to define Kwaito.

Says Matlhethe Mosethi, Shell's Marketing Manager for Retail: "Since legislation was passed to phase out the use of leaded petrol in 2006, there has been a real need to break down misperceptions and educate motorists on the resulting ramifications. And what better way to reach consumers than through South Africa's own pop music."

"Through music, you can connect with people on various levels and reach people that you might not have been able to reach through traditional marketing mediums. In a competitive marketing environment, you need to sometimes go the non-traditional route to make an impact, which we are confident we will achieve through this market specific music genre." Mosethi continues.

When asked why he chose to team up with Shell V-Power, Oskido responds: "Shell V-Power unleaded have taken an obvious lead in watching out for their customers and I hope to be able to support their efforts by speaking to people in their own language - the language of Kwaito music."

The agency responsible for Shell V-Power's through the line campaign, RMG Connect and JWT Cape Town, conceptualised the campaign and have been responsible for the execution of this novel strategy. Says Strategic Director Jeremy Bouwer, "Our aim was to combine classical advertising with an experiential approach that would tap into the hearts and minds of our consumers. The joint campaign with Oskido (Brothers of Peace) gave us the perfect vehicle to 'positively package' a grudge purchase into something more entertaining, whilst also conveying the core educational message.

This Johannesburg specific marketing campaign will be driven by a number of components. YFM Radio will host a number of live outside radio broadcasts on the following details:

V-Power 2 Da People Bashes

30th November @ Hartebeespoort Dam

7th December @ Johannesburg Zoo

14th December @ Aqua Dome @ Emerald Casino

The campaign culminates on the 21st December in a music concert being held at Splash in Centurion with Oskido performing the V-Power song with his band, 'Brothers of Peace' supported by a number of other well known Y-FM DJ's.

Background on Oskido

If there is anyone qualified to take up the challenge Oskido is surely the one. He began his musical career in the late 80's... running a Boerewors stand outside famed Hillbrow nightclub, Razzmatazz. At first, trying his hand on the decks when the club closed for evening, and graduating to playing 'officially' when the resident DJ failed to arrive. The rest as they say is history.

A few years later he produced the 1992 Mixmaster compilation and still later, joined forces with musician/producer Don Laka and DJ/Producer Christos Katsaitis to form their own Kalawa Records. The first album to be produced under their label was the now legendary 'Brothers of Peace' in 1993.

As manager of Arena in Hillbrow, Oskido was able to meet and befriend many of today's Kwaito stars who performed there, among them: Thembi Lebo, Theo and Junior of Boom Shaka; E'Smile, Skeem, Mandoza and the Chiskop boys.

In 1997 Oskido formed part of the of the launch team of radio station YFM 99.2. Currently still with the station he hosts the popular Sunday evening dance slot, "Oskido's Church". His show has resulted in a CD compilation that was launched in 2001, 'Oskido's Church Grooves the 1st Commandment' that went platinum, and in 2002 the 2nd Commandment which has gone gold. A good track record, considering the challenge that lies ahead.

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