

Grey Advertising South Africa's Dulux TVC named one of South Africa's Best Liked Ads by Kantar Millward Brown

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Local agency Grey Advertising's Dulux 'Weatherguard' TVC was recently listed as one of Kantar Millward Brown's Best Liked Ads for the fourth and final quarter of 2017.



The Dulux 'Weatherguard' TVC uses a bit of local humour to highlight the durability and quality of the 'world's most-loved paint brand'. The ad features a modern South African family and comically depicts a curious little girl whose question prompts her proactive father to paint his mother's house. The question directed to the father is "Why does granny's house have wrinkles?" The result is a flawlessly painted house met with approval from her grandmother.

"We're proud to have come this far with the Dulux commercial," said Fran Luckin, Grey Advertising's chief creative officer (CCO). "We used Dulux's Maxiflex technology which enables the paint to 'stretch' over tiny imperfections, giving exterior walls added protection to South Africa's harsh climate. By comparing cracks in the wall to wrinkles, we allowed for the technical product benefits to shine through in a more emotive way. And that's what resonates with people," she said.

The top 10 ads are rated by the South African audience, who Kantar Millward Brown believes to be the most important critic – as they ultimately choose whether to buy your brand or not.

The ad can be seen here - <https://www.youtube.com/watch?v=RPDhCHbCt6Y>.

Kantar Millward Brown is a leading global research agency specialising in advertising effectiveness, strategic communication, media and brand equity research.

Dulux is a global leading brand of premium quality paint, and the guiding principles for any Dulux product are to ensure they consistently live up to the Dulux reputation for verifiable, total product performance that is both recognised and expected by customers.

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