

Brave Group and Momentum collaborate to bring #Budget2019 to the man on the street

Issued by [Brave Group](#)

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As Finance Minister Tito Mboweni addressed a nation of over 50 million people, advertising agency Brave Group in collaboration with well-known insurance house and client Momentum, listened and understood the impact the minister's plans would have on ordinary South Africans. Without wasting much time, Brave Group offered the public some solutions from Momentum to help respond to challenges posed by the Budget. How was this executed? A real-time electronic billboard display with key Budget Speech takeouts and solutions, on Alice Lane, one of the busiest areas in Sandton.

How did this idea come about?

It started with a simple insight, which according to Nicole Glickman, Head of Copy at Brave Group, is that most South Africans during the Budget Speech are thinking about their own budgets, how the results will affect their back pockets and how they will reach their financial potential in the current economic climate. By harnessing the power and reach of electronic technology, "We wanted to shed light on the budget outcome by advising South Africans that Momentum's range of products, team of Advisors and services are designed to help South Africans respond to any challenges presented by the Budget Speech," says Glickman.

The execution

This proactive opportunity was presented to client on Friday, 15 February, and it was all systems go. A set of creatives went to MMI Holdings, to engage with their economist and product houses as the Budget Speech was being delivered. Another creative team was on-site at the digital billboard, situated in Sandton's financial hub to capture the moments live and upload them onto social media.

Creative Team

ECD: Thibedi Meso

Copywriters: Nicole Glickman, Amy Searll

Art Directors: Roderick Laka, Matt McIver

Client Service: Nicholas Bastiaanse-Burger, Thandi Mphahlele

DTP: Yogi Moodley

Proofing: Hildegard Kennedy

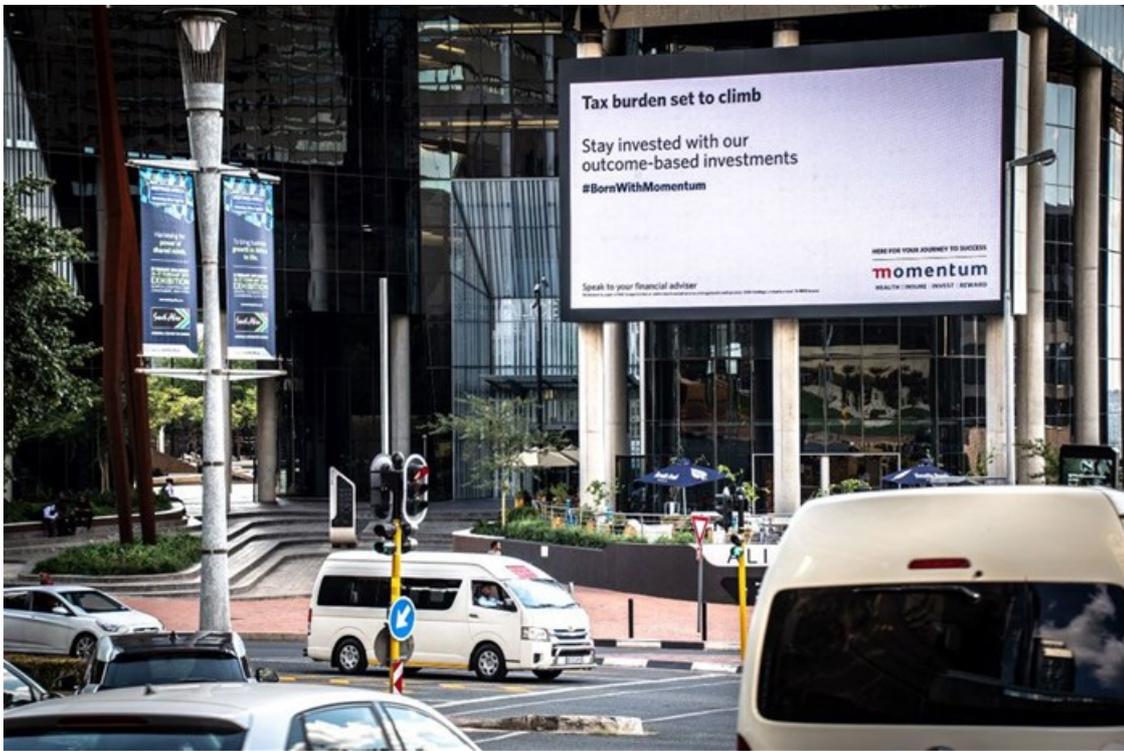
TV Producer: Hazel van Jaarsveld

Operations Manager: Gabi Ehrhardt

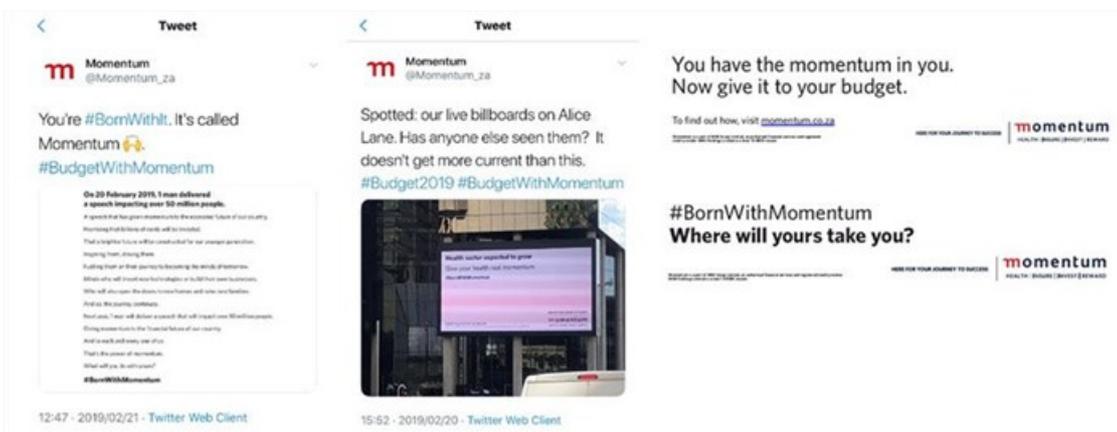
Traffic: Mmabatho Menoe

The verdict

The result of the combined effort was an engaging, real-time digital broadcast of the Budget outcomes, supplemented by Momentum's range of products and services designed to help South Africans ease any burdens presented by the Minister's Budget.



This creative effort was also accompanied by posts on the Minister’s address on each of Momentum’s social media handles, as well as bought space in leading daily newspapers.



At Brave Group, “We do brave work, are quick and responsive, collaborate easily, are flexible and have our finger on the pulse. We understand our clients and their target markets’ needs. And when a client is called Momentum, that’s exactly what we give it,” says Nicole Glickman.

In a response to the campaign, Momentum praised the integrated effort between Brave Group, digital agency VML, Miliswa Sitshwele (in-house digital resource at Momentum) and PR agency MSL. This collaborative effort made for a very successful through-the-line campaign and helped to communicate Momentum’s support of their clients on their journey to success.

This is just one of many exciting campaigns originating from the Brave Group and is testament to how they keep their clients’ momentum going. 2019 promises to be a year of doing things in a different way – the Brave way!

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