

Clover ads are not just ads

Issued by [Joe Public](#)

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It doesn't matter which brand you buy, milk is just milk, right?

Wrong.

Clover Milk is definitely not just milk. From making use of only the top 360 farms in South Africa to performing 55 quality checks on every litre of their milk, Clover prides itself on putting the utmost care into every single step of the process - from farm to factory to the man on the street.

Underpinned by their overall brand proposition, "a taste for healthy living", Clover's dedication to excellence stems from the belief that quality products add quality to life, and that quality milk is essential in the development of strong, healthy bones and teeth.

It is based on this proposition that creative agency Joe Public created an innovative print ad that delivers on the promise of the brand.



Says Antoinette Fourie, copywriter for Joe Public: "In a time of fast food and fizzy drinks, we wanted to create an ad that would break through the clutter to remind consumers of the wonderful health benefits of a quality milk such as Clover."

Of a tactical nature, the ad was designed to not only create talkability around Clover Milk, but also to communicate that milk is the number one source of calcium for healthy bones.

Simply stating: "Clover Milk - the backbone of healthy living", the ad was run on the spine of

Longevity magazine. And since Longevity's positioning is "the power of healthy living", there couldn't have been a more appropriate place for this execution.

Laurent Marty, Joe Public's strategic director, adds: "It's amazing how new, uncharted media spaces (those spaces that you are so accustomed to that you have become blind to them) can be discovered via the 'idea'. The concept of the "spine" in this instance opens a new media space, communicating an idea in a simple, yet unique way."

About Joe Public

Joe Public is an independently owned, Johannesburg-based advertising and design agency with a deep-rooted love for South Africa. We are an agency for people, by people and it is this philosophy that inspires us to win the hearts and minds of the South African public in everything we do. For more information about Joe Public, go to our website at www.joepublic.co.za.

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Joe Public

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