

# Sex, nudity, humour and drama - all in a day's work for Euro RSCG South Africa

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So what do you say when BETC Euro RSCG, the second most creative agency in the world (according to the Gunn Report) asks you to help them come up with an ad for one of their biggest clients? Well, the guys at Euro RSCG South Africa were left pretty speechless.

For the worldwide launch of the new Peugeot 208, BETC Euro invited a couple of agencies within the Euro network for exciting, new ideas for the manufacturer's flagship model. After a few elimination rounds, Euro RSCG South Africa was awarded the task of developing an interactive video for the car - the first ever for the French brand.

"We wanted to create talkability and get the message about this exciting new model across to a target market which consumes media very differently," says Jonathan Deeb, the Executive Creative Director of Euro RSCG South Africa.

Working with the campaign line 'Let your body drive', the concept was developed by the creative team of Romy Lunz (art director), Balekane Mokoditso (copywriter) and Jeff Harvey (copywriter), led by Deeb. On the BETC side, they worked with Anne-Cécile Tauleigne (creative director) and Rémi Babinet (creative director and chairman) to mention a few. The result? A seven-minute extravaganza of sex, nudity, humour and high drama as we follow the journey of a naked man (yes, naked) around the city. "The idea is about letting your instincts take control and enjoying the world with your senses," says Deeb.

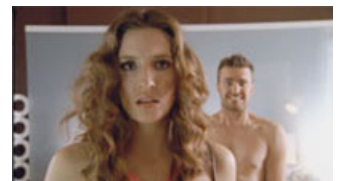
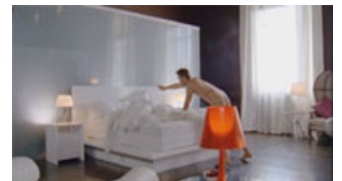
The agency worked with director, Mike Middleton and producer, Janet Sender, from Jump films for the mammoth production. The project involved weeks of pre-production, several flights between Paris, Cape Town and Joburg, not forgetting hundreds of Skype calls to Paris. This culminated in a week-long shoot in various locations around Cape Town, and despite the freezing weather and a cast and crew of over 300, our lead, Carl Beukes, who spent 70% of the film naked, took it all in his stride.

All that hard work hasn't gone unnoticed. The viral video was launched worldwide on the 16th of February and has 2.4 million views on YouTube, with 1.7 million previews, making that a total of 4.1 million views! (The web is also abuzz and it has received rave reviews on international blogs such as *Simply Zesty*, *Skidd Mark*, *AdZag*, *Meme Machine* and has already been voted "site of the day" by <http://www.thefwa.com>.)

Lynn Madeley, CEO of Euro RSCG South Africa, had the following to say, "We are extremely proud of the work and it again highlights that South Africa is at the forefront of creative advertising."

To watch the interactive film, go to **YouTube** and enter the following link <http://youtu.be/1KduwP0w2w> or visit <http://www.208-lesite.peugeot.fr/>, click on '**208 INTERACTIVE EXPERIENCE CLIQUEZ ICI**' in the middle of the page and find out how much fun can be had when you let your body drive.

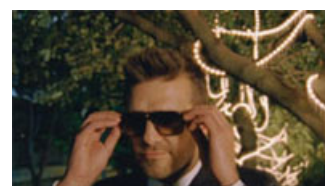
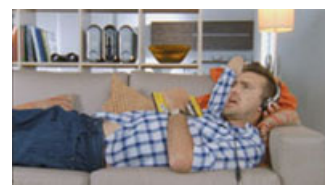
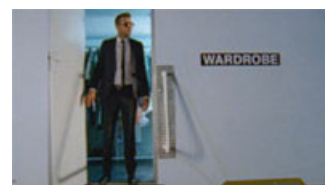
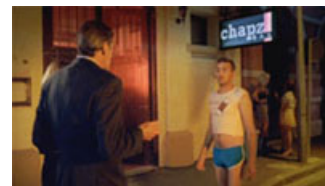
**Team involved:**



Client service: Kate Lambon, Kate Pearce  
Copywriter: Jeff Harvey  
Copywriter: Balekane Mokoditso  
Art director: Romy Lunz  
Agency producer: Leane Carr  
Executive Creative Director: Jonathan Deeb  
Production company: Jump films  
Director: Mike Middleton  
Producer: Janet Sender  
Post production: Kobus Loots, Upstairs Post  
Special effects: Christian Van Der Walt, Sinister Studio  
Music: Rob Schroeder, Rob Roy Music

## BETC Euro Team:

Creative Director: Anne-Cécile Tauleigne  
Creative Director and Chairman: Rémi Babinet  
International general director: Henri Tripard  
Board director: Julien Grimaldi  
Account manager: Thomas Boutte  
Account director: Xavier Blairon  
Group leader: Olivier Sentucq  
Producer Maxime Huyghe



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