

Loyalty begets loyalty

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If there is one company that understands the value of speaking to its customers in their mother tongue, it's Toyota. Do you still remember the radio campaign *Taa! Oumas, taa! tieners en taa! meisies*, which won Pendoring's Prestige Award in 2013? What about Toyota's vernacular radio campaign for Automark, which won a Gold Pendoring in the same year? Those are just two of many vernacular advertising campaigns. Using humour and the South African culture in its ads also helps to endear its products in the hearts of South Africans.

"Toyota still believes advertising in the mother tongue makes a contribution to brand loyalty and customer engagement. That's why we have decided to continue acknowledging the value of Afrikaans-language advertising and the buying power of Afrikaans speakers through its ongoing sponsorship of the Pendoring Advertising Awards, which also focus on all the indigenous languages of South Africa this year," says Calvyn Hamman, senior vice-President of Sales and Marketing at Toyota.



Calvyn Hamman, Toyota

"All the much loved ads from the past have added to our high percentage of loyal customers, including the Afrikaans community. I think it adds value to their overall perception of the brand. By taking the time to develop advertising in the mother tongue, a brand shows that it cares and values all its customers."

According to Hamman, Afrikaans speakers contribute significantly to Toyota South Africa's success. "They feel at home with a company that takes the trouble to advertise in their mother tongue. This, obviously, is a sound reason to advertise in Afrikaans.

"Because the Afrikaans community is important to our brand - like every segment of the market - we make every effort to find suitable channels through all the marketing elements (promotions, sponsorships and advertising) to reach our audiences.

Hamman added that Toyota has always enjoyed great success with its Hilux campaigns as it is such a South African icon that has allowed the brand to have some fun while show-casing its benefits.

"If the right offer / platform for marketing is presented that fits the brand strategy and direction, brands will grab the opportunity. It is important for the various Afrikaans platforms (such as kykNET) to stay fresh and abreast of new developments in the industry and, above all, remain competitive in terms of pricing and reach."

- The Pendoring Awards gala event will take place at Vodacom World, Midrand, Gauteng, on Friday, 30 October. The extended entry deadline is 11 August 2015. To submit entries, visit www.pendoring.co.za

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Pendoring

Pendoring is the platform that embraces country and industry to promote, unify and celebrate the richness of South Africa's creative content in all its indigenous languages.

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