

Customers take centre stage in new TVCs which celebrate Ackermans' centenary

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To celebrate its 100th birthday, Ackermans - in collaboration with its long-standing agency partner, Ninety9cents (99c) - has crafted three emotive television commercials (TVCs) that share real-life stories of the brand's place in the lives of its customers - as told by its customers.



"We wouldn't be celebrating this milestone if not for our customers," says Janine Van Deventer, Marketing Manager at Ackermans South Africa. "We wanted to take the opportunity to acknowledge and pay tribute to the very people who have welcomed us into their homes and the lives of their families for generations."

Van Deventer continues, "Through bringing a few of these heartwarming stories to life in cinematic style, we aim to celebrate and show our appreciation to the millions of South Africans who have taken this journey with us over the last 100 years."

In order to collect these stories, a call was put out via social media and print for Ackermans customers to share their memories... and the country responded.

"We were overwhelmed by the sheer volume of stories we received. In fact, the biggest challenge was narrowing down the pool to just three. Working closely with our client, who was completely involved in every step of the process, we selected the stories we believed we could do justice," says Morné Strydom, Creative Director at 99c.

Together with production company Darling Films and under the oversight of talented director Zee Ntuli, the TVCs were filmed on location in Johannesburg, using actors.

"While we planned to recreate these experiences in a visually arresting and emotionally engaging way, it was also critical to us that we portray these stories belonging to real people, authentically. We were thrilled that the customers whose stories were featured were happy with the outcome.

“For a century, Ackermans has brought value to the lives of so many South Africans by making it possible for families to access quality goods at affordable prices. This campaign exemplifies the brand’s devotion by paying homage to its customers – who are largely mothers or caretakers within families.”

Andrew Brand, Managing Director at 99c, says: “Ackermans has a rich heritage as a household name entrenched in the very fabric of our country. It was an honour to play a part in sharing the journey of this well-loved South African brand, in such sincere, customer-centric and true-to-brand style.”

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