

# Get what you want and get it now

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Renault's first locally produced vehicle in over thirty years, the Renault Sandero, has hit South Africa by storm, with in excess of 2,000 people attending the launch event in Newtown Johannesburg in February 2009, Offlimit Communications, brand activations agency has followed through with opportunities for the South African public to experience the Sandero as never before.



The new Renault Sandero stands out as a chic, spacious, sturdy hatchback, with visual appeal and undeniable value for money.

Renault briefed Offlimit Communications to conceptualise and manage an activation that would push test drives and speak the brand essence: "a safe and affordable ride in true style".

Looking to keep the international French flair, for which Renault is renowned, whilst remaining proudly South African, Offlimit Communications proposed to bring the Sandero to the people and allow them to interact with the brand on a personal level at venues that allow for a sense of community and local flavor.

"We realised through doing mall activations that the best way to really get test drives is by taking them to the people rather than asking them to come to us," states Shereen Palmer, Director at Offlimit Communications. "We took the Sandero to a place that unites the kasi, car washes and Shisa Nyamas."

"We started to see results, where consumers were test driving at the car wash on the Sunday and wanting to purchase the very next day," Palmer continues.

"Bringing DJ's, soccer trickstars, Gang of Instrumentals and two Sanderos to the various test drive initiatives, at Shiz Nyama, car washes and universities, the events have been unbelievable, with up to 1,000 people gathering together to interact and experience the brand first hand," states Chrisula Zarkalis, Project administrator at Offlimit Communications who has been managing the campaign.

The activations throughout Johannesburg have been a phenomenal success, prompting Renault to carry the concept nationally, with the test drives currently in Durban, and then in Cape Town in early September.

Offlimit communication, below-the-line activation agency, offers a full 360-degree BTL solution, with a team including top strategy, creative and production, as well as a digital arm. For more information about the company, visit [www.offlimit.co.za](http://www.offlimit.co.za).

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