

Promise Brand Specialists creates for Elliott International

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Promise Brand Specialists, in partnership with new client Elliott International, creates a new ATL campaign to emphasise Elliott International's clearly defined market position.



Moving premises, whether for home or office is one of the most stressful events a person could undergo. Elliott International, one of South Africa's most experienced and expansive relocations companies, has launched its new advertising campaign to highlight its consumer focused service offering.

"The creative rationale behind the campaign is therefore simply 'The Easy Way to Move', translated in the above the line campaign to 'We'll make moving so easy, you'll forget you did.' The concept communicates this rationale in a human, affable and engaging way with the intention to place the Elliott International brand top-of-mind within consumer headspace," says Managing Director of Promise, James Moffatt.

"Our customers choose Elliott International because they can rest assured that their lives will have little disruption, and they will be able to get on with things whilst Elliott's takes care of the rest. In the last few years Elliott had really taken a back seat in terms of advertising. When we appointed Promise we decided to revitalise our approach and thoughts towards our brand," comments Charles Luyckx, CEO of Elliott.

Tactical, one-on-one and print executions are to follow on the back of the ATL relaunch.

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