

GAUTRAIN 50% FARE IS 100% VALUE

<TAG LINE>

Opening:

1. Sometimes 50% off is not 100% what's needed.
2. Is 50% off 100% good?
3. Not all 50% off offers, are 100% great.

(to be further refined as required)

Closing:

1. Get 100% value with Gautrain's 50% off.
2. Get 100% value when you travel for half price with Gautrain.

<VISUAL>

1. Half a haircut
Gent in barber chair with half a buzz cut
Lady in salon with half short cut and remainder long.
2. Half a pair of shoes
Pair of fancy red heels, with heels removed
Show suit pants legs with only one dress shoe (other foot a sock)
3. Half a facial
Gent in barber chair with half a face shaved
Lady lying on a salon bed with half face covered in face mask

<APPLICATION>

The same visual treatment can be applied to:

- *Train headrest,*
- *Billboard,*
- *Print, and*
- *Social*

Radio application to follow after visuals have been embedded in consumer's minds.

Radio should follow a conversational treatment to convey the message. For example:

- Lady enters a shoe store, clerk advises of a 'half off sale'. Customer is elated and describes the red 6" heels that she would like. Apply sound of breaking. Customer gasps and asks what the clerk is doing. Clerk advises that she's removing the heels as it is a 'half off' promo.
- Gent arrives and is welcomed to the barber shop. Stylist informs the gent of their 'half off' promo. Sounds of clippers/buzzers can be heard and stylist wraps up saying that they're all done. Gent asks about the rest of the cut. Stylist advises that it's a 'half off' promo.

Activation

Gents with half a buzz cut, one shoe, one sock; ladies wearing only one glove, or wearing half a face mask (fabric mask cut in half or use white face paint on only half the face).