

SABC ENCORE

By Tshepo Molefe

Background

SABC Encore is a DSTV channel that plays all the retro shows that we grew up with. However, people have not been tuning into the channel.

Brief

DSTV wants to get its customers to watch SABC Encore and upgrade their plan to premium. DSTV also wants people that don't have DSTV to purchase a decoder and become loyal customers.

Main Insight

People don't like change

Concept

Timeless Television

Pay-Off Line

Timeless.

Deliverable List

1. Street Pole

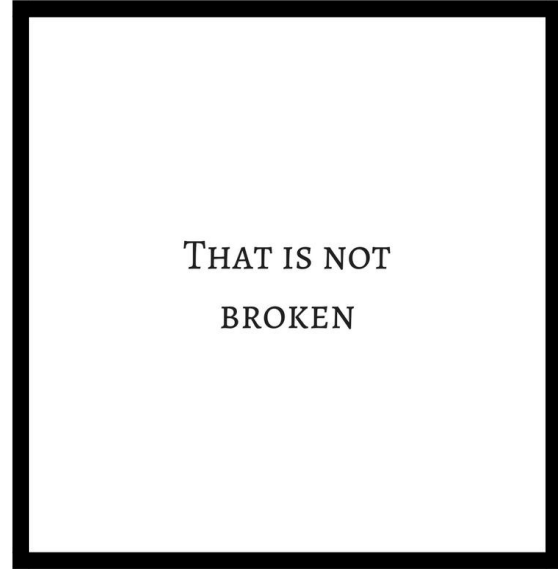
Street Poles Description

Client: SABC Encore
Element: Street Polls
Writer: Tshepo Molefe
Title: Timeless

Street Poles



Pole 1



Pole 2

Street Poles



Pole 3



Pole 4