

LOXION

KULLA

Loxion Kulca

By Tshepo Molefe

Background

Loxion Kulca is an iconic South African Clothing brand that peaked in the late 90s. In their heydays, Loxion Kulca was heralded as township heroes as this clothing brand truly captured the style and diversity of Kasi culture.

Brief

Loxion Kulca needs to reinvent its brand image through a 360 ad campaign that will reintroduce them to the market

Main Insight

People want to express their individuality through their clothes, but also want to do so in a comfortable manner.

Insight Story

Currently

Say

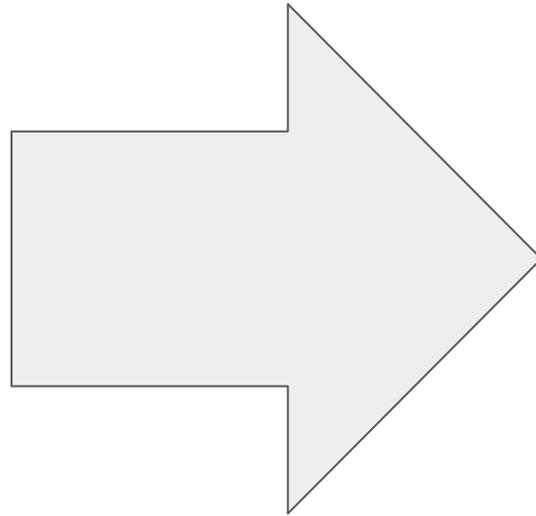
"I want to be able to be fashionable and comfortable in anything I wear"

Think

My clothes are one dimensional

Feel

Uncomfortable



Ideally

Say

"My clothes fit me just right, and I look good! What more do I need?"

Think

My clothes are dynamic

Feel

Confident

Problem Statement

How can Loxion Kulca help the youth think that Loxion Kulca clothes are dynamic because currently they feel uncomfortable about their wardrobe?

Big Idea

Let the brand, Loxion Kulca, be an extension of the target audience's style and themselves.

Pay-Off Line

BE YOU. BE LOXION KULCA.

Deliverable List

1. 2 x Radio Ad
2. Cinema
3. Social Media Banner
4. TV Ad

Radio Ad - Description

Client: Loxion Kulca

Element: Radio

Type: Conceptual

Length: 30''

Writer: Tshepo Molefe

Title: Be...Loxion Kulca

Radio Ad

(imagine hearing each line of this script coming from different angles. Imagine 3D sound)

MVO1: You fat ass mutha...

FVO1: (chuckles) who told you, you could sing...

FVO2: Ohhh... you think you better than me...

MVO2: But you only started doing this now, are you sure that you're ready...

FVO3: How will this thing you are doing, pay your bills...

MVO3: Ohhh, honey...Keep dreaming...

MVO4: Be safe.

Be compliant.

Stay miserable.

Be employable

Be employable

MVO4: Be ... employable

Stay normal.

Stay...Normal.

Break the norm.

Break the rules.

Redefine your norm.

Be anarchic.

Be a rebel

Be bold

Be hungry for success

Be on your measurement of success

Be you

Everyone: Be... Loxion Kulca

Radio Ad - Description

Client: Loxion Kulca

Element: Radio

Type: Conceptual

Length: 30''

Writer: Tshepo Molefe

Title: Be...Loxion Kulca

Radio Ad

MVO1: Be broke

Always worry about your next paycheck

Be a hand-to-mouth type person

Always long for change

Be miserable

Be compliant

Be the boss's doormat

Be everyone's expectation of you

Be employable

FVO1: Be normal

MVO1: Be employable

FVO1: Be normal

MVO1: Be employable

FVO1: Be normal

MVO1: Be employable

FVO1: Break the norm

Be your own measurement of success

Be a rebel

Be revolutionary

Be a visionary

Be the exception

Be bold

Be everything they wish to be

Be free

Be you

Be...

FVO1 and MVO1: Loxion Kulca

Cinema Description

Client: Loxion Kulca

Element: Cinema

Type: Conceptual

Length: 60''

Writer: Tshepo Molefe

Title: Be...Loxion Kulca

Cinema



PS: Remember the image of the shoe.

Cinema

Visuals	Audio
Camera shows a man getting dressed in his room. He is dressed in a semi-casual, all loxion kulca outfit and paired the outfit with the shoe you see on top.	
The semi-casual dressed man steps out and catches a taxi.	MVO1: (huge sigh) Relax... They chose you.
In the taxi, he does a catholic prayer hand motion, crosses himself. As the hand passes the left side of his chest, the camera catches the Loxion Kulca logo.	MVO1: That means you are half-way in. You got this!
Scene changes.	
Another man is getting dressed. He is wearing a dark brown Loxion Kulca tuxedo, paired with the shoe you see above.	MVO2: I can't afford another 'No'.
The well dressed man leaves his apartment and steps into his Kia Picanto.	MVO2: This is all I have.

Cinema

Visuals	Audio
The well dressed man holds the steering wheel tightly and buries his head between his hands, before starting up his car and drives off.	MVO2: I can't mess this up.
Screen splits into two. Screen one shows the semi casual dressed man in a taxi. Screen two shows the well dressed man.	
Camera shows the two gentlemen passing a Loxion Kulca copy driven billboard with the tagline "BE YOU. BE LOXION KULCA"	
Camera is focused on the gentlemen's facial expressions as they see this billboard. They, both, look adamant.	MVO1 and MVO2: I have to make it
Screen one: The semi-casual man gets off the taxi and starts walking towards his destination Screen two: The well dressed man parks his car and walks towards his destination	

Cinema

Visuals	Audio
As both men walk, the camera descends to the men's shoes and the background starts looking the same.	
The men's feet stop when they arrive at the door of their destination. The men's feet are now facing each other.	
The split screen now becomes one. And the camera ascends to the men's faces	
Both men look at each other's shoes. Both men look at each other. They give each other that "I see you, mate" nod and they both walk in the venue.	
Scene becomes blurry. The copy written in white appears: BE CASUAL. BE CLASSY. BE YOU. BE LOXION KULCA	MVO3: Be casual. Be classy. Be you. Be Loxion Kulca.

Social Media Banner Description

Client: Loxion Kulca

Element: Social Media Banner

Type: Conceptual

Writer: Tshepo Molefe

Title: Be Timeless

Social Media Banner



PS: Remember the image of this jacket

Social Media Banner

1. Background is white
2. Baby is wearing a baby version of the jacket you are seeing now
3. Baby is crawling from the left end of the banner, trying to reach the other end of the banner
4. As the baby is crawling, he is growing into a toddler wearing the same jacket, but with a different, toddler-like outfit.
5. Toddler moves from crawling to walking
6. Toddler grows into a primary school kid, wearing the same jacket, but with a pantsula outfit.
7. PS: As the kid is walking, a trail of copy, written in black, is left behind the walking kid
8. As the kid walks, he grows into a teenager with the same jacket, but now wearing tight jeans and Cavala shoes
9. As the kid dancing across the screen, he grows into a varsity kid, with the same jacket, but now wearing baggy pants and Timberland boots. He has a “nigga” step
10. Kid gets to the end, drops the jacket and takes the blazer.
11. As he wears the blazer, his outfit changes to a formal wear
12. Kid walks off the banner
13. The trail of copy that was left behind reads
“Be timeless. Be part of history. Be Loxion Kulca”

TV Ad (Series 1) Description

Client: Loxion Kulca

Element: TV Ads (Series 1 of 4)

Length: 15”

Writer: Tshepo Molefe

Title: Be...Loxion Kulca

TV Ad (Series 1)

Visuals	Audio
Camera rises from the ground	SFX: Inspiring Music plays
Camera captures a man wearing casual Loxion Kulca clothes with the iconic brown leather low cut sneaker, walking on the road. The scenery around him is that of a city: loud and busy. Camera only rises to the collar of this man	MVO: Be trendy. Be a hustler. Be street savvy.
As the man walks into a corporate building, the camera descends to the the ground. All is black.	

TV Ad (Series 2) Description

Client: Loxion Kulca

Element: TV Ads (Series 2 of 4)

Length: 15”

Writer: Tshepo Molefe

Title: Be...Loxion Kulca

TV Ad (Series 2)

Visuals	Audio
Camera rises from the ground.	SFX: Inspiring Music plays
Camera captures a man wearing a sky blue Loxion Kulca tuxedo with the iconic brown leather low cut sneaker. Again, the camera rises to the collar of this man. The man is walking through the office space and everyone is cheering for him. One guy even gives him a man-hug.	MVO: Be classy. Be chic. Be confident. Be corporate.
The camera starts to descend. The man walks out of the office, and it is already in the evening. By the time the guy is outside, the camera has descended to the ground.	

TV Ad (Series 3) Description

Client: Loxion Kulca

Element: TV Ads (Series 3 of 4)

Length: 15”

Writer: Tshepo Molefe

Title: Be...Loxion Kulca

TV Ad (Series 3)

Visuals	Audio
Camera rises from the ground.	SFX: Inspiring Music plays
The man is now wearing Loxion Kulca merchandise that one would wear if one is going clubbing, still wearing the iconic low cut sneakers from the previous scenes. Camera rise only until his collar. The scenery is that of a clubbing. The man is dancing through people clubbing and makes his way out of the club.	MVO: Be fun. Be daring. Be a drifter.
Camera	

TV Ad (Series 4) Description

Client: Loxion Kulca

Element: TV Ads (Series 4 of 4)

Length: 15”

Writer: Tshepo Molefe

Title: Be...Loxion Kulca

TV Ad (Series 4)

Visuals	Audio
Camera Camera rises from the ground.	SFX: Inspiring Music plays
Camera shows the man walking into his living room in his “clubbing” outfit. He sits on the couch, puts his feet on the table, and switches the television on.	MVO: Be comfortable. Be transcendent. Be you. Be...
Immediately, the television shows the “Be Loxion Kulca” print written in black with a olive green background.	MVO: Loxion Kulca.
Television switches off and everything blacks out	