

## Y&R SA produces new campaign for Investec

In what is its first brand campaign in almost a decade, Investec Bank has launched two new ads, created by Y&R South Africa. The through-the-line 'Ambition' campaign stretches across outdoor, print and a digital storytelling platform that houses 'Out of the Ordinary' stories of personal drive and a fierce sense of personal purpose.

The first TVC, titled 'Promaths' which was released last month, portrays the story of Sowetan-born Lindiwe Zondo, an alumna of Investec's Promaths programme, who went on to achieve a perfect score on her matric certificate for mathematics and physical science to eventually qualify as an engineer.

The 'Fire Pool' execution features Olympian swimmer and South African sporting hero, Cameron van der Burgh, impressively swimming through a literal pool of fire. The Investec ambassador's personal story of ambition is told through a narrator that points out his imperfect stroke; the fact that ambition is more vital to his extraordinary achievements than talent in isolation.

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