

AdTown

where people who do ads go



Gotta get a pretty good new campaign

VISITORS

(Almost) Everything
You Need to Know

News

- .News
 - .AdTown TV
 - .What's On
 - .Market Place
 - .Work around town.
 - .The Commercial Break
 - .Meet the Neighbours
 - .Funday
 - .Photo Galleries
 - .Share your news
- Directory

Jobs

Advertising

News Archive

BUY STUFF



The wonderful world of advertising is filled with some truly great and memorable characters. There was Colgate's Mrs Marsh. Mortein's Loui the Fly. And locally, we've got, ah, people like The Gotta Getta Guy and the 'Pretty good hey?' bloke from the Cafe Primo ads. OK, so perhaps not globally recognised, but certainly well known here in Adelaide.

So the guys at Crisp Advertising thought, let's stick them in a campaign together. You know, kind of like Starsky and Hutch. Laverne and Shirley. Butch Cassidy and the Sundance Kid. Or for you youngsters... Ah... Rihanna and Eminem.

They reckon it's one of the biggest marketing joint ventures in local history as GGG customers receive a free lunch voucher just for getting a quote, while Cafe Primo customers go in the

draw to win a family outdoor spa supplied by GGG. The combined on-air media spend together with the prizes is expected to top \$100,000 over the four week campaign.

Cafe Primo Master Franchisor Dino Vitesse said "We are all really excited about this joint venture. We are always looking for new ideas and when this concept was proposed to use we jumped at the chance." Sean Disbury, Managing Director of GGG agreed, saying "this is an awesome opportunity for two SA icons to join forces and take really strong offers to the public. Gotta Getta Group is constantly re-inventing itself and bringing the best offers to the market. Associating ourselves with a brand like Cafe Primo can only help re-enforce this. Plus Mark and I had a lot of fun doing it!" he laughed. The promotion is currently airing on channel 9, 10 and Mix 102.3