

ComEd campaign shines a light on energy-saving light bulbs.

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ComEd has launched a new Spanish-language advertising campaign to assist customers in managing their energy costs by using an energy-saving light bulb. The campaign highlights a program offered by the company that discounts compact fluorescent light bulbs (CFL). The television and radio campaign to support the effort was created by ComEd's Hispanic advertising agency of record, the San Jose Group (SJG).

To create a memorable vehicle for this message, SJG centered its spots on a key figure in Hispanic pop culture, the hairdresser. The stylist character provides the perfect mix for a creative and simple execution - humor, credibility and the ability to convey key messages in a memorable way. The humorous tone marks an unlikely and refreshing approach to energy, which is typically considered a more "serious" category.

"Humor is a common cultural thread that transcends borders and nationalities," said Antonio Lovera, creative director at SJG. "With the variety of Latin American cultures represented in ComEd's marketplace, we used humor as an element to engage all Hispanics in a meaningful way."

Taking advantage of the chisme (gossip) that regularly takes place at beauty shops, the :30 executions feature a hairdresser gossiping to a client about how a man left "her" for something younger, that lasts longer and even saves money. Needless to say, the amusing banter reveals that the "her" they are gossiping about is the new CFL bulb.