

Exclusive digital experiences featuring local musician Jeremy Loops - a priceless moment hosted by Mastercard

Issued by [Tractor Outdoor](#)

26 Mar 2021

*The new priceless experience is available on the [priceless.com](#) platform
Loops joins a host of other household and international names to curate bespoke experiences
A project conceptualised and executed by Mischief Media and Tractor Outdoor*



Mastercard will launch a new Priceless™ digital experience with a video featuring recording artist Jeremy Loops performing his hit song “Down South” on the Table Mountain Aerial Cableway. Loops dedicates his performance to all tourists, locally and abroad, who have in previous years flocked to the Mother City but have not been able to make the trip because of pandemic-related travel restrictions.

Mischief Media, the activations division of Tractor Outdoor, was presented with an opportunity to leverage the existing Mastercard OOH partnership with the Table Mountain Aerial Cable Co (TMACC) and pitched the idea of a ***special*** performance experience for Priceless.com. The resulting video features Cape Town-based artist Loops performing a tailored version of his hit song “Down South” with never-before-seen perspectives of Table Mountain as the stage backdrop.

Simon Wall, Mischief and Tractor Outdoor CEO, said: “The partnership between Mastercard and the Table Mountain Aerial Cable Co. is a key relationship for multiple stakeholders and, with the current travel restrictions, our objective was to find a creative way to keep the experience of using the Table Mountain Aerial Cableway and the City of Cape Town top of mind as a destination once tourism opens up again. We also wanted to incorporate elements of entertainment and awe into the experience, as well as blending film, music, digital and outdoor. I think we’ve done that!”

Mischief Media commissioned consulting executive creative director Mike Beukes and film director Rick Wall to develop and execute the video. Working closely with Loops and his team, they developed a new version of the song that is both intimate and powerful and paired this with the visuals of a solo journey to the top of Table Mountain on a perfect Cape Town summer day. The experience culminates with a bird’s eye view of Loops and his full band rocking out on a deserted Table Mountain summit at sunset.



Both Table Mountain Aerial Cable Co (TMACC) and Cape Town Tourism were quick to spot the opportunity of creating an alluring viewing experience for a global audience and assisted Mischief Media in obtaining a rare approval from SANParks to film inside Table Mountain National Park using drones. Big Bird speciality camera team were brought onboard to provide world-class drone technology and a highly skilled and experienced crew. The resulting cinematography is compelling and gives perspectives of Table Mountain National Park and the Cableway that have not yet been seen.

Kamini Redhi, Mastercard South Africa marketing and communications director, says: “At Mastercard, we are committed to accelerating digital transformation and creating bespoke experiences that connect our audiences to their passions through our long-established Priceless experiences platform. For decades, we have brought consumers closer to their passions and we are constantly adapting our approach to do this in relevant and meaningful ways. We were thrilled to work with Jeremy Loops and believe that his global appeal, combined with the unique experience afforded by the Table Mountain Aerial Cable Co. have allowed us to create a truly unique and Priceless™ video experience for the Priceless.com platform. We’d also like to extend special thanks to Table Mountain Aerial Cable Co, SANParks and Cape Town Tourism for allowing us to create this Priceless experience.”

The Priceless™ digital video experience is available to view exclusively on www.priceless.com and via the link: <https://www.priceless.com/travel/product/164268/fall-in-love-with-cape-town-from-the-table-mountain-cable-car-alongside-artist-jeremy-loops>

About Jeremy Loops

Jeremy Loops is a South African recording and touring artist. Loops’s music has been streamed over 200 million times across digital platforms, he has headlined multi-territory tours, played mainstage at the Lollapalooza Paris and Frequency festivals and sold out iconic international music venues including the O2 Academy Brixton. For more information, visit <http://www.jeremyloops.com>

About Mastercard

Mastercard is a global technology company in the payments industry. Our mission is to connect and power an inclusive, digital economy that benefits everyone, everywhere by making transactions safe, simple, smart and accessible. Using secure data and networks, partnerships and passion, our innovations and solutions help individuals, financial institutions, governments and businesses realize their greatest potential. Our decency quotient, or DQ, drives our culture and everything we do inside and outside of our company. With connections across more than 210 countries and territories, we are building a sustainable world that unlocks priceless possibilities for all. Follow us on [Twitter @MastercardMEA](https://twitter.com/MastercardMEA)

About Mischief Media

As part of Tractor Outdoor, Mischief Media enables seamless transition of consumer engagement with brands in an outdoor environment, from inception, through to implementation of live brand experiences or experiential media. For more information, please visit www.mischiefmedia.co.za

About Priceless Cities

Priceless Cities is enabling unique digital experiences that can be enjoyed from home. For more information, please visit www.priceless.com

For more information about Table Mountain Aerial Cable Co. (TMACC), SANParks, Big Bird Drones and Cape Town Tourism, please visit www.tablemountain.net; www.sanparks.org; www.bigbird.tv; www.capetown.travel

- **The rise of retail media in marketing strategies** 8 May 2024
- **Mali Motsumi-Garrido and Ruchelle Mouton join Tractor Outdoor's board of directors** 27 Feb 2024
- **Supporting small businesses: Tractor offers free outdoor advertising to SMEs** 26 Jan 2024
- **All the right sites in all the right places** 5 Dec 2023
- **Thinking *out-the-billboard*: Big ideas to bring your next OOH campaign to life** 19 Oct 2023

Tractor Outdoor



Tractor Outdoor was founded in 2001 by international industry veterans and is managed by a team who has a comprehensive grounding in the outdoor media industry.

[Profile](#) | [News](#) | [Contact](#) | [Facebook](#) | [RSS Feed](#)

For more, visit: <https://www.bizcommunity.com>