

Crazy Store launches advertising in cinemas

The Crazy Store has made its cinema debut with five stop-motion ads being flighted at select cinemas in South Africa. What makes these ads special is that everything in the ads was made from an item that is available from The Crazy Store.

For example, the duck aircraft seen in all the commercials was made from straws, felt pads, crafting board and modelling clay. Even the clouds were made from cotton wool on painted sosatie sticks.

The adverts will flight into the new year and will also be shown on several digital and social media channels - with The Crazy Store mascot, The Crazy Duck, taking centre stage. The commercials were executed using the technique of stop-motion. Not only is it the perfect fit for The Crazy Store's quirky personality, it is the only way, beyond old-fashioned animation, to bring an inanimate object to life. It was also important that The Crazy Duck, the hero of all The Crazy Store ads, appeared 'live' on screen, giving off emotions such as humour and empathy.

The Crazy Store is a partner of The Friends of the Children's Hospital Association (FOCHA) – a fundraising arm of The Red Cross War Memorial Children's Hospital in Cape Town. 10% of sales from these collectable ducks is donated to the Friends of the Children's Hospital Association.

Watch the Making of The Crazy Store Brand Advert [here](#) and the first novelty toy brand advert below: