

Hyundai lights the way with new Creta commercial

Issued by [Joe Public](#)

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A commercial for a new Hyundai? Or a celebration of women and everything they've achieved? The new Hyundai Creta commercial, titled ***Light The Way***, is both. Brand and communications agency Joe Public United, in partnership with client Hyundai, decided to use the new television commercial as a way to feature the car, but more importantly to serve as a platform to celebrate women, the Creta's primary target market.



Having aired for the first time during International Women's Day, the new commercial links the powerful ritual of lighting a candle in honour of someone, to switching on a car's headlights. Visually we see a large-scale gathering of Hyundai Cretas switching their headlights on in celebration of women's strengths and accomplishments. The ad concludes by dedicating the new Hyundai Creta to all women who light the way.

"The advert is a celebration of women and in 60 seconds we wanted to honour those that have lit the way in a world many consider to be driven by men. We really wanted to position the brand in the mind of our consumers in a unique and powerful way," adds all-star female creative team Natalie Walker, Creative Group Head, and Marjolein Rossouw, copywriter

for Joe Public.

Adding gravitas to the piece is voice artist, local actress, feminist poet, and TV personality Lebo Mashile who delivers right on the agency's script. With this commercial, Hyundai hopes to continue pertinent conversations and awareness of issues surrounding gender inequality, which continues to be a pressing global issue.

Follow the conversations online: [#CretaLightTheWay](#).

 GRAZIA South Africa and 57 others follow




Trendsmap Jo'burg @TrendsJoBurg · 4h

#cretalighttheway is now trending in #Johannesburg

trendsmap.com/r/ZA_JOH_lmszc

#cretalighttheway · Trending in Johannesburg

 Hyundai Korea - Dedicated to the women who drive change. #cretalighttheway https://www.hyundai.co.kr/	 Hyundai Korea - Dedicated to the women who drive change. #cretalighttheway https://www.hyundai.co.kr/	 In the name of the woman. #cretalighttheway
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#SATrendr @SATrendr · 9h



07:15 Trends for South Africa by #ZATrendr

- 1-#CretaLightTheWay
- 2-#ANCKZN
- 3-#FreshAT5
- 4-#djsbutbreakfast
- 5-Leicester City

   3

 Hyundai South Africa Retweeted



Venus HottenTHOT @lebomashile · 4h

"twerking on the inside" 🤪

Nthabeleng Rantseuoa @Nthabi_Ran

Yasssssssss @lebomashile light it up 💜 twitter.com/HyundaiSA/stat...

 1  3  3

 Hyundai South Africa Retweeted



Venus HottenTHOT @lebomashile · 3h

I'm grinning from ear to ear. Thank you 🙏

Lebogang Manoko @Lebo_Mano

@lebomashile nailed this ad. Good call by @HyundaiSA twitter.com/HyundaiSA/stat...

  1  3



Mandisa Ntsinde @mandisa_ntsinde · 4h

Damn! @HyundaiSA the new ad for the Creta is so powerful! It makes me want to trade in my i20 just for the experience! #CretaLightTheWay



3



3



Rukh-Shana @RukhShana · Mar 10

I think I like this Hyundai #Cretalighttheway Ad.



2



11



brighten @u_bhakani · 1h

The fact that #Cretalighttheway is making so much positivity in black women, Simply shows the impact @HyundaiSA has pursued in the market



1



#AllTheTime OUT NOW! follows



Bongile Mvuyana @BongileMvuyana · 3h

Some men r catching feelings abt Hyundai celebrating women right now! Can we just Queen without y'all's hate? Boy, BYE! #CretaLightTheWay



3



4



uZanele @zaneleletile · 3h

Advert is so phenomenal.. #CretaLightTheWay

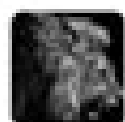


uZanele @zaneleletile · 3h

#CretaLightTheWay I'll be driving soon..



1



Sir TaU_PLK 015 🍀 @sir_taurj · 3h

In every relationship, there is a Lover and the Loved 🍀. The Loved always have the upper hand 😊!

#CretaLightTheWay #DownWithTraffic

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Agency credits:

Agency: Joe Public

Client: Hyundai

Group Chief Creative Office: Pepe Marais

Chief Creative Office: Xolisa Dyeshana

Executive Creative Director: Adam Weber

Creative Group Head: Natalie Walker

Copywriter: Marjolein Rossouw

Strategist: Ismail Jooma

Deputy Managing Director: Khuthala Holten

Account Executive: Nolwazi Mbongwe

Agency TV Producer: Aileen Kennaugh

Production Company: Velocity films

Director: Rob Malpage

Producer: Cat Lindsey

Post-production house: Sinister studios

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