

**BRANDING** By Daniel Scheffler @danielscheffler

# YOU CAN DRIVE WHATEVER WHENEVER

## THE CONCEPT

is almost too simple. Instead of buying a new car you can just use a car that you book online when you need it. This is one more way how the culture of online, and the internet, has added more options to our world

The city of New York is not short of cars branded and ready for use. So at what point will SA get the same concept going – it is after all great for the environment and relatively cheap. And if you're in Johannesburg the Gautrain, will supplement the rest of the travel requirements. Even Cape Town has an efficient bus system that runs through most of the city.

The concept of sharing, or call it 'collaborative consumption' has over the last decade become one of the most prolific movements globally: over sharing on Facebook, sharing offices in downtown Johannesburg and even opening up homes as seen with great success on AirBnB.

It was only a matter of time before cars joined the consort. What has held SA back is the incessant culture of driving your own vehicle. Be it for security reasons, practicality, vanity or perhaps just for the sheer pleasure of driving under the great big African skies the 'mass culture' has yet to embrace car pools opposed to owning a petrol guzzling depreciating motor car. But since the majority of the country makes use of public transport it might be an easy transition to 'renting' or 'sharing' when it eventually comes to a decision to buy or not to buy a car. For the rest, sharing is ever-so-chic as the world moves towards a 'nomadic' way of living.

The sexiest car sharing company, car2go, has a presence across the US and Europe and has used a slogan of 'spontaneity' as part of their campaign success. The ease of signing up, downloading an app,



booking sporty cars and going to the chosen address for pick up makes the brand easy to use and hassle free as you can drive it and leave it in a designated area whenever you're ready. A step up from renting a red car that comes with endless forms and red tape. If the strategists and theorists are right, like author Rachel Botsman, who claims the consumer peer-to-peer rental market alone is worth \$26 billion, then South Africans may have no choice but to jump in the car that somebody else parked on the street for you. Mobilising Africa one shared car at a time.



**Daniel Scheffler** is the owner of The Idea Consultancy. He studied at VEGA, B Comm Marketing/Communication and B Honours Branding. His focus now is on management consulting, idea generation and strategic planning.



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