

MEDIA RELEASE  
DRAFTFCB SOUTH AFRICA



## SA's TVC Production Industry Heavyweights Put Shoulder to *Keep Flying* Wheel

South African's heavyweight TV ad makers have put their shoulder to the *Keep Flying* initiative wheel to drive the campaign forward into its second week.

Communications agency Drafftcb South Africa launched the initiative in a bid to ensure the country doesn't suffer from post-World Cup depression – as all other host nations have done – after all the overseas fans have gone home. Since kick starting the campaign, the agency has responded to over 200 emails while the [www.keepflying.co.za](http://www.keepflying.co.za) website has received more than 8 000 hits.

In addition, more than 70 big and small brands have also indicated that they'll be joining the campaign, either by incorporating the *Keep Flying* device developed by the agency into its marketing communication or by developing an initiative that introduces their own audiences in their own way.

And the response from the heavyweight TV ad makers has been among the strongest with close to a dozen commercials intending to tout the initiative already in production.

Drafftcb Johannesburg executive creative director, Grant Jacobsen, had challenged producers and directors to take ownership of the concept and make it their own either by encouraging their own clients to incorporate *Keep Flying* sentiments into their advertising or by producing ads rallying around the call.

Said Andrew Lester from Spaghetti Media, whose commercial breaks before the end of the week (July 16): "We love working within constraints. The creative potential seems to become deeper when you are limited to a specified group of parameters. Otherwise you tend to get a bit indulgent. We have been truly amazed at the collective smile which the nation has sported over the last month and believe that any opportunity to extend an inclusive sense of belonging is certainly worth pursuing."

Another production house whose ad is ready to flight is Cinergy Productions. It is a candid interview with a real South African who muses on what the end of the World Cup will mean for our country. Then, as he wonders what would happen if we all did one small thing to remember how we were united behind our flag, we get a glimpse of the unique effort he has gone to.

With just over a week from brief to flighting, producers David Elton and Darren Gordon organised a thorough casting in Cape Town through Streetwize and a complex art department rig, not to mention one of South Africa's most famous and unexpected landmarks - to deliver the message that every one of us can keep the flag flying in our own way.

Said director, Jonathan Cohen: "With all the hype and expectation that the advertising industry has built up around the World Cup, it seems only fair that we play some part in maintaining the positivity and unity - rather than allowing the wave of enthusiasm that has swept our country to fizzle out into a distant memory. Strange as it may seem, there were genuinely visible changes in the way South Africans dealt with one another over the past month. So we felt it would be a real shame to watch it fade away like another marketing campaign that has outlived its media burst."

The team at Bomb Commercials did not hesitate when asked to assist in this initiative. Producers Gavin Joubert and Marc Harrison had only two days prior to being contacted by Drafftcb heard a radio interview about Post World Cup Blues. Their director Thabang Moleya thought hard and quick after the Drafftcb briefing about he could make his contribution. He titled his concept - 'Reflections' - a look into who we are as a nation and how we see ourselves.

"After 16 years of democracy and equal rights for all, we have endured a path many nations would have fallen, but instead we are victorious and speak together with one voice. Bomb's shoot took place on July 14 and the commercial will be ready for flighting on July 17. Look out for it," he said.

Members of Air Films and Studio Uhu, Matthys Boshoff, Marge Hughes and Sven Uhlig decided to join forces on the *Keep Flying* initiative because they said they are proudly South African and believe implicitly in the enormous collective power of our people. "We know unequivocally that a feel good campaign motivates people to go on believing in themselves and their fellow South Africans," they said.

Adam Edwards and Philip Davies are Terraplane's new dynamic directing duo. After attending the brief at Drafftcb, they jumped at the opportunity to take part in this great campaign and went ahead 'full force' to produce their commercial in record time. Their concept is simple: to represent the literal hangover South Africans experienced immediately after the World Cup and how we all have a choice in our reactions.

"With the support of our suppliers namely One8six, Cut 'n Paste Audio and Blade Post Production paired with the expertise of Clive Sacke (Director of Photography), the process was hassle free. Terraplane is a huge fan of this initiative and are already working on their next commercial. We fly the flag," they said.

The title of Bouffant's ad is 'DayDream'. It has already been shot and will be ready for flighting by the end of the week (July 16). "It was a really easy decision to get involved with this campaign; we all want this magical energy to last," said executive producer, Lorraine Smit.

Picture Trees' executive producer, Gary King, had this to say: "For the days after the World Cup has ended, the pride and ubuntu of our country needs to be kept alive. Nobody is going to be able to take away from us the feeling that this World Cup has bought to us. I know of two friends who want to come and live back here because of the unity that the World Cup has created. So, to maintain some of this wonderful goodwill and to continue the pride that each and every one of us feels - we are going to do what we can to create something for this *Keep Flying* campaign with two pieces of viral work conceptualised by ourselves, shot internally and hopefully loved by all!"

Fresh Eye's Brennan Lewis and Warren Howsen have created a commercial called 'Within yourself'. They describe it as follows: "The motivation for our concept was to capture the pride within South Africans. One question was asked to many people 'How does make you feel to be a South African?' In doing, so we were able to capture the raw emotion and pride on people's faces as they attempted to answer the question. For us we envisaged the South African flag as not just a tangible symbol of our country but something that resides in all our hearts. So our message is not to just keep flying your flags on your walls or on your cars but as proud patriotic South Africans we should fly our flags high within our hearts too.

Ola!Films is also involved with the initiative. Says director Amy Allais: "As a nation we made it happen. So it's a really inspiring thought that as a nation, we have the power to decide it's not over, and it won't be over. The guests may have gone, but the party's still on!"

"I had just seen this awesome show directed by Brett Bailey called The House of the Holy Afro when Drafftcb approached us with the *Keep Flying* concept. The show was filled with so much stuff I love about this country: sheer talent, demented energy, irreverence, colourful imagery. And it's been touring the world for six years and only just came here. This really resonated with me: we put on this great show for overseas audiences because they appreciate it, and it's only when we see ourselves through their eyes that we appreciate ourselves. The story structure is simple: the show's over, it's the curtain call, the cast is getting undressed. Then they get inspired and do the show for themselves in the dressing room," she said.

Concluded Jacobsen: "The agency is delighted and awed by the industry's response to our call to action. We can't wait to see the finished work and know that it will reach out to all South African's and help ensure the success of the campaign."

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