

Unpacking new Windhoek TVC

Windhoek Beer recently launched its new TV commercial on how it has been making beer for the past 100 years. Its agency, The Jupiter Drawing Room, has released the behind-the-scenes footage of the making of the ad. (video)

It features interviews with Windhoek marketing manager, Alan Roberts, Windhoek brand manager, Vanessa Sew Chung Hong, art director, Andrew Lang and copywriter Bianca Bernstein, both from the agency. The commercial's director, Jonathan Parkinson of Fresh Eye Films, speaks about the set, story and character acting in the commercial.

[View the behind-the-scenes video](#)

[View the full-length commercial](#)

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