

New carnival ad from Redds shot on Jhb streets

The new Redds TVC campaign was shot on location outside the SA Civic Theatre in Braamfontein Johannesburg, with the two-day shoot bringing in the juxtapositions of the urban hub's cityscapes and Johannesburg's tree oasis.



Featuring a central character, who whilst chilling with friends takes a sip of his drink that results in a sudden burst of taste and ultimately opens up an eruption of colour and energy that is impossible to contain. The transformation occurs as the brand is consumed and all the characters unleash their own carnival spirit.

"This advert is the next step in our brand evolution, which wants to support the emerging carnival culture in South Africa by helping street carnivals in various cities around the country. As a brand team we are very excited to embark on this journey, one which aims to celebrate the wonderful diversity of culture and talent in our beautiful country," says Micah Naidoo, GM of Redd's and FABs at SAB.

Black River FC produced the advert. "Working on the commercial was an exciting project. From the initial conceptualising stages, we knew that the result would be something spectacular. Our entire team pulled together to make this ambitious project happen, it was such a great task to work on," said Vanessa Gibson, Creative Director at Black River FC.

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