

# The Boxer TVC wins silver at London International Advertising Awards

The new Amstel TVC, The Boxer, was the only entry from South Africa to receive an award in the Online Film Production and Post-Production for Cinematography category at the London International Advertising (LIA) Awards. (video)

OwenKessel advertising agency, in association with Greg Gray of Velocity Films, scooped a silver LIA award for best Cinematography and was a finalist in Direction in the Online Film Production and Post-Production category for the TVC.

The TVC tells the story of the young and impatient boxer, Thapelo 'Tick Tock' Mokoena. He initially cuts corners in his boxing training and finds himself knocked out in the second round of his first title fight. After much time and effort, he makes a glorious comeback. The message pays homage to Amstel's new pay-off line (and campaign), 'Take Your Time'.

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