Consol Glass and Grey Johannesburg's winning ad sees new success at Kantar Millward Brown

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Consol Glass is proud to announce that their television commercial (TVC), "The Best Things Come in Glass", has been given new honour at second place on the most liked ad list by Kantar Millward Brown this March. Even though the award was for second place, it was overall the best loved South African-produced advert. Last year saw success for the firms as the ad was placed number one for Q1 in 2017.

The advert shows a young girl enjoying a visit to her local park. She purposefully empties her Consol preserve jar of its wholesome treats. Whilst playing in the park, she holds up the empty glass jar to fill it with the different sounds and memories of the park. At the end of the day, she takes her jar filled with the special memories from the day home to her gogo (granny) who is blind – enabling gogo to experience the park for herself just like she experienced it earlier, showing in a magical way that the best things in life are felt and shared, not necessarily seen.

“We are thrilled to be a big part of creating emotive advertising work in the country,” said Fran Luckin, chief creative officer at Grey Advertising. “We are looking forward to creating more work which resonates with our unique SA audience as well as bringing home more Cannes in the years to come,” she said.

Kantar Millward Brown is a leading global research agency specialising in advertising effectiveness, strategic communication, media and brand equity research.

Consol Glass, is passionate about glass, with the little clink you hear when two glasses meet, and with how its versatility never fails to surprise us. And after more than 70 years of making glass in a variety of shapes, colours and sizes, there's no sign of that ever changing. After all, the best things come in glass.

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Grey Africa

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