

Vanilla Ice chills SAB fans

South African Breweries' (SAB) new ad for Castle Lite creates the ice atmosphere by using international rap star Vanilla Ice in a reprise of his number one hit single from the '90s, *Ice Ice Baby*. [video]

The brief to Ogilvy Cape Town was to highlight Castle Lite's new intrinsic proposition about being 'extra cold'. "We needed a creative device to drive home the new product offering of being ice cold and the classic *Ice Ice Baby* song proved a winner. The first prize became to get Vanilla Ice (Robert Matthew Van Winkle) to be part of the commercial and we were thrilled when he agreed," says Ogilvy Cape Town creative director, Gordon Ray. The company and SAB worked with director, Peter Pohorsky of Plank Films.

"It was imperative to shape an idea that would break through the clutter and stand out and what a better way to do that than use a character like Vanilla Ice, to express what the brand is all about an extra cold lager. The two fitted perfectly, we could have secured a more suitable collaboration."

Emma Lundy, head of broadcast at Ogilvy Cape Town contacted his agent and negotiations began. The '90s rap star is still very active in his performance career doing up to 100 concerts a year. He managed to find a window in his busy schedule and flew to Cape Town for a few days to shoot the ad in a location in Stellenbosch before his next concert in Dallas. Van Winkle will be returning to the country later this year to perform in Pretoria.

Cool as ice

"He was so calm, cool and co-operative on set," explains Ray. "We designed a blue sequenced outfit which he was more than happy to wear and we shaved his head and eyebrows to create his original look from the '90s. He was really a pleasure to work with, he's still got all the moves and the attitude and was eager to do whatever was required and improvise."

The campaign also includes exclusive ice-cold fridges found in premium on-premise outlets across the country; these fridges house the new products ensuring it is served to its consumers at extreme cold temperatures. The products have thermochromatic ink stickers, which appear blue when at their ideal temperature for consumption, extra cold.

The lead actor in the ad, Sekoati Tusban of *Sewende Laan* was one of Vanilla Ice's most devoted fans as a young child and he and the rest of the cast were surprised when Vanilla Ice appeared on set, as they were unaware he would be joining them until the day of the shoot.

"It's amazing what's possible when we stop, collaborate and listen," concludes Ogilvy Cape Town MD, Gavin Levinsohn.

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