

OFyt creates an online gift card that offers an experience for the V&A Waterfront

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When the V&A Waterfront approached Old Friends Young Talent (OFyt) for a creative campaign that would let people know that their gift cards are available to purchase online, the agency knew that this is a much bigger brief than just an announcement. After all, the V&A Waterfront is much more than just a mall.



Lida Howe-Ely, creative director at OFyt, explains the creative approach: “We wanted to show that a V&A Gift Voucher is about so much more than just an opportunity to shop. But we also wanted to tap into the client’s commitment to supporting local artists, as well as their environmentally sustainable values.”

OFyt partnered with South African artist Hazel Buchan, who created amazingly detailed mixed media sculptural pieces from recycled paper, repurposed gifting materials, used V&A gift bags and ribbons, as well as upcycled V&A plastic gift cards.

“We have always admired Hazel’s work. She took our scamps and brought them to life through a series of line drawing first, and gradually the 3D elements literally took shape and stood out in front of us. The sculpture was created during lockdown in Johannesburg with OFyt provided the client in Cape Town with videos of Hazel’s work in progress – these were absolutely mesmerizing!”

Hazel weighed in with additional ideas of how the sculpture could live online and the detail that could be showcased. Everything was built in sections and pulled together on the day of the shoot.



"The final sculpture portrays a snapshot of all the V&A Waterfront has to offer, from shoe shopping and restaurants to riding the Cape Wheel. It was photographed by Bianca Theron from Lampost for our campaign, which is wrapped up with the campaign line: "The gift card that gives more than expected".

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