

[Times Press Ad Challenge] Eveready is positively South African

There are many local positive news stories in South Africa. Eveready chose their favourites in an ad that amplifies positive news and the Eveready brand.



The Times newspaper, in association with the Loeries, recently tasked South Africa's creative community to think on their feet and develop rapid-response press ads for their clients, based on The Times news stories of the day.

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