

New wild ride ad for ContiPartner

Capitalising on last year's successful ad for [ContiPartner](#), [Continental Tyre South Africa](#)'s official distribution network, which featured a race between an athlete and a car with Continental tyres, [Masters & Savant Worldwide](#) and agency [Ebony & Ivory](#) have joined forces again for the sequel.

This time, the advert has an athlete base-jumping from the top of a mountain, while the car speeds down it.

"Our biggest challenge was telling a longer story in the same amount of time, while staying true to the first commercial," says Chris Lockhart, Johannesburg creative director, Masters & Savant Worldwide.

Lockhart, who directed the live action elements of the commercial as well as the post-production, says getting the right combination of the CGI and live action elements was key to its success.

"Smooth process"

"A production like this always has tight time and budgetary constraints, so it was up to us to ensure that we got it right without comprising the vision of the agency or what the client wanted. We were fortunate however that they trusted us."

This element of trust and respect was something that creative director for Ebony & Ivory, Emil Padia, says made it a 'no-brainer' when deciding on who should create the commercial.



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"They had already proved to us what an excellent choice we made with them last year. Besides, the ad was a sequel to last year's one and we just knew we could trust the process based on the style they had already created." Padia also commended Lockhart and his team for "a very smooth process."

"It makes a huge difference working with a team that are not just technically proficient, but are artists too. I always say it takes an artist's eye to create fine detail that we normally take for granted when viewing an ad with a high level of CGI, the smallest detail matters. With them, those details were always taken care of."

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