

## New DStv campaign features Gabriel Macht

DStv Premium has launched its new commercial, 'What do You See', featuring its brand ambassador, Gabriel Macht, star of the TV series *Suits*.

The TVC is about how great entertainment, sports and series shapes you into who you are. In the third chapter of these commercials, DStv Premium brings its subscribers closer to the international stars of their favourite series and includes other icons from various genres that have been influential throughout the years.

The making was in itself a creative conundrum but a thrilling one for the team. Once scanned, a 3D digital double was created, allowing the creative team to work out how the light from each projector would fall onto Gabriel's face and his body and how it would react or follow the contours as he delivers his monologue.

To view, go to [YouTube: DStv: What do you see?](#).

For more, visit: <https://www.bizcommunity.com>